

Challenges of Corporate Social Responsibility (CSR) in Industry: An Analysis Towards New Technologies and Productivity

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Abstract: Corporate Social Responsibility (CSR) is a voluntary strategy that aims at a sustainable development. Unfortunately, it's not certain whether industries observe a productivity improvement when applying a CSR strategy, or whether advances in technology and innovation in industry generate some impact in CSR issues towards a sustainable technological development. This abstract refers to an exploratory research including the two following objectives: 1) identifying whether CSR could generate not only a social result, but also productivity improvement; 2) identify the challenges that CSR faces with "Industry 4.0" and its basic technologies that support this fourth industrial revolution. In relation to CSR and industrial production improvement, sustainability can be a key element for a social, economic and productive balance in industry, considering influential aspects including the company's image and reputation, stakeholders' benefits, socially responsible actions, ethics and honesty, since nowadays a consumer is becoming a socially responsible individual. Regarding CSR and its relation to Industry 4.0, the analysis is based on identifying what could be the impact (social, environmental, economic) generated by new technologies such as Artificial Intelligence, Industrial Internet of Things, Augmented Reality, Cloud Computing, Cybersecurity, Robotics and Drones, Big Data, 3D Printers. Its (negative) impact would be related to the vulnerability of information, replacement of people by machines, cybersecurity threats, among others. In conclusion, the challenges that CSR faces currently with industry could be identified by recognizing the positive impact on the productivity, and in addition, the negative impact generated by new technologies applied to industry. Finally, the Sustainable Development Goals (Agenda 2030) are global objectives in which Industry (through CSR) should focus to reduce the social, economic and environmental impact.

Keywords: Corporate Social Responsibility, CSR, Industry 4.0, Technology, Productivity