

CSR REPORTING ON THE CORPORATE COMMITMENT TO SUSTAINABLE INNOVATION

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ABSTRACT

This paper examines corporate commitment to sustainable innovation by reviewing the corporate social responsibility reports (CSR) across a group of global corporations. The intent is (a) to identify the extent to which corporate CSR efforts align with dimensions of CSR activities and (b) to determine the forces driving commitment to CSR and sustainable innovation. The research team used a content analysis methodology to review and code CSR reports from a select group of international corporations, ranked in Interbrand's Top Global Brands ranking. CSR activities among the sample focused on the triple bottom line dimensions of economic, environmental and social concerns, while goodwill and regulations were the most frequently noted forces driving CSR programs. The process of comparing CSR reports across the industry sectors provided deeper insight into understanding the nature and drivers of sustainable innovation than simply viewing these reports within individual sectors or companies.

Keywords: *Corporate Social Responsibility, Sustainability, Triple Bottom Line, Stakeholder Analysis*