

**CORPORATE RESPONSE TO SOCIAL ACTIVISM FOR SUSTAINABILITY: AN EXPLORATORY CASE
STUDY OF GLOBAL CORPORATIONS**

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ABSTRACT

Social activism is one of the major driving forces for the strategic commitment of corporations to sustainability. This paper reviews the roles and impacts of social activism along with a perception survey and explores the mode of corporate response with a content analysis of the CSR reports and a case study of business-activist partnerships of the three selected global corporations. The average measures in the perception survey confirm that social activism is an influencing factor to sustainability along with the other key drivers such as customer demand, technological advance, CSR initiatives and government regulation. The case study of three corporations describes alternative modes of corporate response typically practiced in the industry. Implications and directions for future research are derived from the findings of this research.

Keywords: *Sustainability, Social Activism, CSR Report, Environmental Partnership*