

# Internationalization and Corporate Social Responsibility: A Survey of Scientific Production Disseminated in Brazilian Database

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**Abstract**— Faced with a globalized market, companies that already work with Social Responsibility have a greater possibility of competitive insertion in other markets. The synergy between the themes Internationalization and Social Responsibility was the driver of this bibliometric research carried out in three Brazilian databases aiming to analyze the researches that approach the two themes concomitantly and that contain links with the business dynamics. The sample comprised 17 articles that, after the filters, totaled 8 articles produced between 2007 and 2016. As a result it can be seen that the insertion of responsible or sustainable practices are a source of opportunity for business abroad.  
**Keywords**— *Internationalization. Social responsibility. Scientific production.*

## I. INTRODUCTION

Organizations are challenged to survive in an increasingly demanding market. Globalization, increased competition, consumer-oriented legislation are some of the factors that compel organizations to review their strategies and to better prepare themselves to meet market demands and achieve their goals.

One of the most recent strategies used by companies to establish and extend their markets is the so-called internationalization, whether through export or investment in other countries. However, this process is not simple. In addition to internal factors, organizations need to be prepared for the challenges posed by the external environment, which are even more complex because they involve a new country.

Adapting to the culture, legislation and politics of a new country are challenges to be overcome by companies seeking internationalization. Issues related to corporate social responsibility must also be in the “adaptations package”. The legal framework for corporate social responsibility and customs varies from country to country.

In this context, it is possible to observe a relationship between corporate social responsibility and the process of internationalization of organizations. As a result, this article proposes to analyze selected researches that were published in the period 2007 to 2016, which address the theme of Internationalization, Corporate Social Responsibility and are linked with business dynamics.

## II. CORPORATE SOCIAL RESPONSIBILITY (CSR)

Corporate Social Responsibility (CSR) has been discussed since the end of the 19th century. However, a deeper approach to the issue came in the mid-twentieth century, when discussions about the environmental issue and the social role of organizations became more intense. Although the theme is relevant, there is no consensus among the various authors about its conceptualization. This is mainly due to its breadth.

For the Ethos Institute (2017),

*Corporate Social Responsibility is the form of management that is defined by the ethical and transparent relationship of the company with all the public with which it relates and by setting business goals that promote the sustainable development of society while preserving environmental and cultural resources for generations, respecting diversity and promoting the reduction of social inequalities.*

According to Oliveira (2005, p.3), “CSR refers to the way companies act, how they impact and how they relate to the environment and its legitimately interested parties (the so-called *stakeholders*, government and society in general)” and Jones (1980) argues that actions taken for the good of *stakeholders* can only be considered socially responsible and do not aim at financial returns.

To Donaldson & Preston (1995, p.12), “according to *stakeholder* theory, the satisfaction of various *stakeholder*

groups is instrumental to corporate financial performance."

According to Keller (1993), the strengthening of corporate image is achieved through the strengthening of its brands, through publicity of initiatives of social responsibility, aiming to create a brand of high value for companies and their *stakeholders*. Such value, in this case, is perceived by the public - internal or external - as a consequence of the delivery of a high number of benefits that satisfy their needs at a satisfactory cost.

Robert (2003) argues that effective social responsibility, which means, taking responsibility for activities and their social consequences is only possible through the sensitization of the individual, since companies are devoid of sensitivity and responsibility, with these actions belonging to individuals.

The authors mentioned have a common vision when they emphasize the importance of corporate social responsibility to *stakeholders*. Almost in a redundant way, they make it clear that in order to have social responsibility, it is necessary that the components of this society - represented here by the *stakeholders*, obtain some kind of benefit.

As the company itself is one of the components of this society, it will also benefit directly or indirectly from the results derived from the social responsibility management processes.

For Lindquist (1975), the image, from the organizational point of view, is what people feel and think about a product or institutional brand. This author emphasizes that this process is subjective, because it depends on the observer and the organization that transmits the image, and consists of a combination of symbolic, cognitive, emotional and functional elements. The image that different publics have about an organization can be defined, therefore, by the attitudes and communications of this company with its *stakeholders*, as well as by the context in which the different publics and companies are inserted.

