

## THE ROLE OF UNIVERSITIES IN INTEGRATING THE CORPORATE SOCIAL RESPONSIBILITY CONCEPT

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**Abstract.** *The corporate social responsibility is, in our vision, a requirement of strategic planning, in order to achieve the economic and social progress, an initiative on sustainable development. This progress cannot be conceived outside the educational progress that aims to form professionals able to have a pro-active approach to these fields of activity. Since the CSR practice in Romania is seen at European level as been mainly used for commercial reasons that for ethical ones, the approach of CSR as strategic planning tool is an essential challenge at national level. In order to achieve this objective, we consider that an adequate organizational framework needs to be created in order to achieve the national strategic objectives by involving organisations from economic, educational and social environment on a voluntary basis and ensuring the transparency and credibility of pro-active organisations in view of obtaining a well-deserved competitive advantage. The role of the universities could be that of a catalyst of the integration of CSR in what is concerning building skills and competences to support the theoretical knowledge.*

Key words: CSR, strategic planning, sustainable development, social development.

### 1. Introduction

The interdependence between university and socio-economic environment is unanimously recognized and accepted. The efficiency of the economic activity is definitely influenced by the education that determines qualification, professional and cultural training of the workforce.

The national economic environment is labelled by the reduced correlation of the „offer” and educational products with the requirements of the labour market. The disparity between these two sectors has a direct effect upon the development of the human resources in view of an optimum integration on the labour market and as a consequence, upon the growth and economic development.

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<sup>1</sup> PhD studies within Sectoral Operational Program Human Resources Development financed from the ESF, Doctoral School, VALAHIA University Targoviste, Romania, paunescugabriela@yahoo.com.

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