



# Contexto, concepto y dilemas de la responsabilidad social de las empresas transnacionales europeas: una aproximación sociológica [

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Analítica

This study addresses the hypothesis that the increasing importance of corporate social responsibility, and its incorporation into European multinational companies, is a true reflection of some of the most important features of present day social, economic and cultural life. The spread of this phenomenon is studied in the context of globalization, makes reference to its multi-scalar, multi-directional and multi-dimensional structure, and also considers its relationship to the increasing importance multinational companies attach to reputation risk management and corporate image. Below we focus on how this is conceptualized by making a distinction between three different types of responsibility and its relation to four dilemmas; should it be obligatory or voluntary, unilateral or multilateral, applied universally or relatively, or just limited to complying with current law. In addition, other philanthropic or social aspects of the company and its consideration as a regulatory plus are addressed. In line with this array of definitions, different outlooks are presented regarding the risks and opportunities of this new social tool

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