

The drivers and barriers of corporate social responsibility: A comparison of the MENA region
and Western European countries

Amin Alizadeh

ameen59@tamu.edu

Texas A&M University

The purpose of this study is to critically review the current literature on corporate social responsibility (CSR) and integrate the findings to provide insights on how to better choose, manage and implement the process of social responsibility programs in corporations. The Preferred Reporting Items for Systematic Reviews (PRISMA) statement was used as a formal systematic review guideline for data collection. Data was obtained from research studies over the period 2010–2021. After reviewing 125 empirical studies related to CSR in developing and developed countries, I listed the various definitions of CSR and summarized the current research perspectives related to the subject. 32 empirical studies have analyzed and summarized to address over 30 CSR drivers and barriers in Middle East, and North Africa (MENA); and North America, Europe, Australia. While religious beliefs (Valmohammadi, 2011), leadership (Lythreitis, Mostafa, and Wang, 2019), and moral commitment (Pinto and Allui, 2020) are some of the drivers of CSR in the MENA region, pressure from the government and European Union, strengthening reputation and consumer demand tend to be important in western countries (Chkanikova and Mont, 2015; Laudal, 2011). This review also discovered that ineffective regulatory and governance systems, lack of management commitment and the lack of investors' interests are some of the main barriers of CSR in the MENA region (El-Bassiouny, 2020). This review revealed CSR studies are still limited in the developing countries, and the fast-growing wave of globalization created that need for multi-national companies to understand

CSR drivers in different regions to become more successful internationally. It is also noted that CSR barriers and drivers varied based on geographical locations.

References

El-Bassiouny, D. (2020). Ethics, CSR and Sustainability (ECSRS) Education in the Middle East and North Africa (MENA) Region (pp. 34-50). Routledge.

Pinto, L., & Allui, A. (2020). Critical drivers and barriers of corporate social responsibility in Saudi Arabia organizations. *The Journal of Asian Finance, Economics, and Business*, 7(11), 259-268.

Valmohammadi, C. (2011). Investigating corporate social responsibility practices in Iranian organizations: an ISO 26000 perspective. *Business Strategy Series*, 12(5), 257-263.