

Social Responsibility of Organizations. Old – New Stakeholders?

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Introduction

Considerations in the presented volume of the Research Papers are devoted to the social responsibility of organizations. In this volume, special attention has been focused on stakeholders. When referring to the theoretical aspects of this concept, we remember that the entities operating in a competitive market should be aware of the needs and expectations of the actors they interact with and that this is a two-sided direction of influence.

Observing the current trends in both theoretical and practical development in the area of social responsibility, a thought comes to reflect on the latest changes connected with stakeholders. Hence in the subtitle there is the reference to “old – new stakeholders”. The mentioned changes in the correspondence with the “old – new” subtitle, do not concern the age of these stakeholders, but the actuality of the needs and expectations that may be indicated within the relationships with the entities. Do the “old” stakeholders no longer report their expectations, or their expectations have lost their attributes of strength, legitimacy or urgency? Have they been “pushed out” by the “new” ones? Or are the “new” stakeholders the “old” ones but with current expectations? So what are the new expectations, who are the new stakeholders, and whom should companies pay attention to? These are just some possible aspects for consideration in the area of social responsibility and stakeholder theory.

In the response to the posted questions and the hope for building the ground for answers I present with pleasure the Research Papers of Wrocław University of Economics that not only describe current problems connected with the CSR concept, but also point the new perspective and directions of CSR.

At this point I wish to address my thanks to the reviewers of the Research Papers, whose efforts in the form of comments and suggestions expressed in the reviews contribute also a special part to the CSR discussion held on the pages of the current volume.

Magdalena Rojek-Nowosielska