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Both Lindquist and Keller address the importance of social responsibility to the image of organizations. This image, according to theory, is formed by the *stakeholders* through the identification of the role played by them, for the benefit of society. These benefits can be translated

into a concrete action, as a project to recover a polluted river, or in an abstract action, as the form of treatment used to its employees, for example.

According to McWilliams and Siegel (2001), the term refers to actions that promote some social good that go beyond compliance with laws, thus assuming a character of voluntarism.

According to Davis (1973, p. 311), "It is the company's consideration and response to issues that go beyond economic, technical, and legal demands for social benefit together with the traditional economic gains the company seeks."

Both in the view of McWilliams and Siegel as in that of Davis, it is possible to identify a tendency towards voluntarism. A number of other authors on this topic emphasize that "true social responsibility" is one that is voluntarily practiced by organizations, and does not aim at interests in any way. However, not all of them act in this way, and therefore the institution and enforcement of legislation is necessary.

In Carroll's (1999) view, there is a diversity of concepts about social responsibility. The concept of social responsibility is usually associated with sustainable development, socio-environmental responsibility and sustainability.

For the Commission of the European Communities (2001, p. 4), "Corporate Social Responsibility is essentially a concept whereby companies decide on a voluntary basis to contribute to a fairer society and a cleaner environment."

The approach of Carroll and the Commission of the European Communities is focused on the natural environmental issue. This is due to discussions about the impacts of business activities on the environment. It is true that corporate social responsibility is not exclusively focused on environmental issues, but it is also a fact that this area has a strong influence on the institutional image formulated by society.

According to Carroll (1979), CSR is classified into four categories according to the main motivation of the act: (a) Economic: the main function of for-profit companies; (b) Legal: because it is inserted in society, it must be in accordance with the established codes and norms; (c) Ethical: it concerns implicit relational codes that are not necessarily described in the form of law; and, (d) Discretionary: it involves actions of a strictly voluntary nature.

Carroll (1999) emphasizes that Corporate Social Responsibility can contribute to the strengthening of the brand. That way it can directly help in the financial return for the companies. Drucker (1984) shares this idea, adding that CSR should be seen as a business opportunity.

Based on the Efficient Market Theory, Mackey and Barney (2007), assume that the information of engagement in socially responsible activities can reflect in the share price and in its market value. In this way, investments in social responsibility actions configure to the extent that investors look for such a characteristic when choosing the shares they will acquire.

Emphasis is placed on the vision of the strategic role of social responsibility for organizations and their ability to generate value. It is argued that social responsibility generates a competitive advantage to the organization from the differentiation of its products and services (Porter and Kammer, 2002).

Authors such as Carroll, Drucker, Mackey, Barney, Porter and Kamer also emphasize the results of the social responsibility process. These authors emphasize the possibility of obtaining benefits derived from this process, either in the improvement of the company image, in the strengthening of its brand, in the improvement of its competitiveness or in the formulation of its strategies. The fact is that investments in social responsibility can generate value and bring financial returns. This can even attract new investors, which is very positive for the organization.

#### Internationalization

Internationalization has been intensifying since the beginning of the 1990s. Among the factors that contributed to this process is the change in the structure of world trade.

With the advent of globalization, international competition and competitiveness between companies has increased considerably. To stay competitive, many companies saw internationalization as an opportunity to expand their business. However, the theme of internationalization is very broad and complex, and therefore requires a detailed analysis of the concepts of the various authors who approach the theme.

Cavusgil, Knight and Riesenberger (2010) refer to the term international business or cross-border business, characterizing it as:

The performance of trade and investment activities by companies, across borders between countries, by which companies organize, supply, manufacture, market and conduct other value-added activities on an international scale.

Broadly and comprehensively, internationalization can be defined as a growing and continuous process of involving the operations of a company with countries outside its home base. Although it contains the word "process", this definition does not indicate that internationalization should necessarily be composed of evolutionary characteristics through strict sequential and

imposing stages (GOULART; BRASIL; ARRUDA, 1996).

For Wafo (1998), the internationalization process began before the First World War, when Western European investors used a fraction of their economies to finance foreign governments and companies in other parts of the world. At the time, almost all company internationalization came from England, France and Germany, in the form of creation or financing of mines, plantation fields, public utilities, railways and ports, mostly in Africa and Latin America.

