

https://dspace.org/

CSR norms and transnationalism: Shell's corporate social responsibility after the Ogoni Crisis

Olszewska-van der Merwe, Natalia

2014-03-06
http://hdl.handle.net10539/14046

Downloaded from a DSpace repository. https://dspace.org/

Over the past two decades, the role of Multinational Corporations (MNCs) within the international system has expanded dramatically. Through their increasing participation in public-private partnerships they have assumed a role that goes beyond a traditional economic understanding of costs and benefits. This evolving role of MNCs, and the political, economic and social impact that they have within the international system, has brought to the forefront discussions regarding Corporate Social Responsibility (CSR) norms and practices. In the 1990's this increased focus on CSR coincided with a growing global focus on environmental and human rights. Since then various global initiatives have sprung up, aimed at encouraging comprehensive CSR practices – entailing a rights focus – by MNCs, as well as creating an accepted global framework for CSR. By considering the CSR practices of Shell in Nigeria, pre and post-1995, as well as the local and global context within which this occurred, this paper considers the influencing factors within the local-global nexus that promote and contribute to the adoption of CSR norms.