

SOCIAL RESPONSIBILITIES OF THE BUSINESSMAN

Howard R. Bowen

introduction by Jean-Pascal Gond

foreword by Peter Geoffrey Bowen

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la RSE, Howard Bowen semble avoir joué un rôle majeur. Son ouvrage Social Responsibilities of the Businessman (Bowen 1953) est présenté comme un ouvrage séminal, anticipant et structurant l'ensemble des approches théoriques en matière de RSE, et contribuant à la construction d'un nouvel

Titre de la communication

En 1953 Howard R. Bowen publicó el libro "Social Responsibilities of the Businessman" y fijó para siempre las bases de lo que hoy entendemos como responsabilidad social empresaria (RSE). Para muchos investigadores académicos y analistas, Bowen fue el pionero del análisis de la relación entre empresa y sociedad y, por tanto, el Padre de la RSE. Su trayectoria y el recuerdo de su hijo ayudan a revisar su legado.

La reveladora historia de Howard Bowen, el Padre de la RSE ...

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