Similarly, the internationalization of a company can be defined as any activity carried out in order to expand its operations beyond its country of origin, which includes transactions (marketing of products, brands and patents), direct investments (opening of factories, services and *joint ventures*) and special projects (HRDLICKA et al., 2008).

Based on the authors' discourse on internationalization, it is noted that this is an irreversible process, mainly because its basis is related to the process of globalization and expansion of companies. The expansion process can be related not only to saturation in its home markets but also to the strategies of maintenance and growth of its brands, products and services, in order to add value on an international scale.

The process of internationalization of companies involves two main instances: i) external markets servicing via exports and ii) foreign direct investment. Involvement in globalized markets requires the company to respond to the challenges of accelerating change, operational complexity and increasing competition (CRAIG and DOUGLAS, 1996).

According to Jiménez and Delgado (2012), companies go through three stages in their internationalization processes. In the first, the impacts of multinationality and lack of experience act negatively on performance, since the firm faces problems that are largely unknown. In the second phase, by acquiring the necessary knowledge to manage operations abroad, the increase in the degree of multinationality is accompanied by an increase in performance up to the third stage. In the latter, the management of operations abroad becomes excessively complicated, which implies degradation of performance.

This growing process of engagement with international operations can be essentially developed in two ways: *inward* and *outward*. Inward internationalization is characterized by imports, manufacturing licenses, technology purchases or franchise contracts from foreign companies. Outward internationalization occurs through exports, franchising, and direct foreign investment. The combination of these

two forms allows the deepening of the process of internationalization of companies (BARRETTO and ROCHA, 2003).

Despite the existence of several studies related to the subject, there is no conclusive recommendation on the right time for entry into the foreign market, although the literature has exemplified advantages to the first entrant, however the pioneerism also does not guarantee the success of international operations (PENG, 2008) .

For Buckley and Casson (2001), in the processes of internationalization, cultural distance is an important factor in the choice of the type of foreign market. Organizations with little experience prefer short cultural markets.

According to Johanson and Vahlne ( 1977, p. 3) , "the greater the company's experience in the international market, the lower the risk and uncertainty of the operation, creating conditions for greater involvement and the identification of political risks related to destiny country. " .

Regarding the implementation, it is possible to verify that the internationalization process is not only by exports. It can also be characterized by the investments of domestic companies abroad.

Another point that must be taken into account in the process of implementing internationalization is the lack of experience of companies in these new markets. In addition, cultural difference can be a deterministic factor for the success or failure of the process. In this sense, a thorough analysis of these factors is necessary to determine the pros and cons and thus decide on the investment.

According to Rocha (2002), the internationalization of Brazilian companies was boosted in the 1970s, but despite this, it has been slow and late.

The low level of internationalization of Brazilian companies is due to innumerable factors, such as the attractive domestic market and the technological lag of certain sectors, which contribute to the permanence of companies in the domestic market (BARTLETT and GHOSHAL, 2000).

Rocha (2003) cites as factors that hinder the process of internationalization of Brazilian companies the difficulties caused by geographic and linguistic isolation, cultural formation and the impact of the environment on business motivations.

The search for learning and skills development; search for economies of scale; saturation of the domestic market; customer support; appreciation of the brand; access to resources and strategic assets, are driving factors in the search for internationalization by Brazilian companies. (CYRINO and BARCELLOS, 2006).

According to Garrido (2009), the mode of entry into an international market is based on an institutional arrangement that makes it possible for products (technology, human skills, management or other resources of a company) to enter international markets. The strategies for this include objectives, targets, resources and policies that guide the international business of a company for a period sufficient to achieve sustainable growth in the foreign market.

The fact that the Brazilian internationalization process originated in the 1970s did not guarantee a great evolution in this direction. Factors already mentioned as the lack of structure, technology, geographic isolation and domestic demand have limited the growth of internationalization. On the other hand, the same deficiencies that presented themselves as limiting factors, in a way, ended up driving some companies towards the internationalization process. One of these factors was the search for learning and developing skills. The saturation of the market for some products and economic liberalism through economies of scale further endorsed this process.

