

CONFUCIAN AND ISLAMIC PERSPECTIVE OF RELATIONAL CORPORATE SOCIAL RESPONSIBILITY: THE MODEL COVERING NON-MATERIAL DIMENSIONS

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ABSTRACT

Rites and rituals are the essence of Confucius and Islamic corporate practices where responsibilities of corporations (i.e. economic, ethical legal and social) towards society translated into virtue when it is narrated in cultural aspects. Both societies have two distinct approaches of their CSR that are based on material and non-material dimensions. In general CSR practices, business organizations overlook non-material approaches in which it may cover sensitive social and ethical issues of the society. In both closely knitted societies compliance for non-material dimensions can observe as relational CSR that has theological inspirations. These approaches can accelerate economic activity and safeguard the material interests of the corporations in the host Confucius and Islamic Societies. It is predicted that extrinsic cost of public relations (i.e. monitoring, surveillance and performance measures) can be minimize through non-material initiatives. Presented article argue on the cultural aspects of CSR that can incorporate with non-material dimension of CSR and presented in the form of model for both societies. These models develop an understanding of CSR in natural social setting of the Islamic and Confucius societies.

KEYWORDS: Rites and Rituals; Corporate Social Responsibility (CSR); Public Relations; Confucian Society; Islamic Society