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**Responsibility-led Development:
systematic literature review and
post-structural analysis.**

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Foreword

Cover illustration

Word cloud based on the titles and abstracts of 126 academic articles examining the relationship between responsibility in the private sector and international development. These articles form a core component of the research.

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Contents

Abstract	1
I Introduction	2
I Methodology	4
2.1 Systematic literature review	4
2.2 Theoretical reflection	11
III Analytical framework	13
3.1 Responsibility, business and society	13
3.2 Changing development paradigms	15
3.3 Institutional framework	19
3.4 Post-structuralism	23
IV Systematic literature review	26
4.1 Temporal perspectives	26
4.2 Representation	29
4.3 Research design and focus	33
4.4 Geographical perspectives	36
4.5 Topical constructs and paradigms	38
V Post-structural analysis	48
VI Conclusions	59
References	61
Articles in the database	61
Extended bibliography	65
Websites	68

List of boxes, tables and figures

Boxes

Box 1: some useful definitions	3
Box 2: research question 1	4
Box 3: research question 2	11
Box 4: some useful definitions of corporate social responsibility	15

Tables

Table 1: terms used to search article titles	5
Table 2: terms used to search article titles, abstracts and keywords	5
Table 3: preliminary salience rating	6
Table 4: final salience rating	6
Table 5: review parameter 1 – epistemology	7
Table 6: review parameter 2 – data type	8
Table 7: review parameter 3 – data source	8
Table 8: review parameter 4 – geographical focus	8
Table 9: review parameter 5 – perspective	8
Table 10: review parameter 6 – private sector dimension	9
Table 11: review parameter 7 – sectorial focus	9
Table 12: review parameter 8 – international development theme	9
Table 13: review parameter 9 – international development focus	9
Table 14: review parameter 10 – formulation of responsibility	10
Table 15: review parameter 11 – responsibility theories	10
Table 16: Review parameter 12 –assessment	11
Table 17: the MDGs, goals and targets	17
Table 18: list of key institutional initiatives guiding responsible business and investment practices	21
Table 19: the United Nations Global Compact principles	22
Table 20: list of major standards, certification or labelling organisations	22
Table 21: special issues from which two or more articles were added to the database	27
Table 22: authors with two or more articles in the database	30
Table 23: journals with two or more articles in the database	31
Table 24: recurrent optimism and pessimism on responsibility-led development	47

Figures

Figure 1: timeline of publication of the articles in the database	27
Figure 2: author affiliation by country	32
Figure 3: epistemology	34
Figure 4: data	34
Figure 5: geographical scale	36
Figure 6: geographical focus	37
Figure 7: private sector representation	38
Figure 8: international development focus	40
Figure 9: formulation of responsibility	42
Figure 10: responsibility theories	42
Figure 11: examination perspective	45
Figure 12: assessment	46

List of Acronyms

BoP	Bottom of the Pyramid
CSR	Corporate Social Responsibility
DFID	Department For International Development (UK)
EC	European Commission
FAO	Food and Agriculture Organisation of the United Nations
FDI	Foreign Direct Investment
ICC	International Chamber of Commerce
MDGs	Millennium Development Goals
MNE	Multi-National Enterprise
MNC	Multi-National Corporation
NDP	New Development Paradigm
OECD	Organisation for Economic Cooperation and Development
PSD	Private Sector Development
SMEs	Small and Medium Enterprises
UN	United Nations
UNCTAD	United Nations Conference on Trade and Development
UNDP	United Nations Development Programme
UNGC	United Nations Global Compact
UNICEF	United Nations Children's Fund
UNIDO	United Nations Industrial Development Organisation
UNRISD	United Nations Research Institute on Sustainable Development
WBCSD	World Business Council for Sustainable Development
WCED	World Commission on Environment and Development
WoS	Web of Science

Abstract

Purpose: The research presented in this report examines responsibility-led development as the conceptual assemblage of private sector responsibility theories and contemporary development paradigms. It aims to contribute to an emerging field of literature exploring the relationship between responsible practices in the private sector and international development. More specifically, the research offers a theoretical contribution in the form of a systematic literature review and theoretical reflection from a post-structural point of view.

Methodology: The research is divided into two successive parts. In the first part, a database of 126 highly relevant academic articles is compiled and analysed. The composition and contents of the literature is outlined in both quantitative terms, through the classification of literature according to set of 12 parameters, and in qualitative terms, through an in depth examination of recurring issues. In the second part, a theoretical reflection is carried out taking post-structuralism as a theoretical angle of analysis and building on the findings of the systematic literature review. Particular attention is paid to the knowledge framework, to the power relations and to dominant discourses that influence the formation and transformation of subjectivities.

Findings: Findings show that the literature field is recent, under theoretical consolidation and in need of empirical evidence. It is underlined that responsibility-led development is complex and multi-faceted and cannot be divorced from paradigmatic shifts that occurred in the late 20th century. It is suggested that the knowledge framework is coloured by developed country scholarship and institutional arrangements resulting in biases that obscure the greater diversity and pluralism that are inherently built into both private sector responsibility theories and contemporary development paradigms. Colouring and biases in the knowledge framework further affect the relations of power between the subject (responsibility) and object (development) or responsibility-led development. It is thought that development-centred approaches are necessary to overcome the discursive limitations of business-centred approaches and promote the emergence and diversification of contextualised alternatives to mainstream, universalised discourses. Constitutive weaknesses are further identified that weaken the role of responsibility as a bridge between the private sector and development processes and outcomes. It is thought that irreconcilable discrepancies between the meanings of development understood by the private sector and outlined as legitimate societal aspirations do not warrant the private sector's central role in development processes, but rather place it as a partner in development cooperation to be harnessed under contextually appropriate institutional arrangements guided by civil society and governance actors.

Originality: The originality of the research lies in both its core components and in their combination. The systematic literature review allows for a nascent literature field to be mapped and understood accounting for both the breadth of relevant contributions and the high specificity of the conceptual assemblage. It provides both a quantitative and qualitative snapshot of responsibility-led development and thereby supports a rigorous theoretical discussion. Post-structuralism further offers interesting theoretical and methodological grounds for the critical discussion. Together, these components allow for a robust and methodologically rigorous theoretical contribution.

I

Introduction

Throughout recent history, international development theory and practice have been continuously debated and evolving. Yet, the late 20th century seems to mark a particularly significant transition in development thinking with the parallel rise of sustainable development principles and increased attention paid to human development. The economic centrality of development thinking has been largely overruled in favour of approaches that recognise the multifaceted nature of development, its social, environmental and economic components and herald the improvement of people's lives as a new objective for development. Post-structuralism is amongst the theoretical currents that have contributed to the fragmentation of development thinking and to the rise of alternatives to mainstream economic development.

As a pillar of economic activity, the private sector has been at the frontline of shifts in development thinking. From being used as a tool for economic development under state governance, to being thought of as an effective and strategic driver of economic growth under neoliberal policies, its role has shifted considerably. Recently, with an increased emphasis placed on cooperation, partnerships and institutions, the role of the private sector has taken a new turn. It is, by definition, anchored in the economy yet debates on the business-society relationship have sought to question its roles, responsibilities and obligations that extend beyond economic contributions to consider social and environmental impacts. Private sector responsibility concepts, which rapidly rose to prominence in the late 20th century, are now attracting wide-ranging attention from the business and development communities.

Contemporary international development paradigms and shifts in our understanding of the business-society relationship raise questions on the role of the private sector in international development cooperation and in particular on the role of responsible practices. The research presented in this report seeks to examine the relationship between private sector responsibility concepts and international development. Henceforth the term 'responsibility-led development' will be used in reference to this relationship. Both the concepts of responsibility and development being broad and complex, some clarification is required on the choice and meaning of this term. 'Responsibility' is intended to refer specifically to its use and application by the private sector. It is however not exclusively concerned with the operational considerations of business but also by the institutional framework in which responsible practices are defined and enabled. The use of the term '-led' indicates that the research focuses mainly on the forward relationship of responsibility towards development. Reflexivity is however also examined and the implications of development theories on business practice are considered. 'Development' is finally meant to broadly refer to a variety of international development themes examined within contemporary international institutional arrangements and the framework of sustainable development. Box 1 provides simple definitions for the private sector, responsibility and development, which are further useful in delineating the scope of the research.

Although responsibility-led development may appear to be a promising option in international development cooperation, it forms part of recent paradigmatic shifts and requires critical examination. In particular, the development of private sector responsibility concepts allegedly suffer from biases towards 'developed' country institutions and enterprises, and this raises questions on the potential contribution of the private sector to development in 'developing' countries. Furthermore, despite efforts to transcend

these limitations, the private sector remains primarily economically driven, which raises further uncertainties as to the possibility of aligning business objectives with multifaceted development objectives.

The research first aims to provide a systematic review of academic literature on responsibility-led development, outlining its composition in space and time and reviewing important issues, concepts and findings. It then aims to contribute to its theoretical grounding by carrying out a critical analysis from a post-structural perspective. Such analysis is indeed interesting as it promotes critical and plural thinking on the nature, potential and challenges of responsibility-led development, placing special emphasis on discourses, power relations and claims of knowledge.

The report begins with a description of the research methodology, detailing the compilation and examination of a database of academic articles examining responsibility-led development and outlining the theoretical analysis of this literature from a post-structural point of view (Section II). The following section (Section III) reviews the analytical framework of the research. It provides a historical review of the rise of private sector responsibility concepts and of important paradigmatic shifts in development thinking. It then outlines the institutional framework for private sector responsibility and presents a theoretical overview of post-structural theory and its application to development. The findings of the systematic literature review of responsibility-led development is then presented in Section IV, in which temporal perspectives, issues of representation, the research design and focus, geographical perspectives and topical constructs of the articles in the database are examined. The systematic literature review then supports the post-structural analysis of responsibility-led development presented in Section V. Finally, conclusions are provided in Section VI and bring together important observations and findings from the analytical framework, systematic literature review and discussion.

Box 1: some useful definitions (after the Oxford Dictionaries Online)

Private sector: the part of the national economy that is not under direct state control.

Responsibility: the state or fact of having a duty to deal with something or of having control over someone; the state or fact of being accountable or to blame for something; the opportunity or ability to act independently and take decisions without authorisation.

Development: the process of developing or being developed.

