

Carroll's (1991) pyramid of CSR



Source: Carroll's Pyramid of Corporate Social Responsibility - Looking Beyond Your Core Responsibilities (mindtools.com)

Carroll's pyramid of CSR 2

Economic responsibilities: a business is ethically obliged to make money: to generate wealth, pay its employees and provide a return on investment for shareholders.

Legal responsibilities: societies expect businesses to abide by the law – this is not optional.

Ethical responsibilities: businesses are expected to abide by societal norms of proper and decent behaviour, over and above following the letter of the law.

Philanthropic responsibilities: philanthropy exceeds social expectations; businesses or their owners privately give to what they consider good causes.