

Why do we still talk about social responsibility?

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Abstract

For questions of social responsibility it is evident that they are targeted and answered relatively well within the field of business. In support to this assumption numerous scientific monographs, articles and empirical studies, ranging from studies on ethics of business on micro level to alternative economic models on macro level, could be listed. However, it is also evident that outside this field, the topic appears to be somewhat less elaborated and researched. Within the field of social sciences and humanities there is hardly any talk about social responsibility and empirical studies are practically non-existent, in spite of numerous social events literally begging for sociological and anthropological examination. As a research problem social responsibility appears to be even more actual in times after the crisis in 2008.

While economic aspects of the crisis appear to be relatively well researched, this could not be said about social aspects. Nevertheless, numerous examples of social activation of population point to the raised awareness that resources needed for economic growth are largely taken from the field perceived as the *common good*. Emerging from that are expectations that a part of the created good will be returned to the *common good*. Since this expectations are often not met, heightened feelings of disappointment, separation and mistrust emerge and these have negative impact on individuals and society on the one hand and on the business subjects on the other. At the same time there are also numerous examples when these negative aspects are transformed through the actions of individuals into actions of individual social responsibility. Typical examples include development of patterns of reflected and responsible consumption of individuals and their households, increased self-provisioning and personal engagement in issues regarding economy, as well as formation of alternative collective actions and cooperatives based on social responsibility.

From everything that is stated above we can conclude that in spite of relatively good conceptual groundedness of social responsibility, society tends to social responsibility that is organically formed in accordance with the actual and real situation. Thus we can conclude, that there is great lack / not enough of empirical research of the phenomena and at the same time a lack of trans- and inter-disciplinary discourse on the topic. Improvements in understanding of social responsibility would lead to more comprehensive and holistic understanding of society and would at the same time improve projections of its future and ability of constructive management of its future.

Zakaj še vedno govorimo o družbeni odgovornosti?

Povzetek

Za vprašanja družbene odgovornosti je videti, da so relativno dobro zastopana in pokrita v polju poslovnega sveta. V prid tej trditvi bi bilo mogoče navesti številne strokovne monografije, znanstvene članke, empirične študije in razprave, ki segajo od etike poslovanja na mikro ravni, pa vse do alternativnih makro-ekonomskih modelov. Stvar postane manj očitna in razdelana v trenutku, ko zapustimo polje ekonomije. Na področju družboslovja in humanistike se o družbeni odgovornosti komaj govori, empirične študije pa praktično ne obstajajo, in to kljub temu, da družbeno dogajanje dobesedno kliče po sociološki in antropološki obravnavi. Raziskovalni problem je še toliko bolj aktualen v času po izbruhu ekonomske krize leta 2008.

Ekonomski vzroki in posledice so relativno dobro raziskani, medtem ko socialni nekoliko zaostajajo. Vseeno pa je na podlagi številnih primerov socialne aktivacije ljudi mogoče sklepati, da se med ljudmi v vedno večji meri pojavlja zavedanje, da so resursi, ki so potrebni za gospodarsko rast, v veliki meri vzeti iz polja, ki bi ga bilo mogoče opisati kot *skupno dobro*. Iz tega izhajajo pričakovanja, da se bo del dobrega, ki je na ta način ustvarjeno, vrnil v *skupno dobro*. Ker pa se to pogosto ne zgodi, se v družbi povečujejo občutki razočaranja, ločenosti in nezaupanja, kar ima negativne posledice tako za posameznike in družbo na eni strani, ter gospodarske subjekte na drugi. Hkrati z omenjenimi negativnimi učinki pa je mogoče opaziti tudi njihovo transformacijo skozi individualne akcije, ki jih je mogoče razumeti kot oblikovanje individualne socialne odgovornosti. Tipični primeri tovrstnih akcij so na primer vzpostavljanje reflektirane in odgovorne potrošnje posameznikov in njihovih gospodinjstev, porast samooskrbe, zavzemanja za ekološka vprašanja in dvig medosebne solidarnosti, pa tudi povezovanje v alternativne kolektive in zadruge, ki temeljijo na principih socialne odgovornosti.

Iz navedenega gre torej skleniti, da kljub relativni konceptualni utemeljenosti družbene odgovornosti, družba teži k odgovornemu delovanju in ga živo oblikuje na sebi lasten način. Iz tega izhaja, da je empiričnega raziskovanja, predvsem pa trans- in interdisciplinarnega diskurza, na tem področju prej premalo, kot pa preveč. Tovrstno poglobljeno razumevanje družbene odgovornosti bi omogočilo ne le celostno razumevanje družbe, ampak tudi projekcijo in konstruktivno poseganje v njeno prihodnost.