



**THE RELATIONSHIP BETWEEN CORPORATE SOCIAL RESPONSIBILITY  
PRACTICES AND CORPORATE IDENTITY  
- TWO ILLUSTRATIVE CASES -**

by  
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## **ABSTRACT**

*Companies are acknowledged as the most powerful social construct in today's society and the public is now more aware of the impact companies have on humanity. Therefore, companies are expected to take on a new role, one that signifies a broader social responsibility. Companies have begun to carefully examine their corporate responsibilities and are beginning to integrate sustainability principles into their business strategies and policies. Corporate social responsibility and corporate identity are considered strategic resources for building credibility and support among stakeholders and for gaining competitive advantages in the new business atmosphere. As moving into the third millennium, business will increasingly find itself with no option but to cooperatively help to evolve the global phenomenon of corporate social responsibility.*

*Even if there is abundant literature concerning corporate social responsibility and corporate identity concepts, only few studies focused on the practical illustration of corporate social responsibility practices, and even fewer on the relationship between corporate social responsibility and corporate identity. This thesis provides insight into the practical way corporate social responsibility is exercised by two Portuguese corporations – one from the footwear industry and the other one from the civil construction industry, as well into the way corporate social responsibility practices reveal in the corporation's identity.*

*The findings suggest that there are interesting differences in the way corporate social responsibility is regarded by the corporation's managers. Also the results obtained from the two cases revealed that corporate social responsibility is visible present in the corporation's identity being revealed by different corporate identity components such as: corporate design, corporate culture, corporate behavior and corporate strategy.*

**Keywords:** *corporate social responsibility, corporate identity, stakeholders.*

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