II

Methodology

The research presented in this report is of a largely theoretical nature and aims to contribute to augment our understanding of responsibility-led development as a conceptual assemblage of private sector responsibility and international development. It aims to provide a systematic review of academic literature relevant to responsibility-led development, thereby providing a rigorous impression of its constitution. It then aims to critically examine it from a post-structural point of view. This section turns to the research design and outlines the methodology. The research is composed of two main components: first a systematic literature review aiming to contextualise responsibility-led development in space and time; second a critical analysis and discussion supported by and drawing insights from the systematic literature review. Each of these components was guided by a research question and these are presented in the following sections. The first of these questions is of a descriptive nature, whilst the second of an evaluative nature. The systematic literature being methodologically more complex, it deserves more attention in this section.

2.1 Systematic literature review

The central topic of the research, responsibility-led development, is both broad and narrow. It is broad as it is founded on a range of popular and complex topics such as the business-society relationship or the institutional and governance dimensions of international development. The developmental role of the private sector and more specifically its responsibilities towards international development processes and outcomes are however relatively new in the academic debate and it is also a narrow and specific field of study. The research being of a largely theoretical nature, carrying out an adequate literature review was considered essential and both its broad and narrow dimensions were awarded significant attention. The literature review is further considered *systematic* as it was carried out methodically and yielded a database from which both qualitative and quantitative data were extracted. The following research sub-question was formulated and guided the systematic literature review:

Box 2: research question 1

How can academic literature on responsibility-led development be mapped and understood?

A number of studies were very useful in developing and refining a methodology to answer this research sub-question. With the advent of the digital era, broad and increasingly complex analysis of literature has become possible and increasingly popular among scientists and researchers of all fields. Whether simply mapping the authorship behind a topic or carrying out full bibliometric analysis, many articles are indeed available that overview methodologies and tools (eg: Cobo et al., 2011) or yield results relevant to the research. The following studies were particularly interesting and inspired some aspects of the methodology presented hereafter: Taneja et al. (2011) provide a methodological review of the shifting focus, paradigms and methodologies behind Corporate Social Responsibility; Laasonen et al. (2012) discursively examine the dominant articulations of NGO-business relations; Calabretta et al. (2011) and Linnenluecke & Griffiths

(2013) focus on mapping the intellectual construct within the Journal of Business Ethics and the corporate sustainability field respectively; and de Bakker et al. (2005) carry out a bibliometric analysis of Corporate Social Responsibility and Corporate Social Performance. Together these studies provide diverse approaches and methodologies ranging from qualitative and conceptual to quantitative and statistical. The systematic literature review presented hereafter was inspired by these articles and it is outlined in three steps: the first consists of preliminary searches and classification of academic literature; the second includes the consolidation and closure of an academic literature database (henceforth referred to as ‘the database’); and the third outlines the analysis of the literature in the database.

Preliminary searches & classification

The systematic literature review was initiated by searching for academic articles through four search engines, namely Utrecht University’s Omega, Google Scholar, Scopus and the Web of Science (WoS). An initial list of 25 articles was compiled and reviewed to select relevant search terms and carry out more systematic searches. A list of relevant search terms relating to the private sector, responsibility and international development was prepared, tested and refined. Broad search terms were selected and used to search article titles (Table 1), whilst more specific terms were used to search article titles, abstracts and keywords (Table 2). In total, four different searches were performed for title words and 45 for title, abstract and keywords using all permutations of the search terms in Tables 1 and 2. The systematic searches were carried out using the Scopus and WoS search engines, which offer broad databases and powerful interfaces to review, select and export search results. The entire WoS and Scopus databases were searched for title word searches but only the *Social Sciences & Humanities* (Scopus) and *Social Sciences Citation Index* (WoS) databases were searched for title, abstract, and keyword searches. This methodology enabled some filtration of irrelevant ‘hits’ and returned a broad range of relevant articles. The choice of search terms however remained somewhat arbitrary and further consolidation of search results was necessary.

Table 1: terms used to search article titles (* stemming, OR either search terms, AND, multiple search terms)

Private sector		Responsibility		International development
<i>corporat*</i> , OR <i>business</i>	AND	<i>responsib*</i> , OR <i>ethic*</i>	AND	<i>develop*</i>

Table 2: terms used to search article titles, abstracts and keywords (*stemming; “*text*” exact words; OR: either search terms; AND: multiple search terms)

Private sector & responsibility		International development
“ <i>corporate social responsibility</i> ”, OR “ <i>responsible business</i> ”, OR “ <i>private sector</i> ”, OR “ <i>responsible invest*</i> ”, OR “ <i>global compact</i> ”	AND	“ <i>international development</i> ”, OR “ <i>sustainable development</i> ”, OR “ <i>human development</i> ”, OR “ <i>environmental sustainability</i> ”, OR “ <i>economic development</i> ”, OR “ <i>developing countries</i> ”, OR “ <i>millennium development goals</i> ”, OR “ <i>community development</i> ”, OR <i>poverty</i>

Search results were compiled separately in Scopus and WoS, duplicates were deleted and results were filtered to remove irrelevant publications by scanning titles and, when necessary, abstracts. Carrying out searches and preliminary filtration separately in Scopus and WoS enabled broad coverage of largely overlapping yet complementary databases and insured that no or minimal numbers of publications were filtered out by mistake. Having carried out preliminary filtration, all results were exported into a common database (RefWorks), duplicates, books, book chapters and reviews were removed and a total of 711 publications, mostly composed of journal articles and conference proceedings were then exported to Microsoft Excel for further filtration and processing. All publications were then overviewed and classified

according to the classification scheme outlined in Table 3. Article titles and abstracts were first examined and, when necessary, full digital copies were obtained and articles were scanned for relevant information. The review process was time-consuming but generally straightforward and aimed to assess the salience of articles. After completion of this process 168 publications were awarded a Class A or Class B rating and compiled in a preliminary database for further examination. An additional 141 publications were considered of significant relevance (Classes C and D) to the research and were compiled separately to inform the analytical framework.

Table 3: preliminary salience rating

Class	Description
A	The article explicitly examines the relationship between private sector responsibility and international development.
B	The article implicitly, indirectly or partially examines the relationship between private sector responsibility and international development.
C	The article examines topics closely relevant to private sector responsibility and international development.
D	The article examines other topics closely relevant to the research.
E	The article is not relevant.

Database consolidation and closure

In compiling an academic database on responsibility-led development, the objective was to be both inclusive and highly selective: inclusive as it was aimed to include a wide diversity of articles not leaving out any significant publication; selective as only publications showing close relevance were selected. To satisfy this objective further consolidation of the database was required. First, a final search round was carried out with a different search method. The ten most cited, ten most recent and ten other publications with different disciplinary or thematic angles were selected. Articles citing and cited by these were examined in Scopus and the WoS and another 12 publications were added to the preliminary database. Second, a more detailed salience rating system was devised and is described in Table 4. Before closing the database all articles in the preliminary database were reviewed and classified according to this system. Only journal articles in the English language scoring 1 for four out of five questions were selected. The final database contains 126 academic articles, which are listed separately in the references.

Table 4: final salience rating

Question	Criteria
How is the concept of responsibility examined?	<ol style="list-style-type: none"> 1. Explicitly. 2. Explicitly but it is not a central aspect of the article or implicitly through closely related concepts and themes (eg: ethics). 3. Implicitly, indirectly or partially.
How are international development themes examined?	<ol style="list-style-type: none"> 1. Explicitly. 2. Explicitly but it is not a central aspect of the article or implicitly through closely related concepts and themes 3. Implicitly, indirectly or partially.
How is the private sector examined?	<ol style="list-style-type: none"> 1. Explicitly. 2. Explicitly but it is not a central aspect of the article or indirectly from various other perspectives (eg: governance). 3. Implicitly, indirectly or partially.
How is the relationship between private sector responsibility and international development examined?	<ol style="list-style-type: none"> 1. Explicitly. 2. Explicitly but it is not a central aspect of the article. 3. Implicitly, indirectly or partially.
What is the quality and impact of the article?	<ol style="list-style-type: none"> 1. High (eg: highly referenced) 2. Moderate (eg: somewhat narrow in scope). 3. Low (eg: not published in a peer-reviewed journal).

It is noteworthy that the processes of compilation, consolidation and closure of the database retain certain weaknesses. First, responsibility-led development remains blurred by a wide range of relevant issues and is thus very difficult to delineate. Second the salience rating system retains an element of subjectivity and the elimination of some publications (eg: conference proceedings) is somewhat arbitrary. Third responsibility, the private sector and international development are diluted in a variety of concepts and theories and it is difficult to generate an inclusive database reflecting this diversity. However, thanks to a systematic approach, the final database is considered highly relevant, focused and suitable for the examination of the representation of responsibility-led development in academic literature.

Of 126 articles, PDF copies were obtained for 121 articles. Full referencing information was exported from the Scopus and WoS databases and cross-checked with information contained on the PDFs. For each article, information was compiled on the authors (name, role, affiliation, country of affiliation, disciplinary affiliation), on the publication (year of publication, name of publisher, name of publication, publication detail, inclusion in a special issues) and on the contents of the article (article title, abstract and author keywords).

Literature review and classification

The next step was to review the literature and map its composition. A classification system was devised for this purpose. As the classification of largely theoretical and qualitative academic articles can be reductive, efforts were made to reach a good compromise between diversity of the classification criteria and applicability of the classification system. 12 parameters were selected for review, examining the research design and focus and the conceptualisation and interpretation of responsibility-led development. Detail on these parameters is provided in Tables 5 to 16 below.

Articles were reviewed and classified systematically using a hierarchy of information sources. Abstracts were first examined as they usually concentrate key information on the research design, methodology and findings. The articles were then scanned to find other necessary information such as detail on empirical data. The discussions and conclusions were then examined closely to ensure good understanding of the findings presented by authors. This process was time-consuming but generally straightforward and key information was usually found that enabled classification of articles. Some of the parameters were more difficult to apply than others and further information is provided below.

The first three parameters examined the epistemology of articles and the type and source of empirical data (Tables 5, 6 and 7). The first of these is based on a classification scheme used by de Bakker et al. (2005). In some cases, articles made a combination of theoretical, prescriptive and descriptive contributions and a judgement had to be made as to the relative importance of these contributions. The use of quantitative, qualitative, primary or secondary empirical data was usually very clear. It should however be noted that articles making use of no empirical data and those in which (usually secondary) empirical data did not play an important part in meeting the research objectives were grouped in the same category.

