

Relationship of business and NGOs: an empirical analysis of strategies and mediators of their private relationship

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Abstract-

Managing the relationship with nongovernmental organizations (NGOs) is a key capability for most companies, because dialogue with stakeholders is a requested feature of Corporate Social Responsibility (CSR). This paper analyses the relationship between businesses and NGOs in Spain. By applying grounded theory, the authors summarize this relationship in the dynamics of conflict and cooperation. NGOs' strategies vis-à-vis companies are categorized and the variables explaining different approaches on both companies' and NGOs' side are examined. The paper concludes by placing the private relationship with NGOs in a wider context (the public arena), dominated by the approach-withdrawal dynamics between firms and NGOs. Finally, this paper presents the theory that results from this research.

Index Terms-

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Citation:

Valor, C.; Merino, A. "Relationship of business and NGOs: an empirical analysis of strategies and mediators of their private relationship", Business Ethics - A European Review, vol.18, no.2, pp.110-126, April, 2009.