

CRITICAL FACTORS FOR CORPORATE SOCIAL RESPONSIBILITY IN THE DIGITAL ERA

RESUMO

In the digital era, organizations are challenged to improve their environmental and social impacts without weakening economic results. To answer these challenges, searching for a balance between economic capacity and better living standards for all stakeholders, organizations adopt corporate social responsibility (CSR) practices, and develop digital transformation (DT) processes. This study explores whether DT capabilities, comprising digital strategy, integration and control, and excellence models are critical factors to successfully develop organizational social responsibility practices. A survey was employed, and data was analyzed using Necessary Condition Analysis. The results show that, to fully develop CSR practices, DT capabilities and excellence practices internalization must be implemented. Our study addresses essential issues with theoretical and practical value for organizations with organizational excellence certification facing digital transformation and CSR challenges.

Palavras-Chave: corporate social responsibility / digital transformation / organizational excellence