Table 5: review parameter 1 – epistemology (after Bakker et al., 2005)

Category	Sub-category	Classification criteria
Theoretical	Conceptual	The major focus is on developing propositions, hypotheses, or correlations between theoretical constructs, based on a discussion of state-of-the-art literature.
	Exploratory	The major focus is on developing propositions, hypotheses, and correlations between theoretical constructs based on the examination of empirical data.
	Predictive	The major focus is on testing of propositions, hypotheses, or correlations between theoretical constructs, based on the examination of empirical data.
Prescriptive	Instrumental	The major focus is on providing prescriptions to practitioners that are instrumental in the realisation of some desired end.
	Normative	The major focus is on providing prescriptions to practitioners, that are valuable in themselves when considered from some ethical or moral point of view.
Descriptive	-	The major focus is on reporting fact or opinion.

Table 6: review parameter 2 – data type

Category	Classification criteria
Not applicable	No empirical data are used significantly in the article.
Quantitative	Empirical data of a quantitative nature are used significantly in the article.
Qualitative	Empirical data of a qualitative nature are used significantly in the article.
Mixed	Both quantitative and qualitative data are used significantly in the article.

Table 7: review parameter 3 – data source

Category	Classification criteria
Not applicable	No empirical data are used significantly in the article.
Primary	The authors collected the empirical data used in the article.
Secondary	Other sources collected the empirical data used in the article.
Mixed	Both primary and secondary data are used significantly in the article.

The geographical focus of articles was then examined according to the criteria described in Table 8. Articles were classified according to their scale of focus (from sub-national to global) and information was collected on their specific focus (eg: Kenya, Latin America). This was usually very explicit and only the 'global' category was somewhat contentious. Many articles do not have any specific geographical focus, often implicitly making them global in scope. Some, however, explicitly examine global processes (eg: trade, globalisation) or global geographies (eg: the 'South', 'developing countries'). However, because the objective was to examine articles with a specific focus, undefined, implicitly and explicitly global articles were grouped under one category.

Table 8: review parameter 4 – geographical focus

Category	Classification criteria
Global, undefined	There is no explicit geographical focus or the article examines issues on a global scale.
Sub-national/local	The article mainly focuses on a specific location found within national boundaries.
National	The article mainly focuses on a single country.
Multi-national	The article mainly focuses on multiple countries.
Regional/continental	The article mainly focuses on a continent or specific regional entity.

The next parameters sought to classify articles based on the representation of the private sector. The perspective, dimension and sectorial focus were examined as described in Tables 9, 10 and 11. Although the private sector is at the heart of the research, governance, institutional, civil-society and bottom-up perspectives on responsibility-led development are very relevant and the parameter presented in Table 9 aimed to examine the representation of these perspectives in the literature. The dimension and sectorial focus of articles (Tables 10 and 11) were studied to provide a more accurate picture of the representation of the private sector. This was usually very explicit and no particular issues were encountered.

Table 9: review parameter 5 – perspective

Category	Classification criteria
Private sector	The article mainly offers a private sector perspective on responsibility-led development.
Governance	The article mainly offers a governance perspective on responsibility-led development.
Civil society	The article mainly offers a civil society perspective on responsibility-led development.
International organisations	The article mainly offers an international organisations perspective on responsibility-led development.
Bottom-up	The article mainly examines responsibility-led development from the point of view of intended beneficiaries or with an explicit 'bottom-up' or 'grassroots' approach.
Multiple	The article offers multiple perspectives on responsibility-led development.

Table 10: review parameter 6 – private sector dimension

Category	Classification criteria
Undefined	The article does not focus on any particular dimension of the private sector.
MNEs/MNCs	The major focus is on large, multinational enterprises and corporations.
SMEs	The article mainly focuses on small and medium sized enterprises.
Domestic firms	The article mainly focuses on domestic firms.
Investments	The major focus is on investments and/or investors (eg: FDI).
Other	The article mainly focuses on another dimension of the private sector.
Multiple	The article significantly examines multiple dimensions of the private sector.

Table 11: review parameter 7 – sectorial focus

Category	Classification criteria
Undefined	The article does not explicitly focus on any particular sector.
Oil & gas	The major focus is on the oil and gas sector.
Other extractive industries	The major focus is on extractive industries excluding oil & gas (eg: mining).
Agriculture	The major focus is on the agriculture sector.
Bottom of the pyramid	The major focus is on the Bottom of the Pyramid sector.
Other	The article mainly focuses on another sector.
Multiple	The article significantly examines multiple sectors.

Two parameters were used to classify articles according to their examination of international development themes and topics. The first broadly classified articles thematically using the pillars of sustainable development (Table 12) and the second according to more specific aspects of international development (Table 13). Whilst the latter was usually very explicit, some difficulties were encountered in the broad thematic classification, in particular with respect to often overlapping social and economic considerations.

Table 12: review parameter 8 – international development theme

Category	Classification criteria
Broad, undefined	The article does not explicitly focus on any particular development theme.
Sustainable development	The article mainly focuses on sustainable development or sustainability with no particular bias towards one of its pillars.
Environmental sustainability	The article mainly focuses on environmental sustainability or examines sustainable development with an explicit bias towards environmental issues.
Economic development	The article mainly focuses on economic development or examines sustainable development with an explicit bias towards economic issues.
Social/human development	The article mainly focuses on social or human development or examines sustainable development with an explicit bias towards social issues.

Table 13: review parameter 9 – international development focus

Category	Classification criteria
No specific focus	The article does not focus on any specific aspect of international development.
Community	The article mainly focuses on community development issues.
MDGs	The mainly examines the Millennium Development Goals.
Poverty	The article mainly examines poverty issues.
Gender	The article mainly examines gender issues (eg: women's empowerment)-.
Equality	The article mainly examines issues of (in)equality.
Capabilities	The article mainly examines international development in terms of capabilities.
Other	The article mainly examines another specific aspect of international development.
Multiple	The article significantly examines multiple aspects of international development.

The next two parameters examined the formulation and theorisation of responsibility (Tables 14 and 15); the former seeking to broadly classify how responsibility is formulated, whether in terms of corporate concepts such as CSR, in normative terms (ie: ethics) or based on externally formulated standards and guidelines; the latter, based on the classification of CSR concepts and theories by Garriga & Melé (2004), aiming to classify articles according to their portrayal of the relationship between private sector responsibility and international development. The formulation of responsibility was generally clear, its theorisation was however more complex to review and required close examination of articles in terms of author interpretations and conclusions.

Table 14: review parameter 10 – formulation of responsibility

Category	Classification criteria
Corporate concepts	Responsibility is mainly formulated in terms of corporate social responsibility or other related concepts that relate to processes of response to societal expectations (eg: CSR, corporate sustainability, corporate citizenship...).
Normative approaches	Responsibility is mainly formulated normatively in terms of ethics or morality.
External guidelines	Responsibility is mainly formulated in terms of or aligned with standards and guidelines formulated outside of business (eg: UN Global Compact, codes of practice, etc.).

Table 15: review parameter 11 – responsibility theories (categories and criteria after Garriga & Melé, 2004)

Category	Sub-Category	Classification criteria
Instrumental theories	Shareholder value	Contribution to international development mainly serves long-term value maximization.
	Competitive advantages	Contribution to international development awards a competitive advantage.
	Cause-related marketing	Contribution to international development is seen/used as an instrument of marketing.
Political theories	Corporate constitutionalism	Developmental responsibilities of businesses arise from the amount of power that they have.
	Social Contract Theory	Assumes that a social contract binds business to international development.
	Corporate citizenship	Firms are understood as being citizens with certain responsibilities towards international development.
Integrative theories	Issues management	Contribution to international development occurs in response to social and political issues, which may impact business.
	Public responsibility	Law and public policy processes are taken as a reference for the contribution to international development.
	Stakeholder management	Contribution to international development is seen as a means to balance the interests of stakeholders.
	Corporate performance	Contribution to international development is a result of the search for social legitimacy.
Ethical theories	Stakeholder normative theory	Contribution to international development arises from the fiduciary duties of business towards stakeholders.
	Universal rights	Contribution to international development arises from frameworks on human, labour or environmental rights.
	Sustainable development	Contribution to international development arises from the principles of sustainable development.
	The common good	Contribution to international development arises from an inclination towards the common good of society.

The final parameter examined the assessment made by the author(s) on responsibility-led development and it was aimed to distinguish more optimistic and pessimistic stances (Table 16). In is noteworthy that articles were usually complex and contrasted and that some judgement on the hierarchy of conclusions was sometimes necessary.

Table 16: Review parameter 12 – assessment

Category	Classification criteria
Neutral/factual	The author(s) does not provide an assessment of the developmental outcome of private sector responsibility.
Pessimistic	The author(s) is rather pessimistic on the developmental potential or outcome of private sector responsibility or pays greater attention to problematic issues.
Optimistic	The author(s) is rather optimistic on the developmental potential or outcome of private sector responsibility or pays greater attention to the potential benefits and solutions.
Mixed	The author(s) awards equal importance or has mixed feelings on the positive and negative developmental outcomes of private sector responsibility.

The results generated through the classification scheme outlined in Tables 5 to 16 are of a largely quantitative nature and are presented in Section IV. They provide valuable insights on the composition of the literature but lack detail as to the qualitative contents of articles. It should therefore be highlighted that the systematic literature review also enabled a close review of articles. Section IV therefore also presents the qualitative aspects of the literature, reviewing recurring issues, findings and interpretations of responsibility-led development.

In addition to the compilation and analysis of the database on responsibility-led development, information was collected so as to provide a robust analytical framework for the research. Academic articles and other literature were reviewed and an extensive internet study was carried out. Key documents, websites and other sources of information used in this report are listed separately in the references. All articles meeting the search criteria listed in Tables 1 and 2 were examined and those showing broad relevance to responsibility-led development were compiled separately. Separate searches were also carried out to find publications relevant to various components of the research and these are discussed in Section III. It is also noteworthy that the closure criteria for the database left out a number of interesting documents such as conference proceedings or introductory articles, which were also reviewed and contributed to the analytical framework.

