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BUSINESS SUSTAINABILITY THROUGH THE PRACTICE OF CSR: THE A. PETTI SPA EXPERIENCE

Maria Rosaria Sessa^{1(*)}, Ornella Malandrino¹, Daniela Sica¹, Stefania Supino²

¹Department of Business Sciences - Management & Innovation Systems (DISA-MIS),
University of Salerno, Fisciano, Italy

²Department of Human Sciences and Promotion of Life Quality, University San Raffaele, Rome, Italy

(*)*Email*: masessa@unisa.it

ABSTRACT

The progressive and speedy evolution of the Corporate Social Responsibility (CSR) concept, over the last few years, has provoked an afterthought of the same goals that companies are called to follow, that is to support the traditional production function, which represents the constitutive element of their being and operating, the principles of sustainability, in a perspective able to increase the value to not only economic capital but also natural and human capital. This paper aims to examine the adoption of systems, models and tools of CSR in the Italian company ‘Antonio Petti SpA’ operates from 1925 in the sector of vegetable tinned, in order to evaluate the contribution that CSR instrument adopted have offered to build organization's sustainability.

Keywords: CSR, management, quality, sustainability.

INTRODUCTION

The progressive extension of ‘social responsibility’ to the business world is defining a challenging role for the business community, from which a rethinking of the same goals that businesses are called to pursue. In fact, alongside the traditional production function, which still represents the constitutive element of their being and operates, they are asked to drive to sustainability, in the context of enhancing economic, human and natural. According to this extension, social responsibility and sustainability are increasingly closely linked to both positive and normative assessment (Proto and Supino, 2009).

Similarly, stakeholders are now more involved in taking the behaviors in line with the principles of sustainability and, above all, acquiring propositional and coherent attitudes in relevant processes for the purpose of concrete social innovation. Due to the central role of the stakeholders, a reinterpretation of Social Responsibility is being drawn up, from Corporate Social Responsibility to Company Stakeholder Responsibility, through an approach that favours sustainability as a correct, fair and transparent form of value creation for all heterogeneous types of stakeholders.

It has emerged, therefore, the need to improve information flows on performance and socio-environmental organization, in the awareness that the traditional accounting documents of an economic nature have significant limits in accounting for the multiplicity of intangible assets such as reputation, trust, and consensus. In fact, although they make a significant contribution to the process of creating wealth generated by the company, they do not find adequate accounting in their operating budgets (Nigro and Petracca, 2016).

The aim of this paper is the analysis of the evolutionary dynamics that characterized the concept of Corporate Social Responsibility in order to scan the best practices and the main elements of criticality that derive from a strategic drive towards improving your performance in a holistic approach of a south Italy Organization: the A. Petty S.p.A.

RESULTS AND CONCLUSIONS

The paper highlights that currently there is still space to introduce best practices in a systematic way and to adopt the correct CSR instruments in agri-food organizations. Moreover, these must become an integrated part of the managerial strategies, in reference to the internal and external dimension of companies.

In reference to the internal dimension, possible interventions principally regard management of human resources (in terms of continuous education and formation, flexibility of working hours, equal opportunities) and environmental management (in terms of energy saving, co-generation, emission reductions, use of recycled materials).

In reference to the external dimension, the relationship with the main local communities, commercial partners and suppliers are taken into consideration.

It is essential to support agri-food organizations in the acquisition of knowledge to valorize social commitment. That is feasible through the creation of a stable, systematic and planned connection between socio-environmental commitment and the search for visibility on what has been created. The scarce attention of communication towards the outside often hides, today, agri-food social commitment, characterizing them as 'silent operators' of CSR.

Moreover, for agri-food organizations to acquire competence and capacity in terms of CSR they should promote forms of collaboration and exchanges of experience, perhaps with companies which have already established significant knowledge and know-how in the field of CSR.

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