

Corporate Social Responsibility towards Social Responsible Innovation: A dynamic capability approach

Hossein Mahlouji¹ and Nahid kalbasi Anaraki²

The recent global economic downturn reveals the inefficiency of innovation theories to achieve sustainable growth. In the meantime, corporate social responsibility (CSR) theories have been criticized due to failure to enhance entrepreneur innovations. To address the shortcomings of two theories, a new school of thoughts has emerged to introduce transmission mechanism for integration of CSR into social responsible innovation (SRI) theory. This article implements a dynamic capability approach (DCA) to develop the transmission mechanism between CSR and SRI. We reveal that CSR can affect SRI through managerial creativity, dynamic sustainability, cost effectiveness, and reputational approach.

JEL Code: M1

Key words: corporate social responsibility (CSR), dynamic capability approach (DCA), social responsible innovation (SRI), managerial creativity, dynamic sustainability, comparative advantage, stakeholder theory, organizational excellence.

1. Introduction: