

Paper#: K044

**THE USE OF ACTION RESEARCH TO PROMOTE CORPORATE SOCIAL
RESPONSIBILITY**

C. Richard Baker

Adelphi University

Baker3@Adelphi.edu

ABSTRACT

During recent years organizations have increasingly been focusing on efforts to become more socially responsible by modifying various aspects of their operating and management practices. The purpose of this paper is to discuss how action research might be utilized to enhance corporate social responsibility (CSR) practices in various operating settings. While it has been argued that active engagement by researchers in organizational change risks organizational capture action research is a qualitative methodology that may be able to withstand organizational pressures, thus allowing researchers to study issues, like CSR, from inside organizations. This paper summarizes the history and principles of action research and suggests ways that action research might be used to further the goals of CSR.

Key words: corporate social responsibility, action research, organizational change