One of the risks of the internationalization process is related to the policies of the country in which it is intended to act. Lack of knowledge about internal policies, ethical standards, and legislation can compromise the whole process. Legislation varies from one country to another, so it is necessary to be open to adaptations.

In this sense, they are related to issues related to corporate social responsibility. There is no way, in an internationalization process, to succeed without considering this variable. What is ethical in one country may not be in another, because ethics has as limiting factor the geography and culture of a people.

### III. METHODOLOGICAL PROCEDURES

In order to analyze the researches that deal with the theme of Internationalization and Corporate Social Responsibility, a bibliometric study was carried out. The research contemplates three scientific databases, having been used the keywords *internationalization* and *responsibility*, because this way contemplates the concomitant use of the two words. The criteria were defined by searching for those keywords entered in the fields: title, subject or abstract. The searches were delimited by articles. Year of publication was not set for any of the searches. In this way, the research was carried out with the filters shown in Table 1 below:

Fig. 1: Filter for the selection of articles

BASE	KEYWORDS LOCALIZATION	PUBLICATION TYPE	YEAR
PORTAL DE PERIÓDICOS CAPES/MEC	TITULO	ARTIGO	NÃO DEFINIDO
PORTAL DE PERIÓDICOS CAPES/MEC	ASSUNTO	ARTIGO	NÃO DEFINIDO
SCIELO	RESUMO	NÃO DEFINIDO	NÃO DEFINIDO
SCIELO	NÃO DEFINIDO	NÃO DEFINIDO	NÃO DEFINIDO
SPELL	RESUMO	NÃO DEFINIDO	NÃO DEFINIDO
SPELL	NÃO DEFINIDO	NÃO DEFINIDO	NÃO DEFINIDO
SPELL	RESUMO	ARTIGO	NÃO DEFINIDO

Source: elaborated by the authors

The sample was composed of 17 articles. On database, the composition is distributed by 3 articles in Capes; 6 articles in the Scielo database and 8 articles in Spell. For the analysis of the data, a previous screening was conducted considering the authors, year of publication, place of publication, making a second filter of the articles that were duplicated. Thus, our sample is composed of 14 articles.

The variables analyzed in the articles are: (a) Objectives and Results; (b) methodological profile; (c) demographics of the first author; (d) study geography; (e) concepts used related to the themes of internationalization and responsibility; (f) citations of bibliographic references for the topics of internationalization and responsibility; (g) identification of the academic theory used.

The first stage of analysis focused on the concepts of Internationalization and Responsibility, where three articles were identified that were not related to companies, that is, they discussed the processes of

internationalization of knowledge of the Universities and the Social Responsibility conferred upon them. In addition, three other articles were identified that, although related to the complexities of the organizations, two dealt with the responsibility in the perspective of the management related to the decision making of these agents considering the internationalization context; and another brought the perspective of corporate social responsibility, but since it was a quantitative study, used internationalization as a variable called the level of internationalization of the company where it organized the companies surveyed in national or multinational. This analytical filter removes 6 articles from our sample. Thus, our sample is composed of 8 articles, described in Table 2.

Fig. 2 Analyzed articles

ORDER	TITLE	YEAR	NUMBER OF AUTHORS	FIRST AUTHOR	SOURCE
1	A influência da Responsabilidade Socioambiental no processo de internacionalização: o caso da Electro Aço Altona	2007	3	SOUZA, Vanessa S. Fraga de	Revista de Ciências da Administração
2	Gestão da Inovação Tecnológica para o Desenvolvimento Sustentável em Empresas Internacionalizadas	2009	4	GOMES, Clandia Maffini	Gestão & Regionalidade
3	Reforma estrutural e proatividade ambiental: o caso das empresas brasileiras	2010	4	ABREU, Monica Cavalcanti Sá de	Revista de Administração Mackenzie
4	Orientação da gestão sustentável de uma empresa química com atividade internacional	2013	3	DIAS, Valeria da Veiga	Revista Eletrônica de Negócios Internacionais da ESPM