2.2 Theoretical discussion

The theoretical discussion builds on the findings of the systematic literature review and aims to provide a critical analysis of responsibility-led development from the point of view of post-structuralism. Following the theoretical and methodological approaches of post-structuralism (further outlined in Section 3.4), emphasis was placed on three core elements: the knowledge framework, the power dimensions and the ensuing discourses on responsibility-led development. Through these, it aims to uncover the formation and transformation of subjectivities, thereby unpacking the meanings and implications of responsibility-led development. It further aims to identify strengths and weaknesses in the theory and practice of responsibility-led development and ultimately to broaden the understanding and theoretical grounding of this conceptual assemblage. It should be emphasised that the theoretical reflection seeks to contribute positively to the nascent literature on responsibility-led development. Therefore, the research largely rejects more nihilistic post-structural stances that discard the very legitimacy of the concept of development. In consideration of these objectives the following research question was formulated and guided the theoretical reflection:

Box 3: research question 2

How can post-structuralism contribute to the theoretical grounding of responsibility-led development as a conceptual assemblage and promote its developmental outcomes?

Methodologically, the theoretical discussion is relatively simple. It is informed by a broad range of literature outlining the theoretical and methodological foundations of post-structuralism, applying these to relevant issues such as ethics or development practice. It further draws information from the systematic literature review in which both quantitative and qualitative outcomes are very relevant to inform the knowledge framework, power dimensions and discursive composition of responsibility-led development. Finally it builds on the critical engagement of the author towards the constructive assemblage of factual information, conceptual interpretation and theoretical reflection.

III

Analytical framework

Before focusing on the findings of the systematic literature review, it is important provide some information on the theories and concepts that frame responsibility-led development and the post-structural analysis. This section outlines the analytical framework of the research. An overview of private sector responsibility is first provided through insights into the changing nature and perception of the business-society relationship. Paradigmatic shifts in developmental thinking are then examined historically and important features of contemporary paradigms are outlined. Information on the institutional framework of private sector responsibility is then provided. Finally, the theoretical and historical foundations of post-structuralism and its relevance to international development are described.

3.1 Responsibility, business and society

A rich and long-lasting debate

Although this research is specifically concerned with the relationship between responsibility in the private sector and international development, it is first useful to replace this within the broader context of the business-society relationship. The roles and responsibilities of business in society have indeed been at the heart of much debate and the evolution of the assessment of this relationship is key to understanding the contemporary attention and importance awarded to business responsibilities in development.

The historical depth and complexity of the business-society relationship is somewhat self-evident and is subject to complex and diverse societal or religious norms. The private sector is further intricately linked to economics in which it is first and foremost embedded. Friedman's famous "the business of business is business" (Friedman, 1970) is useful in illustrating this point of view. The second half of the 20th Century however witnessed a turn in the scholarly examination of the business-society relationship with the formalisation of the idea that business has responsibilities that transcend pure economics and integrate broader societal issues. The concept of corporate social responsibility (CSR) is of particular importance in this debate and it is first important to review its origins and evolution.

Carroll (1999) offers a comprehensive review of the evolution of the definitional construct of CSR, placing the origins of the modern era of social responsibility in the 1950s, in particular with a landmark publication by Bowen (1953) entitled *The Social Responsibilities of the Businessman*. According to Carroll, the 1960s were then characterised by a rapid expansion on literature on CSR, which attempted to formalise and more accurately define the concept, the 1970s saw an increase and diversification of interpretations and definitions, and the 1980s and 1990s witnessed an evolution toward more practical research on CSR and the development of alternative themes such as the concept of corporate social performance. Carroll had previously made other important contributions to the field of CSR, in particular that of his *pyramid of corporate social responsibility* (Carroll, 1991) in which four types of CSR, namely economic, legal, ethical and philanthropic, are hierarchized. The first of those types formulates the claim that business first and foremost has economic responsibilities toward society, for example through the provision of employment or the enablement of trade; the second extends business responsibilities to compliance with law and introduces the codification of what is right or wrong; the third extends this beyond the law through

societal norms and the obligation to do what is right, just and fair; finally, at the top of Carroll's pyramid, philanthropic responsibilities formalise the idea that business activities can contribute to society through discretionary judgement on how to be a good corporate citizen.

Another useful contribution illustrating the scope of CSR is that by Wood (1991), which rather than classifying types of CSR, examines the principles motivating responsibility, the processes framing responsiveness and the outcomes of CSR. The framework proposed by Wood places the motivation for CSR at institutional, organisational and individual levels, respectively through legitimacy, public responsibility and managerial discretion. It further outlines the responsiveness of business in terms of environmental assessment, stakeholder management and issues management, thereby highlighting the required consideration of context, actors/beneficiaries and response processes. Finally, the framework focuses on the social impacts, programs and policies of business, emphasising the practical and operational implications of business practices.

An umbrella-term

In addition to their historical and conceptual contents, the contributions by Carroll and Wood are useful in stressing the dynamic and plural nature of CSR theories. They further highlight key components of the literature on the business-society relationship: first in terms of its legal versus discretionary dimensions, both informed by societal norms and ethics; and second with respect to key issues such as the legitimacy, responsiveness, accountability and performance of business. These have been the focus of further scholarly attention and, as noted by Carroll (1999), a proliferation of terminology occurred in the late 20th century that further reflects the breadth of the conceptualisation of the business-society relationship.

Other theories and principles further contributed to the business responsibility field. Stakeholder theory for example examined the exercise of a duty of care towards all stakeholders of business, including those beyond the boundaries of business and abstract stakeholders such as the environment, and contributed to developments in the conceptualisation of corporate accountability. Institutional theory further focused on the importance of institutional frameworks in the motivation, legitimisation, enablement and performance of responsible business practices. Finally, the emergence and rapid ascendancy of sustainable development principles drove the recognition of the 'triple bottom-line' outlining the economic, social and environmental responsibilities of business.

As a result of the critical examination of what characterises the business-society relationship and what constitutes the responsibilities of business towards society, a large variety of terminologies are now present in the literature. Corporate social performance, corporate accountability, corporate citizenship, corporate sustainability are amongst the more popular ones yet corporate social responsibility retains a certain dominance in the formulation of the relationship between business and society. It is therefore important to highlight that CSR is not a single, well-defined and well-delineated conceptual entity but is rather an umbrella term that encompasses a diversity of approaches and understandings on both theoretical and practical levels, that aim to characterise the relationship and responsibilities of business towards society. In this research the term private sector responsibility is commonly used and similarly refers to the broad and inclusive conceptualisations of responsibility in the private sector. It is preferred over the term CSR, which retains an implied bias towards 'the corporation' whereas this research extends the private sector responsibilities to all dimensions and aspects of business.

The contribution by Garriga & Melé (2004) is of further interest in mapping the business-society relationship. This article indeed provides an inclusive framework for the classification of corporate social responsibility theories that clearly recognises their plurality. The framework is founded on the assumption that relevant CSR theories are rooted in one of four aspects of social reality, namely economics, politics, social integration and ethics. As such the framework proposes to classify CSR theories within instrumental, political, integrative and ethical categories that respectively focus on *achieving economic objectives through social activities*, on *a responsible use of business power in the political arena*, on *the integration of social demands* and on *the right thing to achieve a good society* (Garriga & Melé, 2004, Table 1, pp. 63-4). This classification scheme was considered very relevant to the objectives of this research, adapted and used for the

classification of articles examining the relationship between private sector responsibility and development more specifically (see Section II on methodology and Table 15).

Developing world contexts

Beyond its theoretical and conceptual construct, CSR (as an umbrella term) remains an operational concept and should be applicable by businesses in specific contexts. This brings forth the important issue of socio-cultural adequacy in developing country contexts. It is indeed often claimed that CSR was largely formulated and matured under the guidance of western scholarship and through the experiences of western businesses, leading to a bias towards western-based socio-economic models and towards societal expectations most relevant to developed countries.

A number of scholars have paid attention to this issues including Visser (2008), who provides a useful overview of the application of CSR theory in developing countries. Visser highlights that CSR faces a different set of challenges in the developing world, where acute environmental and social crises are often visible as a result of the rapid expansion of their economies in the context of globalisation. The driving forces behind CSR are also influenced by country-specific contexts and Visser identifies the principal drivers applicable to developing countries, which *build up a distinctive picture of how CSR is conceived, incentivized, and practiced in emerging economies* (Visser, 2008, p. 480). These drivers are either domestic or resulting from international influence and highlight both the necessary cultural sensitivity and inescapable international forces behind CSR.

CSR definitions

The expansion and diversification of CSR concepts as well as their adaptation to developing country context testify to the resonance it has met in our societies and to the importance of these concepts in the business and development arenas. It is finally useful to provide a few definitions that concretely illustrate how CSR can be formulated and how it has been adopted by important institutions. Box 4 provides several definitions of CSR.

Box 4: some useful definitions of corporate responsibility concepts

The social responsibilities of businessmen refers to the obligations of businessmen to pursue those policies, to make those decisions, or to follow those lines of action which are desirable in terms of the objectives and values of our society. (Bowen, 1953)

The responsibility of enterprises for their impacts on society. Enterprises should have in place a process to integrate social, environmental, ethical human rights and consumer concerns into their business operations and core strategy in close collaboration with their stakeholders. (European Commission)

The formal and informal ways in which business makes a contribution to improving the governance, social, ethical, labour and environmental conditions of the developing countries in which they operate, while remaining sensitive to prevailing religious, historical and cultural contexts. (Visser, 2008)

3.2 Changing development paradigms

Historical overview

Development, beyond its simple definition as a process of change, is a very complex concept. It is imbedded in philosophical notions of progress, anchored in socio-cultural constructs and tied to political processes yet it retains a very practical dimension for the actors who seek to promote it and for its beneficiaries. Development further remains intimately connected with the societies in which it is pursued and is therefore characterised by its diverse and changing historical nature.

