

**IS CORPORATE SOCIAL RESPONSIBILITY A MANAGEMENT FASHION IN NORWAY? SOME  
PRELIMINARY EVIDENCE**

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[dx.doi.org/10.18374/EJBR-14-1.7](http://dx.doi.org/10.18374/EJBR-14-1.7)

**ABSTRACT**

In recent years Corporate Social Responsibility (CSR) has been the subject of much attention. Commentators have referred to CSR as a “global movement” and a “mega-trend”. Some have also suggested that the popularity of the CSR idea resembles that of a typical “management fashion”. In this article we conduct a preliminary analysis of the evolution and life-cycle of CSR in the Norwegian context. Focusing on the supply-side of CSR, we examine the public discourse around the idea using so-called “print-media indicators”. The discourse data show a rapid growth in the intensity of discourse in the years from 2005 to 2013. Interestingly, the life-cycle curve lags behind that seen in other countries, where CSR-related discourse started several years earlier. This indicates that the take-up of the CSR idea has not been uniform across countries. Based on the findings and a discussion of the limitations of our analysis, we map out a research agenda for studying the take-up and evolution of CSR as a fashionable management idea in different contexts.

Keywords: *Corporate Social Responsibility, management idea, management concept, management fashion, business media, print-media indicators, discourse*