5	A responsabilidade social como fator na estratégia internacional: o estudo do caso Natura	2007	3	SERRA, Fernando a. Ribeiro	REAd. Revista Eletrônica de Administração
6	O agronegócio e o problema do trabalho infantil	2010	1	MARIN, Joel Orlando Bevilaqua	Revista de Sociologia e Política
7	Internacionalización responsable: una perspectiva desde los TLC	2016	4	MAJÍA REÁTIGA, Camilo	Estudios Socio-Jurídicos
8	Internacionalização, Disputas Sociais e Ação dos Intermediários na Construção da Responsabilidade Social Empresarial Brasileira.	2015	2	NOVAES BOTTA, Elisa Nogueira	Estudios Sociales (Santa Fe)

Source: elaborated by the authors

In the second stage, the selected articles were analyzed considering the theoretical reference presented in this article. In the next topic the results are described.

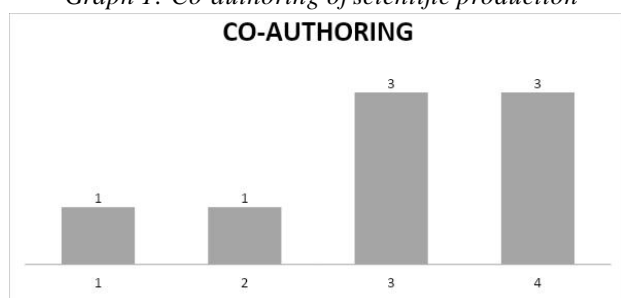
#### IV. ANALYSIS AND RESULTS

This session is divided into two topics. In the first one, it is presented a descriptive statistics of the production that compose this study. In the second topic, we demonstrate a bibliometric analysis considering the analyzed variables.

##### DESCRIPTIVE STATISTICS OF ANALYZED PRODUCTION

Analyzing productivity, it is observed that it has on average 0.8 articles produced per year. Analyzing the co-authorship, it is observed that 75% of the articles are produced by a group of 3 to 4 authors. Graph 1 shows the distribution of co-authors.

Graph 1: Co-authoring of scientific production



Source: elaborated by the authors

It is observed in this initial analysis that this thematic is little explored by the researchers. Based on this sample, a qualitative analysis will be carried out on the researched and published content.

##### QUALITATIVE ANALYSIS OF THE ANALYZED PRODUCTION

Of the published articles composing this sample, 63% are case studies and 38% are theoretical studies. The case studies are of companies with headquarters or branch in Brazil and that participate in the process of internationalization. The theoretical studies are related to the effects of the international agreements in the management with social responsibility of the organizations, of these studies two present the Brazilian field and one presents the field of Colombia. The location of the first author contemplates the place of study defined to do the research.

Table 3 shows the methodological profile (63% case study, 38% theoretical study), the demography of the first author (83% Brazilian authors, 13% Colombian author) and the geography of the study that accompanies the demographic statistics of the first author.

Fig 3: Fields of study

ARTICLE	METHODOLOGICAL PROFILE	AUTHOR DEMOGRAPHY (1°)	Study Geography
A influência da Responsabilidade	Case Study	Professor at FURB - Universidade Regional	Eletro Aço Altona, catarinense organization in Blumenau/Santa Catarina