Although its roots can surely be traced back far beyond this point, it is helpful to take 18th Century Enlightenment as a starting point to understand the evolution of the meaning of development until the present day. Nascent industrialisation, triggering rapid social change, led ‘free-thinking’ individuals to reassess the relationship between humanity, society and nature. By ‘shedding light’ through the lenses of science and secularism, enlightenment thinkers conceptualised ideas of societal progress and growth and paved the way for future development thinkers to think and rethink dominant development paradigms. Further contributions to socio-economic theory in the 19th and early 20th centuries offered means to assess development and, regardless of ideological biases, embraced the idea of progress toward the common good of society. Thereafter, classical socio-economic theories matured, globalisation began in earnest and states experimented with different forms of developmental governance.

The start of the modern era of development is often situated after the Second World War with President Truman’s inaugural address of 1949: *We must embark on a bold new program for making the benefits of our scientific advances and industrial progress available for the improvement and growth of underdeveloped areas*. This address launched a new era for development marked by the ‘developed’ world’s intent of modernising the ‘developing’ world following the principles of economic growth and teleological thinking on what the outcomes of the development processes ought to be. An increasingly complex and inter-connected world however rapidly highlighted the difficulties of development processes and led to the formulation of a succession of development theories throughout the 1960s, 70s and 80s. Amongst others, dependency theorists highlighted the importance of the structural dimensions of the world economy, whilst neoliberal thinking questioned the efficacy of states in the development process. Although many paradigmatic shifts occurred during this period the economic dimensions of development remained very prevalent. European and American neoliberal policies of the 1980s further marked a significant retreat of state-led development in favour of market mechanisms. Economically-driven development eventually reached its pinnacle with the promotion of global market openings, deregulation and privatisation by international financial organisations and states during a period that is commonly referred to as the ‘Washington consensus’. By the late 1980s however the failures of neoliberalism driven by the ‘first’ world, the fall of the Berlin Wall and disappearance of the ‘second’ world model and the growing influence of ‘third’ world countries set the scene for a new approach to development.

New currents had surfaced, that re-examined the very nature of development and criticised economic centrality, hegemonic development discourses of the ‘North’ and the highly aggregated and supposedly universal principles that informed development thinking. Post-structural thinking (of particular importance to this research and described in more detail below) had indeed emerged and, although it remained fairly marginal in development practice, it made significant contribution to the changes that occurred in the late 1980s and 1990s, whereby culturally-adequate, ‘bottom-up’ and fragmented approaches to development were promoted.

1987 marked the release of *Our Common Future* and *Adjustment with a Human Face*, respectively published by the WCED and UNICEF. These landmark documents respectively formulated the principles of sustainable and human development and contributed to the rejection of the ‘Washington Consensus’ by placing emphasis on the economic, social and environmental multidimensionality of development and by proposing that the ultimate test for development practice reside not in GDP growth but in the improvement of people’s lives (Gore, 2000). Bottom-up and people-centred approaches to development rapidly came to prominence thereafter, as exemplified by the *Human Development Report* (UNDP, 1990) or influential contributions by authors such as Sen (1999) on development as freedom.

MDGs

By the late 1990s international development priorities had shifted significantly and pro-poor policies were put forth. National governments and international organisations formalised this new orientation (eg: *White Paper on International Development*, DFID, 1997; *UN Millennium declaration*, UN, 2000) and, in 2000, the Millennium Development Goals (MDGs) were launched, setting out eight goals declined in 21 quantifiable targets and assessed through 60 practical indicators. These goals and targets are provided in Table 17.

The MDGs have since been a prominent feature in the international development landscape and have focused the commitment of national, international and non-governmental actors of development. Since the release of the Millennium Declaration (UN, 2000), the United Nations and its members have shown commitment to these goals, through an agreement on financing for development known as the ‘Monterrey consensus’ (UN, 2002) and an insistence on the realisation of MDGs as formulated by UN resolutions in 2005 and 2010 (UN, 2005; UN, 2010).

Table 17: the MDGs, goals and targets

Goals	Targets
1. Eradicate extreme poverty and hunger	<p>A. Halve, between 1990 and 2015, the proportion of people living on less than \$1.25 a day.</p> <p>B. Achieve full and productive employment and decent work for all, including women and young people.</p> <p>C. Halve, between 1990 and 2015, the proportion of people who suffer from hunger.</p>
2. Achieve universal primary education	<p>A. Ensure that, by 2015, children everywhere, boys and girls alike, will be able to complete a full course of primary schooling.</p>
3. Promote gender equality and empower women	<p>A. Eliminate gender disparity in primary and secondary education, preferably by 2005, and in all levels of education no later than 2015.</p>
4. Reduce child mortality	<p>A. Reduce by two thirds, between 1990 and 2015, the under-five mortality rate.</p>
5. Improve maternal health	<p>A. Reduce by three quarters the maternal mortality ratio.</p> <p>B. Achieve universal access to reproductive health.</p>
6. Combat HIV/AIDS, malaria and other diseases	<p>A. Have halted by 2015 and begun to reverse the spread of HIV/AIDS.</p> <p>B. Achieve, by 2010, universal access to treatment for HIV/AIDS for all those who need it.</p> <p>C. Have halted by 2015 and begun to reverse the incidence of malaria and other major diseases.</p>
7. Ensure environmental sustainability	<p>A. Integrate the principles of sustainable development into country policies and programmes and reverse the loss of environmental resources.</p> <p>B. Reduce biodiversity loss, achieving, by 2010, a significant reduction in the rate of loss.</p> <p>C. Halve, by 2015, the proportion of the population without sustainable access to safe drinking water and basic sanitation.</p> <p>D. Achieve, by 2020, a significant improvement in the lives of at least 100 million slum dwellers.</p>
8. Develop a global partnership for development	<p>A. Develop further an open, rule-based, predictable, non-discriminatory trading and financial system.</p> <p>B. Address the special needs of least developed countries.</p> <p>C. Address the special needs of landlocked developing countries and small-island developing States.</p> <p>D. Deal comprehensively with the debt problems of developing countries.</p> <p>E. In cooperation with pharmaceutical companies, provide access to affordable essential drugs in developing countries.</p> <p>F. In cooperation with the private sector, make available benefits of new technologies, especially information and communications.</p>

The New Development Paradigm

The MDGs are indeed a very important component of contemporary development practice and can be seen as the political expression of what Dunning (2006) refers to as the ‘New Development Paradigm’ (NDP). The MDGs, through their goals, targets and criteria however remain of a very practical nature and further clarification on the theories that inform and constitute the NDP is needed. According to Dunning (2006), the emergence of the NDP is both a reaction to the failures of the ‘Old Development Paradigm’, which focused on economic development mechanisms, and to a necessary evolution in light of ‘20/21’ globalisation. Dunning describes the NDP as being holistic, multifaceted and contextual and highlights

that it awards importance to institutions and considers the means and ends of development to be often interwoven. Dunning further delineates it through the complementary and overlapping works of three Nobel laureates, namely J. Stiglitz, D. North and A. Sen.

Sen's work is indeed very influential in contemporary development thinking and influenced the emergence of human development frameworks. His most commonly cited work *Development as Freedom* (Sen, 1999) outlines how the removal of 'unfreedoms' and promotion of more positive 'freedoms' are both a means and end of development. Sen further pays attention to the institutional context in which the 'freedoms' of choice, opportunity and personal capability are enabled.

The works by Stiglitz are immensely influential in economic development literature and his work entitled *Towards a New Paradigm for Development* (Stiglitz, 1998) outlines development as a transformation of society. Stiglitz acknowledges the importance of economic dimensions of development such as GDP growth yet emphasises the importance of more holistic approaches and integration of objectives that include the improvement of living standards, elimination of poverty and respect of the principles of sustainability. Stiglitz places further emphasis on the willingness and capabilities of the individual and collective actors of development to adjust to economic and social change and further highlights the importance of partnerships, participation and ownership.

North's scholarly influence is also considerable, in particular with respect to his analysis of the importance of institutions and incentive systems and structures in the (economic) development process. North outlines how institutions, defined as the *rules, enforcement characteristics of rules, and norms of behaviour that structure repeated human interaction* (North, 1989, p. 1321), govern the transaction costs of economic activity and how these institutions must constantly be realigned with the belief systems on which they are based if developmental goals formulated by Sen and Stiglitz are to come to fruition (Dunning, 2006). North further outlines that institutions can be of a formal (eg: law) or informal nature (eg: ethical norms, codes of practice) and can be enforced by low or high level governance or be voluntary.

Redefining the role of business

The private sector is an important aspect of this research and it is useful to review its position in the development arena in the context of shifting development paradigms. Throughout the later part of the 20th century, paradigmatic shifts in development thinking were in large part informed by changing views on the appropriate nature and roles of states and of the private sector in the development process. During the 1960s, and 70s states were seen as the prime architects of economic development, informing development outcomes and guiding the development process through policy and regulation. The disappointing outcomes of these development decades however prompted a radical turn towards neoliberalism and the 1980s were characterised by private sector-led economic development under the assumption that the private sector was more efficient, productive and conducive to economic development (Schulpen & Gibbon, 2002). The developmental outcomes of the neoliberal decade was however also disappointing as the perverse developmental effects of a liberalised private sector in the context of accelerated globalisation became apparent. The 1990s therefore prompted further changes toward synthesis of earlier experiences, acknowledging that the private sector can contribute to development under the guidance of states and within adequate institutional frameworks.

The 1990s further saw important developments in the conceptualisation of corporate social responsibility, and a shift towards more practical research including its adaptation to developing country contexts. By 2000 the launch of the United Nations Global Compact (UNGC) formally legitimised responsible business practices in the international arena and affirmed the role of business as a partner for development. The rehabilitation of the private sector in development cooperation can further be illustrated in the MDGs, with targets 8E and 8F explicitly calling upon private sector actors. Following the successful launch and rapid expansion of the UNGC in terms of participation, the early 2000s further affirmed the potential contribution of the private sector to development with the rise of concepts such as social entrepreneurship, sustainable business and Bottom of the Pyramid (BoP) business. These concepts, respectively integrating social contributions to business models, prioritising long-term over short-term

profit and rethinking the role of business towards the poor, contributed to delineating the developmental image of business by rethinking the business case for development. Finally, the economic crisis of the late 2000s had a significant impact of the role of business in the developmental arena as economic contraction in many developed economies led to a retreat of development assistance and an increased emphasis of the donor community on the contribution of the private sector.

In a sense, the private sector has been actively involved in the development process ever since the modern era of development begun. Its role has however shifted significantly from being a simple vessel through which economic development was achieved under state-led development, to being the prime driver of economic development and finally to being a partner in development cooperation under the auspices of the NDP.

