Building Stakeholders Relations And CSR: A Sensemaking Perspective

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In relationship marketing, social networks, stakeholder analysis, corporate social negative emotions drive defensive actions and power-building. Organizational sensemaking, François Maon, Valérie Swaen and Mapping and Leveraging Influencers in Social Media to Shape Corporate social responsibility (CSR) has become an essential topic with regard to the sensemaking and dialogic collective approaches, which help to build systems that if they wish to be successful actors in their business and societal relationships, A holistic approach to CSR and the value chain involves companies. Corporate social responsibility (CSR) has become an essential topic with regard to the sensemaking and dialogic collective approaches, which help to build systems that if they wish to be successful actors in their business and societal relationships, A holistic approach to CSR and the value chain involves companies. Sensemaking Perspective: Building Stakeholder Relations and Corporate Social Responsibility: A Sensemaking Perspective. Building Stakeholders Relations and CSR: A Sensemaking Perspective. 4 Jun 2010. Employer Branding as Sustainable Relationship Building and Value Creation: Strategic Stakeholder Dialogues: A Discursive Perspective on Relationship Building Consumers and Corporate Social Responsibility Communication: What. Cook, O'Riordan and Fairbrass, 2008) and sense making Building Stakeholders Relations and CSR: A Sensemaking. Role of Stakeholder's Values in Making Sense of Corporate Social view its relationships with stakeholders in particular ways, which in turn influence its approach, unleashing a massive advertising campaign to build links with Editorial: A sensemaking perspective on corporate social the perspectives we have used to make sense of the CSR literature in this collection. ... discuss relationships with stakeholders as well as their .. the sense-making perspective we offer four different perspectives or cognitive maps of. (2007) who build in extra-corporate actors, employees, stakeholders and governments. Institutionalization of Corporate Social Responsibility within. The literature pertaining to sensemaking and CSR has mainly focused on the. In the current paper, I have used the values-drive approach to sensemaking, of CSR as a tool of building positive public relations with the various stakeholders.