ARTICLE	METHODOLOGICAL PROFILE	AUTHOR DEMOGRAPHY (1°)	Study Geography
Socioambiental no processo de internacionalização: o caso da Electro Aço Altona		de Blumenau/ Santa Catarina, South of Brazil.	(Brasil), from the international market of Steel.
Gestão da Inovação Tecnológica para o Desenvolvimento Sustentável em Empresas Internacionalizadas	Case Study	Universidade Federal de Santa Maria-RS-BRASIL	Brazilian company from the industrial and equipments sector from the southern region of Brazil.
Reforma estrutural e proatividade ambiental: o caso das empresas brasileiras	Multivariate case study	Professores from UFC- Universidade Federal do Ceará with a P.H.D. degree from <i>Cambridge</i>	Petrochemical companies, steel mills, textiles and footwear established in DIFFERENT Brazilian states. A) PILOT: three large textile companies, located in the state of Ceará B) seventeen textile companies located in the states of Ceará (9), Pernambuco (4), Rio Grande do Norte (3) and Paraíba (1) C) petrochemical was carried out in six companies and involved petrochemical companies installed in two major petrochemical complexes; Bahia (3) and Rio Grande do Sul (1) states, followed by companies established in Ceará (1) and Rio de Janeiro state (1). D) steelmakers were in the south of Brazil, which means that six steel companies were located in São Paulo (2), Minas Gerais (2), Espírito Santo (1) and Rio Grande do Sul (1). E) The shoe industries were visited in Rio Grande do Sul (3), with one in the state of Ceará
Orientação da gestão sustentável de uma empresa química com atividade internacional	Case Study	PhD student in Agribusiness-UFRGS, Professor of the Undergraduate Course - UFSM, Professor of the Undergraduate and Postgraduate Course at Palotina College - FAPAS, Professor UCE / RS.	Group, composed of 400 companies, present in 84 countries and with approximately 60,000 employees. In Brazil since 1972, the first headquarters of the company was installed in the Santo Amaro neighborhood, in São Paulo. It expanded its operations with the support of two branches: in Porto Alegre and Paraíba
A responsabilidade social como fator na estratégia internacional: o estudo do caso Natura	Case Study	Unisul Business School	Natura Cosméticos
O agronegócio e o problema do trabalho infantil	Undefined. Classified in this research as theoretical study.	Professor at Universidade Federal de Goiás - PHD in Sociology at UNESP.	Brazil

ARTICLE	METHODOLOGICAL PROFILE	AUTHOR DEMOGRAPHY (1°)	Study Geography
Internacionalización responsable: una perspectiva desde los TLC	Undefined. Classified in this research as theoretical study.	Professores from <i>Universidad del Norte</i> (Colombia)	County of <i>Barranquilla</i> (Colômbia)
Internacionalização, Disputas Sociais e Ação dos Intermediários na Construção da Responsabilidade Social Empresarial Brasileira.	Undefined. Classified in this research as theoretical study.	UFSCAR/SP_Nucleus of Studies in Economic and Financial Sociology	BRAZIL

Source: elaborated by the authors

Regarding the sample research, it was systematized by objective and result obtained, as presented in Table 4. The analysis of these topics comprises an immersion of the research in the topic under study: Internationalization and Social Responsibility. The authors' findings point to a synergy between themes due to the international agreements established between countries, that is, social

and environmental responsibility is inherent in the global and technological agreements required in commercial relations. Companies that already work with Social Responsibility have a greater possibility of competitive insertion in other markets, however, sustainable management is still not aligned with the organization's strategy.

Fig. 4: Conducted studies

TITLE	OBJECTIVE	RESULTS
A influência da Responsabilidade Socioambiental no processo de internacionalização: o caso da Electro Aço Altona	Evaluate how the Social and Environmental Responsibility (SER) Strategy could contribute to the international competitive insertion of an organization.	SERs strategy contributes to the international competitive insertion of an organization, occurring mainly through the implementation of Global Standardization Network Systems tools.
Gestão da Inovação Tecnológica para o Desenvolvimento Sustentável em Empresas Internacionalizadas	It is proposed to understand how the practices of technological innovation management with socio-environmental responsibility influence the internationalization process of Brazilian companies.	Characteristics and practices of management of innovation for sustainable development identified that the socio-environmental issue is part of the company's global and technological definitions, taking into account the institutional interests and interest groups involved in business action
Reforma estrutural e proatividade ambiental: o caso das empresas brasileiras	It is to identify whether environmental strategies have been influenced by the degree of internationalization. Pressure, size and pressure from stakeholders.	Modern preventative environmental approaches appear in large companies that have international investors and operate in Markets.
Orientação da gestão sustentável de uma empresa química com atividade internacional	How does a chemical company with international action guide its management towards sustainable practices considering its strategic proposal? Assumption: The greater the degree of internationalization of the company, the greater the use of sustainability practices in its management.	Sustainable management is still very much linked to support tools and not as part of building the company's strategy although it is possible to perceive that it is seeking greater involvement in this sense when they begin to review their strategies.