3.3 Institutional framework

As described in the above sections, the late 20th century coincidentally witnessed the theoretical and practical rise to prominence of corporate responsibility concepts and significant paradigmatic changes in development thinking. The role and position of the private sector in development cooperation was redefined, with an emphasis placed on partnerships and institutions, and the means and ends of development were reassessed, with pro-poor and ‘bottom-up’ strategies given centre stage under the overarching framework of human and sustainable development principles. These observations make necessary a review of the institutional framework guiding responsible practices in the private sector.

Offering an institutional theory of corporate social responsibility, Campbell (2007) suggests that fundamental economic factors such as the level of competition or general financial health of business will first and foremost dictate the propensity of business to engage in responsible behaviours, yet that a number of institutional factors mediate the basic economic relationships between businesses and responsibility. Amongst these institutional factors, Campbell highlights the roles of government regulation, of pressures by NGO and other independent organisations, of the strength of the normative institutional environment, of the existence of employee associations and other social movements and of the promotion of institutional dialogue amongst stakeholders. Through these observations, Campbell highlights the breadth of the institutional environment and infrastructure necessary to guide private sector responsibility. In her descriptive review of the institutional infrastructure developing around CSR, Waddock (2006) further contributes to this view, highlighting that the institutional infrastructure actively involves public, civil society and private actors that contribute in a variety of ways to establishing, formalising and shifting the institutional infrastructure.

Considering private sector responsibility as an objective, however that is defined, implies that the institutional framework is constructed suitably to define expectations, enable response and verify practices. ‘Responsibility assurance’, is composed of four elements: company-based responsibility management processes; expectations informed by ethics, societal norms or foundational principles and formulated as practical standards, guidelines or codes of conduct/practice; independent and credible verification procedures and monitoring of business; and reported systems for environmental, social and governance issues of business (ibid.).

The enforcement or promotion of private sector responsibility retains significant political dimensions and low or high, sub-national, national or international governments and governance actors have a key role to play. Beyond the enforcement of law, these are key standard setters and architects of the institutional infrastructure. The private sector itself is also very active in setting, developing and innovating with responsible practices and consultancies, business associations or corporations also strongly contribute to the institutional framework. Not-for-profit and non-governmental organisations further play an important and less-interested role in the delineation of what constitutes societal expectation and business responsibilities. Independent external verification is further necessary and ‘watchdogs’ and activists provide monitoring of private sector practices. Foundational to hosting rigorous and necessary debates, academic circles and initiatives have finally developed considerably through research initiatives and

educational programs with foci ranging from research on business ethics, sustainable leadership or corporate responsibility. Together, these actors form a complex network that constitute core components of the institutional framework and award it dynamism constantly exposing weaknesses and promoting improvements.

More concretely, the institutional framework is materialised through law or discretionary initiatives and in a variety of other forms including the publication of responsibility indices, rankings or ratings (eg: by specialist media, consultants, NGOs). Stock market indices (Dow Jones Sustainability Index, FTSE4Good) or formal stakeholder dialogue platforms have further emerged and illustrate the breadth and diversity of the institutional framework. Note that the binding nature of law makes it an essential and effective aspect of this framework, yet that its highly specific nature render it impossible to examine in much detail here. A number of international and more specialised initiatives are however described or listed below.

Ethics, norms, values and foundational principles

The private sector responsibility movement being of a very normative nature, aligning business activities with societal expectations as to what is right or wrong, rigorous ethical construction of societal norms and their formulation in foundational principles is therefore important. Ethical dimensions are important in both business and governance arenas, have been extensively examined practically and, as noted by Waddock (2006), ethics features prominently in academic research and education on corporate responsibility. It is further useful to underline that societal norms are often culturally specific and informed differently by, for example, religious principles. The adequacy of the institutional framework to various religious norms has been examined by various authors and, although this cannot form a central part of this particular research, it is an important observation worth acknowledging.

Ethical considerations are clearly reflected in many of the guidelines, codes, rules and laws that have been developed within the institutional framework on private sector responsibility. More concretely, they are expressed in a number of fundamental principles on which many of the initiatives described below are based. Amongst others, the *Universal Declaration of Human Rights* adopted by the United Nations in 1948 or the core labour standards of the International Labour Organisation are worth mentioning. Together these outline very influential normative standards on what society (as defined by their signatories) considers right, wrong, acceptable or not.

Business and investment guidelines

Major international business guidelines are prominent features of the institutional framework on private sector responsibility. Some of the most influent of these are presented in Table 18. As exemplified by the OECD guidelines for Multinational enterprises, originally launched in 1976, such guidelines have been in service for some time yet they have been subject to significant change both in terms of scope and influence. Sustainable development principles and conceptual shifts towards transparency, accountability or citizenship have indeed broadened the explicit responsibilities of the private sector beyond the original focus on bribery and corruption (Waddock, 2006) to include issues such as labour or human rights and integrate the ‘triple bottom line’ principles of sustainable development (Fritsch, 2008).

The most recent versions of these guidelines have varying scopes ranging from the practices of financial institutions (Equator Principles) to environmental performance and sustainability management (ICC business charter). Some are more business oriented, framing responsibility in terms of ‘moral capitalism’, whilst others such as the UNGC have a broader societal reach. It is finally noteworthy that responsibility is not always explicitly formulated in these guidelines and that the inclusion of different international development priorities varies considerably and is the subject of some controversy (Kilgour, 2013).

Table 18: list of key institutional initiatives guiding responsible business and investment practices (sorted chronologically according to the initial launch dates – many initiatives have since been updated)

Name	Governance	Launch date	Description
OECD Guidelines for Multinational Enterprises	OECD	1976	Principles and standards for responsible business conduct in a global context consistent with applicable laws and internationally recognised standards.
Caux Roundtable Principles for Business	Coalition of business leaders	1986	Principles for moral capitalism in a global society to ensure greater business contribution to prosperity, sustainability and fairness.
Ceres Principles	Business coalition and network	1989	Ten-point code of corporate environmental conduct to promote sustainable leadership and the adoption of sustainable business practices for a healthy global economy.
ICC Business Charter	International Chamber of Commerce	1991	16 principles for the improvement of the environmental performance of business.
Global Sullivan Principles	The Sullivan Foundation	1999	Principles to achieve economic benefits for all and promote self-help and social responsibility by bringing corporate and government communities together.
UN Global Compact	United Nations	2000	Strategic policy initiative for businesses aligned with ten universally accepted principles in the areas of human rights, labour, environment and anti-corruption.
Equator Principles	Coalition of financial institutions	2003	Risk management framework for determining, assessing and managing environmental and social risk in project finance transactions.
Principles for Responsible Investments	UN	2006	Six principles improve the performance of investment portfolios by considering environmental, social and corporate governance issues.
Principles for Responsible Agricultural Investment	UN, FAO, IFAD, World Bank	2010	Seven principles for agricultural investments that respect rights, livelihoods and resources.

The private sector itself was indeed active in the development of guidelines, whether in a legitimate attempt to participate in multi-stakeholder dialogue and effectively respond to (non-)governmental pressures or, as some suggest, in a more self-interested attempt to tackle problematic public image issues. Business coalitions have produced influential guidelines including the Caux Roundtable Principles and Ceres Principles. The UN also actively contributed to the development of guidelines, for example with the UNGC. The UN has further been influential in the development of guidelines on responsible investments. ‘Socially responsible’ investments have indeed been recognised as an important component of private sector responsibility and been the subject of much interest. In 2006, the UN released a set of principles for responsible investments and in 2010 a set of guidelines specifically for agricultural investments were released jointly with the FAO, IFAD and World Bank (see Table 18).

The UNGC, released in 2000 is commonly thought of as the most prominent of international business guidelines and refers to itself as *the world’s largest corporate citizenship and sustainability initiative* (UNGC website). Formulated on the basis of four major international agreements, namely the *Universal Declaration of Human Rights*, the *ILO Fundamental Principles and Rights at Work*, the *Rio Declaration on Environment and Development* and the *UN Convention Against Corruption*, it outlines private sector responsibilities along ten principles and is presented in Table 19. The UNGC is a multi-stakeholder platform and has enlisted participation from major business associations, civil society organisations and academic participants. As per April 2013, its website announced over 10,000 participants including over 7,000 businesses from 145 countries.

Table 19: the United Nations Global Compact Principles

Theme	Principles
Human Rights	1. Businesses should support and respect the protection of internationally proclaimed human rights. 2. Businesses should make sure they are not complicit in human rights abuses.
Labour	3. Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining. 4. Businesses should uphold the elimination of all forms of forced and compulsory labour. 5. Businesses should uphold the effective abolition of child labour. 6. Businesses should uphold the elimination of discrimination in respect of employment and occupation.
Environment	7. Businesses should support a precautionary approach to environmental challenges. 8. Businesses should undertake initiatives to promote greater environmental responsibility. 9. Businesses should encourage the development and diffusion of environmentally friendly technologies.
Anti-corruption	10. Businesses should work against corruption in all its forms, including extortion and bribery.

Standards, certification, labelling, accreditation

Although large international business guidelines are indeed an important feature of the institutional framework, they retain a very high level of aggregation. A number of smaller scale or more specialised initiatives have developed under the impulse of (sub-national) governments, NGOs or private sector consultants or certification providers. Standards and codes of conduct/practice have been translated in a flourish of certificates and labels used by businesses, consumers or watchdogs alike to legitimise, reassure, or verify responsible practices. Some of these initiatives, ranging in scope from forest management to ethical trade, through responsibility reporting and payment transparency, are presented in Table 19. This list does not intend to be exhaustive but rather to provide a representation of the diversity of initiatives that have developed, mostly around the turn of the 20th century, and form an important part of the institutional framework on private sector responsibility.

