

عنوان مقاله:

Sustainable Development in Emerging Economy: Using the Analytical Hierarchy Process for Corporate Social Responsibility Decision Making

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خلاصه مقاله:

Corporate Social Responsibility (CSR) is a general concept where companies voluntarily decide to adopt social, economic and environmental responsibilities for a better society and environment. Researchers in the management field have created various CSR models and theories. Moreover, enterprises are working out to strength its competitiveness performance though adopting CSR approaches. For that, decision makers in an enterprise have to target the most appropriate CSR approach that fit with the environment and the nature of their enterprise. The Analytical Hierarchy Process (AHP) has been presented through the article in order to help an organization take decision toward the most convenient CSR method according to many characteristics and criteria

کلمات کلیدی:

Corporate social responsibility, Analytical Hierarchy process, decision making process, Competitiveness, Strategic Management

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