



Sustainable Corporate Social Responsibility Management and Innovation

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Message from the Guest Editors

Organizations have to respond to events, some more unexpected than others, to survive. There has never been better proof of this than the pandemic that we are currently experiencing in the first quarter of 2020. This situation has put to the test not only organizations, but also citizens and society as a whole, since everything we previously knew has now changed. If we focus on corporate social responsibility (CSR), several questions arise. For example, what issues will we need to pay attention to from now on? Are they the same subjects that interested organizations before, or has the perspective changed?

The objective of this Special Issue is to answer these questions by helping to promote a sustainable CSR with a focus on innovation in environments of great uncertainty, when intangible assets such as reputation or trust become more relevant. Could investment in sustainable CSR be the answer to organizations' concern about those new problems in society? We aim to explore the application of better solutions.





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Message from the Editor-in-Chief

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