

Use of Social Media for CSR and Sustainability: A Systematic Review of Literature

Amrit Perish

Department of Management
Amrita Vishwa Vidyapeetham University
Bangalore, 560035, India
amrithperish20@gmail.com

Shekar Babu PhD

Department of Management
Amrita Vishwa Vidyapeetham University
Bangalore, 560035, India
sb@amrita.edu

Abstract

The objective of this paper is to systematically review the literature to identify published measures on the use of online social networks as a medium for Corporate Social Responsibility (CSR). In addition to social networks the literatures were also looked at social network analysis (SNA) in the area of CSR and Sustainability. To this end, the study was performed a systematic review of literature of online social networks like Facebook, Twitter and Instagram. Searches were made from digital library of Amrita University and through online library database sources and references of eligible papers. We classified measures according to conceptual framework that underwent content validation with an expert panel. The purpose of the analysis, which aggregates the results of 250 recent empirical studies, published in the last 17 years, between 2000 and 2017, in the international literature on Social Media platforms and CSR and Sustainability. The literature review analysis also focuses on ratifying and exploring the existing underlying theories.

Keywords

Corporate Social Responsibility (CSR); Social Media Networks; Social Network Analysis (SNA); Meta-Analysis; Systematic Review of Literatures

Biographies

Amrit Perish is a 2nd year student pursuing his MBA & MS Collaborative Dual-Degree program at Department of Management, Bangalore, India. He earned B.Tech. in engineering from India.

Dr. Shekar Babu is the Founding Head, Department of Management, Bangalore Campus, AMRITA Vishwa Vidyapeetham University. Dr. Shekar Babu holds a Bachelor of Engineering degree in Electronics and Communications from Bangalore University and a Master of Science degree in Electrical and Computer Science from California State University, Los Angeles and a Doctoral Degree in Strategic Management from Amrita University. He is a Management Consultant with over 25 years of experience in working with Price Waterhouse and Hewlett-Packard Co. His research areas are Corporate Social Responsibility (CSR), Corporate Governance (CG), Strategy and Social Development. He has taught courses in Marketing, Leadership, Management Consulting and Business Ethics.