

A CONCEPTUAL FRAMEWORK OF GOVERNANCE: CORPORATE-THIRD SECTOR PARTNERSHIPS FOR CORPORATE SOCIAL RESPONSIBILITY

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ABSTRACT

The ideas, rhetoric and ideologies about business practices being followed for undertaking Corporate Social Responsibility (CSR) have led to the transformation of internal behaviour of the corporate sector and changed relationships of the corporate sector with external stakeholders including the state, the third sector and the social sector locally as well as globally.

The pattern and exercise of state authority is changing from government (rowing) to governance (steering) due to the increasingly complex, plural and fragmental nature of public policy implementation and service delivery in the twenty first century.

The concept of Third-Party Government as prevalent in developed nations like United States involves extensive collaboration of the national (federal) government with institutions like states, cities, counties, universities, hospitals, banks, corporations and others for the actual delivery of public services. In the above collaboration the government shares a substantial degree of its discretion over the spending of public funds and the exercise of public authority with third-party implementers who include business and third sector organizations. This form of collaboration is yet to be acknowledged in developing countries like India incorporating plethora of social services to be delivered by the Government in order to cater the essential public services like education, health and other social services.

The paper attempts to provide an insight into above mentioned form of Governance of Government-Third Sector Partnerships for carrying out Corporate Social Responsibility. Moreover the CSR approach have changed from traditional to partnership mode, the study also makes an attempt to figure out a conceptual framework of governance of partnerships between corporate and third sector for CSR using exploratory method based on established facts.

KEYWORDS: Corporate Social Responsibility, Governance, Non-profit Organization, Third Sector Partnership