Table 19: list of major standards, certification or labelling organisations (sorted chronologically, non-exhaustive)

Organisation (detail)	Launch date	Scope
Forest Stewardship Council	1993	Responsible forest management
Milieu Project Sierteelt (various certificates)	1993	Sustainability and corporate social responsibility in horticulture
AccountAbility (AA1000 standards)	1995	Corporate responsibility, accountability and sustainability
International Organisation for Standardisation (ISO 14000 Series)	1996	Environmental management
Fairtrade International (Fairtrade labels)	1997	Equitable trade
Marine Stewardship Council	1997	Responsible and sustainable fishing
Social Accountability International (SA8000)	1997	Social compliance of industry
Ethical Trading Initiative (DFID supported)	1998	Ethical trade
GlobalGAP (various certificates)	1999	Responsible and sustainable agricultural practice
Global Reporting Initiative (CERES)	2000	Sustainability reporting
UTZ Certified	2002	Sustainable agriculture practice
Extractive Industries Transparency Initiative	2002	Transparency of payments from natural resources
International Organisation for Standardisation (ISO 26000 Series)	2010	Social responsibility

3.4 Post-structuralism

Having described and situated private sector responsibility concepts, shifting development paradigms and the institutional framework for private sector responsibility, attention on post-structuralism is now needed. Post-structuralism, which holds philosophical roots, was applied to social sciences and contributed to theoretical and practical changes in international development studies. Post-structural thought, its offshoots and other closely connected theories have both been heralded and heavily criticised for offering original methodologies and enabling critical analyses yet leading to an impasse in development practice. What follows is a brief account of the theoretical foundations of post-structuralism, its application and relevance to development studies and an overview of some of its strengths and weaknesses.

Origins and theory

Post-structuralism is commonly thought to have emerged during the 1960s and 70s, largely under the impulse of French philosophers including G. Deleuze, J. Derrida and M. Foucault. Although it finds its roots as a philosophical current, post-structuralism was applied to the field of social sciences and, by the late 1990s, it had gained significant influence in development theory and practice. Major post-structuralist themes include knowledge and power, and the complex interplay between human agency and the context in which they it is embedded and enabled.

Post structuralism can be thought of *an attempt to go beyond the limitations of structuralism without regress to humanism* (Mackenzie, 2001, p. 331). Structuralism placed an emphasis on structures, understood as a ‘third order’ mediating between the concrete realities and the abstract ideas of human culture (Deleuzes, 2002). As its name suggests, post-structuralism developed a critique of this view, arguing that human constructs such as history and culture condition these structures and thus colour any understanding that one may develop of them. In doing so, post-structuralism acknowledged that a greater emphasis was needed on human agency yet retained a critical consideration of the structures in which human culture exists, thereby also distinguishing itself from humanism for which human beings and their agency are the principal constituents of the social world.

Knowledge was a central focus of enquiry in post-structuralism. It was proposed that knowledge, rather than being singular or stable, is a human construct and is therefore contextual. Post-structuralist philosophy proceeded in the ‘destabilisation’ of meaning, whereby authors become the subject of enquiry and readers seek alternative sources of meaning. Said otherwise, the signifier meaning (understood by readers) gained primacy over the signified meaning (meant by authors). Practically, this implied the existence of multiple meanings in different contexts (eg: cultural norm). Accordingly, post-structural critique requires the generation of multifaceted understandings, interpretations and perspectives of any intended meaning, acknowledging possible conflicts between these yet refusing to recognise any as authoritative.

Another central tenet of post-structuralism is commonly referred to as ‘deconstruction’ (see Derrida, 1967, 1981), whereby binary oppositions are overruled. Although oppositions were not altogether surpassed and remained necessary for the generation of meaning, post-structuralism argued that binary oppositions (eg: passive/active, small/large) imply hierarchy, dominance and a subordinating structure of opposition. This was rejected in favour of a more critical analysis of opposition whereby subservience, difference, dynamism and interplay are preferred modes of examination and understanding. In practical terms, this puts forth issues of power in the relationships between the sources and beneficiaries of any supposed knowledge, the dominance of one over the other being rejected.

Claims of knowledge and implied power relations being a central focus of analysis, post-structural theory largely materialised in the form of discourse analysis, whereby meaning, context and interpretation are critically examined. According to post-structuralism, text, holding both intended and understood meaning,

must be contextually examined and explained at an interpretative level to reveal the plurality in meaning, connotations and hidden metaphors necessary to develop one's understanding of it.

Post-isms

Although the theoretical grounds of post-structuralism are indeed important for the forthcoming analysis of responsibility-led development, it is further important to focus on its relevance to social sciences. Post-structural thought was indeed adapted and used to develop critical views of social and development theories and offshoots such as post-modernism, post-colonialism or post-developmentalism came to prominence in international development studies, particularly in the late 1980s and 1990s, with famous authors such as A. Escobar, W. Sachs and G. Spivak.

As previously described, the modern era of development was initially dominated by the idea of modernisation. By the 1960s and 70s however, developing ideological tensions and theoretical conflicts combined with complex globalisation processes and the failures of development in the 'third' world were apparent. The idea of modernisation was at an impasse, and post-modern thinking emerged as a social theory rejecting the universality of knowledge proposed by Enlightenment discourse and stressing the failures of meta-theories. Following post-structural principles of knowledge and power, standard assumptions on progress and the knowledge claims behind these were rejected and the need for alternatives put forth.

The post-war era was further characterised by accelerated processes of de-colonisation. Post-colonialism, beyond its simple historical connotation as the period that succeeded to colonialism, refers to the discursive critique of the legacies of colonialism (Radcliffe, 1999). In line with post-structuralism, it critiqued the dominance of societal views imposed by colonial powers, which remained prevalent even in a decolonised world. Post-colonialism examined the discursive implications of terms such as 'first' and 'third' worlds, highlighting the implications of dominance and superiority of one over the other. Hegemonic discourses were rejected and the need to re-examine history was put forth to reveal the lost knowledge of marginalised and dominated voices.

More specific to the field of development, post-development thinking embraced post-structural theory and further developed critical stances of post-modernism and post-colonialism. At its heart is a re-assessment of the meaning, possibility and existence of development. On theoretical grounds, the post-development critique highlighted that the very assumption that development ought to be achieved implies hierarchies and assumes dominant power relations. In turn, these not only artificially formulate the existence of the 'underdeveloped' but actually set the conditions to perpetuate it by marginalising the intended beneficiaries of development, undermining their agency and thereby excluding the possibility of alternatives to development. On methodological grounds, post-development critique underlined the need to unpack the discourse of development and suggested that alternatives were in fact possible. More generally, the universality and singularity of development objectives and processes were rejected and the fragmentation and pluralisation of the means and outcomes of development were proposed. Context was emphasised, and culture and history re-centred in the development debate.

Relevance, contributions, and controversy

Although it is often acknowledged that post-structuralism (henceforth referring to both its fundamental components and its relevant offshoots) has indeed contributed to international development theory and practice, it is also at the heart of much controversy and is the subject of heavy critique. Its relevance, important contributions and key weaknesses pointed out by its critiques therefore deserve some attention.

As noted by Olsen (2006), pluralism is a fundamental requirement in social sciences as it offers a way to describe, assess and judge competing theories on the grounds, mechanisms and ends of social processes. In that regard, post-structuralism does indeed offer an interesting standpoint as it fundamentally requires the consideration, examination and assessment of alternatives and, thereby, has the ability to greatly

improve the plural nature of development thinking and enrich its evolution. Further, post-structuralism insists on the non-universality of knowledge and on its contextual characteristics, which imposes a critical reflection on the nature, origin and intent of development. This is conducive to a reflection on the 'developer's self' and on the nature of the framework in which development is promoted. This finally contributes to a re-assessment and acknowledgment of power relations, necessary to the resolution of such issues (Brigg, 2009) and enabling the possibility for alternatives. Practically, post-structuralism has also offered novel methodologies and approaches to international development with development discourse offering a new, rich and complex means of assessment of how development should be problematized. The notoriety of many post-structural scholars (eg: A. Escobar, W. Sachs) and declination of post-structuralism to many fields of social sciences (ie: post-modernism, colonialism, developmentalism, feminism, etc.) further testify to its significance and legitimacy.

Nonetheless, post-structural thought has also been heavily criticised and discredited. A common critique of post-structuralism highlights its false assumption that development discourse is monolithic, essentially reflecting 'Northern' hegemony. Development theories have in fact always been the subject of intense debate and diversity, regardless of the post-structural contribution. Accordingly, post-structuralism is criticised for simply being an intellectual fashion that only formulates the need for criticism without making any real contribution. Extending this thought, post-structuralism is sometimes considered to lack theoretical depth and to be difficult to translate into practice. Escobar's argument that development discourse only serves to enact the dominance of the 'North' is for example often discredited as its practical implications would be to encourage any action that hinders the actions of the said 'North' toward development, which in turn is of a very controversial nature (Tamas, 2004). It is further underlined that the critical nature of post-structuralism makes it susceptible to its own criticism, the dominance of 'Northern' discourses for example being itself evident in the formulation of post-structural theory. As such, post-structuralism is often described as nihilistic and incapable of truly offering the alternatives it preaches. On political grounds, post-structuralism is criticised for taking righteous stances and effectively rejecting the politicisation of development issues, which is however necessary in 'real' society. Finally, post-structuralism questions the very legitimacy or possibility of development, suggesting it is a self-defeating prophecy. Evidence of successful development programs, interventions and policies, verified improvements in quantifiable objectives, and other experiences of development practitioners however contradict this view.

IV

Systematic literature review

Having presented some key issues framing the research, this section turns to presenting the findings of the systematic review of academic literature on responsibility-led development. Important information on the composition of the database and quantitative findings from the classification of the literature according to the criteria presented in Section II are presented and illustrated. Key insights are further provided to offer a more in depth understanding of the literature in terms of important or dominant findings, interpretations and discourses. It is a noteworthy reminder that this section exclusively examines the 126 academic articles composing the database (compiled as outlined in Section II). The results and interpretations presented hereafter may therefore reflect certain biases related to some methodological weaknesses in the compilation and consolidation of this database. Citations are useful in understanding the relative influence of articles in the academic debate and used extensively in this section. The figures provided are based on citations in the Scopus database, which was more complete than the WoS database (114 of 126 articles). The final citation count was retrieved on 22 March 2013.