TITLE	OBJECTIVE	RESULTS
A responsabilidade social como fator na estratégia internacional: o estudo do caso Natura	Analyze the actions taken by the company regarding socio-environmental responsibility and internationalization, based on the company's annual social responsibility reports from 2001 to 2005	Analyze the actions taken by the company regarding socio-environmental responsibility and internationalization, based on the company's annual social responsibility reports from 2001 to 2005
O agronegócio e o problema do trabalho infantil	Analyze the reasons for the mobilization of agribusiness entrepreneurs in the fight against child labor	There are interrelated human rights and international competition
Internacionalización responsable: una perspectiva desde los TLC	To determine the inclusion and linkage in the free trade agreements signed by Colombia with the United States and Canada, commitments on corporate social responsibility, based on the analysis of the content of the main instrument on the subject: The United Nations Global Pact (2013).	It is reasonable to say that the Global Pact is undoubtedly an instrument that incorporates, with great success, great breadth and scope, protection of human rights, labor rights, environmental care and the fight against corruption. These trade agreements influence the actions of the organizations for the commercial interest with the agreed countries
Internacionalização, Disputas Sociais e Ação dos Intermediários na Construção da Responsabilidade Social Empresarial Brasileira.	1: indicate the transformations that social responsibility has suffered in the last decades in Brazil 2: identify the main characteristics of the Brazilian consultancies, which arose due to the evolution and legitimization of the theme in the business environments	Evolution that social responsibility has suffered since its emergence in Brazil. In the beginning, during the 1960s, it was associated with philanthropy, but two decades later, it passed and was seen as a business strategy. Services aimed at ethical and responsible management have undergone a change of cognition: they have changed from social responsibility to «sustainability consulting».

Source: elaborated by the authors

We analyzed the conceptual understanding of the theme of internationalization and social responsibility that deal with research based on this sample, which is presented in Table 5 per article.

Internationalization is considered as a pressure that companies undergo in their management process to conform to global practices of socio-environmental responsibility and technological processes. Some authors present the incremental processes related to the internationalization that companies undergo, but most are

about the influence of management in internationalization.

Social responsibility results in a change in organizational culture and values, yet it is absorbed by firms as external pressure from new markets through the guidance of tools that drive internal processes. Companies that can align with their strategies as a fundamental criterion in business development allow organizations to create or sustain a recognized competitive advantage in international markets.

Fig.5: Key Concept on Internationalization and Social Responsibility

ARTICLE	INTERNATIONALIZATION	CORPORATE SOCIAL RESPONSIBILITY
A influência da Responsabilidade Socioambiental no processo de internacionalização: o	It can be defined as the process of progressive involvement in international operations (WELCH, LUOSTARINEN, 1999)	Social Responsibility starts to be discussed as an Organizational Strategy that uses mainly external orientations and tools as normalizations to conduct the process

ARTICLE	INTERNATIONALIZATION	CORPORATE SOCIAL RESPONSIBILITY
caso da Electro Aço Altona		
Gestão da Inovação Tecnológica para o Desenvolvimento Sustentável em Empresas Internacionalizadas	Internationalization of R & D activities, a global cooperation network is formed, involving companies, universities, research centers and the governments of several countries to promote the development and diffusion of innovations through these arrangements.	Corporate social and environmental responsibility is a continuous and progressive process of involvement and development of the company's citizen competences, with the assumption of responsibilities on social and environmental issues related to all the publics with which it interacts; RSA here understood as the duty or obligation of the organization to respond - to all interested parties - for the impacts or damages to man and the natural ecosystems, caused by his acts, processes and products, once introduced into the public field.
Reforma estrutural e proatividade ambiental: o caso das empresas brasileiras	Environmental strategies are influenced by the degree of internationalization	He assigned responsibilities and communicates the actions taken in favor of the natural environment. Invested in environmental, health and safety projects to become a benchmark in environmental and social responsibility.
Orientação da gestão sustentável de uma empresa química com atividade internacional	The process of internationalization occurs gradually and tends to increase its international involvement regardless of the strategic decisions taken (JOHANSON and WIEDERSHEIM-PAUL, 1975, JOHANSON, VAHLNE, 1977, 1990).	Elkington (1998) with the triple bottom line - will be treated through the nomenclature sustainability social responsibility, which are much more than compliance with environmental and social laws, because they result in a change in culture and organizational values, so that this new concept of sustainability becomes a fundamental criterion in the development of the business and an opportunity that can be used to create or sustain a competitive differential.
A responsabilidade social como fator na estratégia internacional: o estudo do caso Natura	Internal innovation skills have created a culture of innovation that enables a consistent international performance (Porter, 1996).	Social responsibility is not an explicit requirement in any international law, it is increasingly becoming one of the components for success in international action. Responsibility is one of the possible sources of competitive advantage for a company (CLARKSEN)
O agronegócio e o problema do trabalho infantil	It relates international pressures to the external barriers of companies	It links the action of companies with the importance for the social changes that are taking place.
<i>Internacionalización responsable: una perspectiva desde los TLC</i>	International agreement influence on the management with Social responsibility by the company	Pressures from external agreements on corporate social responsibilities.
Internacionalização, Disputas Sociais e Ação dos Intermediários na Construção da Responsabilidade Social Empresarial	Linked to the entry of Corporate Governance in Brazil international practices.	It will rely on the culture of social responsibility disseminated in business environments

ARTICLE	INTERNATIONALIZATION	CORPORATE SOCIAL RESPONSIBILITY
Brasileira.		

Source: elaborated by the authors

The analysis included the theories used by the researchers to understand the field of internationalization. In this way, Table 6 was elaborated with the summary of the theories used, being worth mentioning that only three

articles used in these studies are endorsed by the traditional academy.

Fig. 6: Theoretical Frameworks

ARTICLE	ACADEMIC THEORY
A influência da Responsabilidade Socioambiental no processo de internacionalização: o caso da Electro Aço Altona	Industrial organizational theories, (HYMER, 1960), a Internalization Theory (BUCKLEY; CASSON, 1976) e o Eclectic Paradigm (DUNNING, 2000), Uppsala (HÖRNELL; VAHLNE; WIEDERSHEIM-PAUL, 1973; JOHANSON; WIEDERSHEIM-PAUL, 1974; JOHANSON; VAHLNE, 1975, 1990)
Gestão da Inovação Tecnológica para o Desenvolvimento Sustentável em Empresas Internacionalizadas	Uppsala Model
Orientação da gestão sustentável de uma empresa química com atividade internacional	Industrial organizational theories, (HYMER, 1960), a Internalization Theory (BUCKLEY; CASSON, 1976) e o Eclectic Paradigm (DUNNING, 2000). The Networks Theory, which for Carneiro and Dib (2007) amplifies the possibilities of answers offered by the Uppsala Model. Johanson and Wiedersheim-Paul (1975) companies move towards internationalization according to a series of incremental steps.
A responsabilidade social como fator na estratégia internacional: o estudo do caso Natura	Internationalization model proposed by Vernon (1996),

Source: elaborated by the authors

It is observed that these studies on the degrees of internationalization by which the company passes are still not really used in the analysis of the case studies, considering internationalization a phenomenon through which companies seek new markets and suffer influence in their management.

## V. CONCLUSION

The studies on the concomitant theme of internationalization and corporate social responsibility are still incipient. The researches in Brazil are concentrated in Santa Catarina, São Paulo and Ceará, with methodological proposal of Case Study in its majority.

It is observed that the insertion of responsible or sustainable practices is a source of opportunity for business abroad, because it requires the management of the organization to prepare for action under environmental legislation, global requirements, raw materials and ecologically correct processes. These changes include insertion of tools that propose controls on

the processes, that alter the corporate culture, including in the technological issues.

Organizations that align with the corporate social responsibility perspective in the case studies are better prepared to market globally. The fact that these organizations are inserted in new markets, besides the national market, is a stimulus to act in a sustainable way, because in the Brazilian market the studies indicate that the return is low, slow and brings little visibility to the companies.

It is also observed that the topic of internationalization is treated as new markets, with little consideration of the internationalization schools and the different degrees that companies acquire in this process. In this way, it is suggested that studies of this nature parallel the levels of internationalization and the strategic alignment of social responsibility in corporate management.

For future research, it is suggested to broaden the research to a database of other countries, seeking a greater number of studies in order to know the state of the art of this subject, thus considering other cultural perspectives.

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