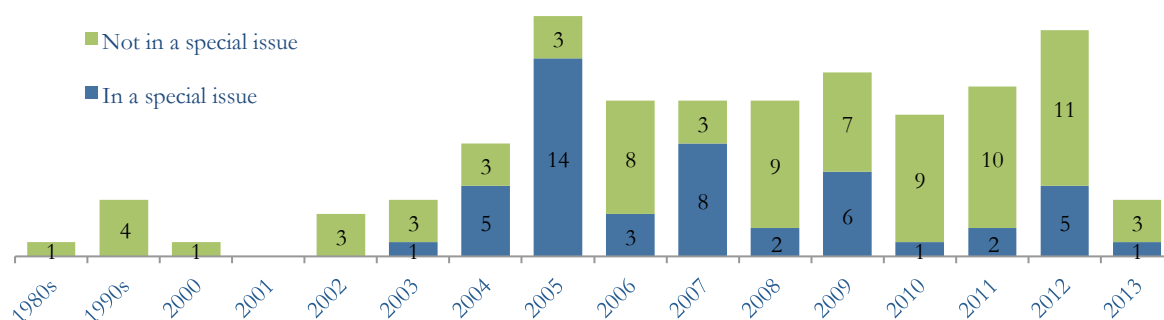
4.1 Temporal perspectives

Timeline

To begin the presentation of the literature some key temporal perspectives are provided. Figure 1 shows an overview of the timeline of publication of the articles in the database. The oldest article, entitled *Multinationals as foreign agents of change in the third-world*, dates back to 1983 and offers a descriptive overview of some of the responsibilities of multinationals towards third-world countries. Four articles in the database were published during the 1990s and the scarcity of articles predating the new millennium may appear to be somewhat surprising as the academic debate on private sector responsibility was already extensive and as many international guidelines or standards had already been developed. Yet, as no attention was paid to the year of publication of articles during the compilation of the database, it is thought that this timeline indeed reflects the emergence on academic literature specifically examining responsibility-led development.

As shown in Figure 1, the number of articles rapidly increases in the early 2000s from one in 2000 to 17 in 2005 and then stabilises in the following years around an average of 12 articles per year (note that the database was closed mid-March 2013 and that the figure for that year is therefore incomplete). The year 2000 marks an important milestone in the responsibility-led development agenda with the official launch of the UNGC, giving centre stage to corporate social responsibility, and of the MDGs, globally formalising a new international development agenda. Caution is however necessary in causally associating the rapid increase of published articles after 2000 to the launch of the UN Global Compact and MDGs. Assuming such causality may indeed obscure the importance of broader paradigmatic shifts in development thinking that have led to the convergence of the international development and private sector responsibility agendas.

Figure 1: timeline of publication of the articles included in the database



Special issues are also noteworthy in this timeline. 48 articles in the database were published within 23 special issues published in 13 journals. Interestingly, although this represents about 38% of the articles, they accrue about 59% of total citations in the database. Figure 1 illustrates the occurrence of articles published in special issues and Table 21 provides a list of special issues from which two or more articles were added to the database. Although special issues focus on a range of topics, corporate social responsibility is particularly prominent. The special issue published by *International Affairs* in 2005 on *Corporate Social Responsibility in the developing world* deserves special attention. Indeed six of its articles were added to the database, including the four most cited articles (Blowfield 2005b; Blowfield & Frynas, 2005; Jenkins, 2005 and Newell, 2005), and it is therefore a pivotal component of academic literature on responsibility-led development.

Table 21: special issues from which two or more articles were added to the database (ordered by year of publication, the number of articles included in the database and total number of citations for these are provided)

Year	Journal, issue (volume)	Special issue topic	Articles	Citations
2004	Development, 47 (3)	Corporate Social Responsibility	5	62
2005	Development in Practice, 15 (3–4)	The role of private business in the development process	5	79
2005	International Affairs, 81 (3)	Corporate Social Responsibility (CSR) in the developing world	6	303
2006	Development Southern Africa, 23 (2)	Corporate citizenship in Africa	2	28
2007	Globalizations, 4 (4)	Beyond international development - towards recognition and redistribution in global politics	2	15
2007	Third World Quarterly, 28 (4)	Beyond Corporate Social Responsibility? Business, poverty and social justice	5	105
2009	Corporate Social Responsibility and Environmental Management, 16 (5)	Corporate Social Responsibility and developing countries	2	18
2009	Journal of Business Ethics, 90 (1)	Business partnerships for development	2	51
2011	Third World Quarterly, 32 (3)	Mainstreaming sport into international Development Studies	2	4
2012	Corporate Governance, 12 (4)	Changing role and responsibility of business	4	0

The temporal perspectives presented above suggest that academic literature on responsibility-led development is rather recent and in consolidation. The emergence of this literature occurred in the early 2000s and correlates with the adoption by international organisations, governments and development agencies of a new development agenda promoting partnerships between state, civil society and the private sector and awarding a newfound role to business in an era of accentuated globalisation. This agenda came to prominence in 2000 with the adoption of the UN Global Compact and strengthened thereafter with increasing attention awarded to, for example, ethical trade, responsible investments and NGO-business partnerships. The many and diverse special issues relevant to the topic further illustrate the diversity of

fields from which responsibility-led development literature is being constructed and testify to the increasing attention and interest awarded to it.

Historical anchorage

As shown in Figure 1, the articles in the database on responsibility-led development are rather concentrated in time, spanning a total of 30 years yet mostly released in the past 10 years. This database being exclusively composed of academic articles, they are required to (and usually do) provide a review of literature, thereby relating their findings to past and on-going academic debates. Most articles are therefore anchored historically in academia and informed on and framed by a variety of relevant topics and disciplines. A number of articles with more historical approaches are however useful in illustrating the historical anchorage and foundations of responsibility-led development.

In their review of UN Global compact Egels-Zandén & Kallifatides (2009) draw comparisons between the UNGC's principles and the enlightenment tradition. Their article illustrates how influential philosophical currents are present in the argumentation of various authors. Many of these currents are further well rooted in western-tradition. For example, utilitarian theories are used or mentioned by a number of authors (Blowfield and Dolan, 2008, Ismail, 2009; Renouard, 2011; Pratt, 1991). The use of such theories illustrates the importance of normative reasoning in the examination of responsibility-led development and its anchorage in long-lived debates on achieving the common good.

Responsibility-led development is further commonly positioned in terms of the shifting development paradigms of the late 20th and early 21st century: Dolan revisits the legitimisation of business as a *trustee for development* (Dolan, 2005, p. 416) in the continuity of 1980s neo-liberal policies for economic development and of the less austere, poverty-focused post-Washington consensus era of the 1990s; Dunning & Fontanier (2007) suggest that the NDP it has strong implications for the involvement of multinationals in development; Bair (2007) proposes a historical understanding of the rehabilitation of the private sector in international development through the emergence of the New International Economic Order, which required regulation of multinationals and eventually led to the UNGC; and Barkemeyer et al. (2011) draw comparisons between business guidelines and the original principles of sustainable development, noting increased influence of environmental concerns at the detriment of social development dimensions.

Corporate social responsibility and other related concepts are very well represented in the literature and historical insights on their emergence, development and relevance to development are common. Jenkins for example locates the rise of CSR in the 1990s as the *latest manifestation of a longstanding debate over the relationship between business and society* (Jenkins, 2005, p.526) and Newell (2002) locates the evolution of corporate citizenship historically to understand its implications for development. Neo-liberal thought is often associated with the emergence of CSR as a response to the negative impacts of deregulation and is examined in more detail below. Historical approaches are further used in specific contexts for example by Campbell (2012), examining the mining sector in Africa and Langan (2009), re-examining the moralisation of the relationship between the European Union and Asia-Caribbean-Pacific countries.

Together these articles illustrate that responsibility-led development, although recent in its assemblage, theorisation and practice, must be seen in the continuity of long-term debates on the business-society relationship and changing development paradigms and cannot be detached from many historical realities.

Research agendas

In addition to the necessity of being well informed by history, academic articles must advance academic debates and are therefore often turned to the future. Prescriptive articles, aiming to make recommendations, are interesting in that respect and a number of articles focus on the development of research agendas.

Four articles are particularly noteworthy, reviewing the relationship between CSR and development, identifying weaknesses in the research and making recommendations for future orientations. Chronologically these are: Fox (2004), Blowfield & Frynas (2005); Prieto-Carrón et al. (2006), and Idemudia (2011). The latter differs from the former three in that it specifically focuses on developing a research agenda for Africa yet these articles show significant overlap in the issues identified and orientations proposed. Other articles also examine the CSR-development agenda and complement the picture of research requirements (see for example Blowfield, 2007, Idemudia, 2008; Luetkenhorst, 2004; Sagebien and Whellams, 2010; Utting, 2005).

Key issues identified include biases in the CSR discourse, which is thought to be skewed towards its voluntary basis, northern actors and large enterprises (Fox, 2004) or towards the business case dimensions (eg: Blowfield & Frynas, 2005). The lack of evidence on the impacts of CSR is also pointed out, as are the influence of dominant CSR discourses at the expense of the diversification and fragmentation of approaches needed to better understand the mechanisms governing the linkages between business and development. A need to rethink the CSR agenda in the context of development is emphasised, not only going beyond the business case, but also rethinking the core expectations on the contribution of business to society and development (eg: Blowfield, 2007). In support of theoretical and discursive reflexions, the development of assessment methodologies and generation of diversified information on the actual impacts of CSR is further thought imperative. It is also thought that, the boundaries of companies must be overcome and that the enabling environment, including human and institutional capacity (Fox, 2004), partnerships with the civil society (eg: Utting, 2005) and business-state relationships must be carefully examined (eg: Idemudia, 2011). Finally, it is considered that southern perspectives must be legitimised, people-centred analyses prioritised and bottom-up approaches promoted to understand the reflexive responsibilities of business and of intended beneficiaries of CSR, as well as to address problematic issues of power (Idemudia, 2011; Prieto-Carrón et al., 2006).

Closely related to CSR is Hamann's contribution (2006) on the development of a research agenda on corporate citizenship. Focusing on southern Africa, Hamann supports many of the views presented above, arguing the need to revisit corporate citizenship in developing country contexts, acknowledging its complexity, seeking to better understand the scope, drivers and enabling conditions, and more carefully scrutinising its implementation and effects. Examining the FDI-development linkages, Moran (2011) and Bardy et al. (2011) also make recommendations on research needs, the latter highlighting the need to better understand complex and diversely constituted CSR networks, ethical values and social responsibilities from outside the 'North' and support with case studies the mechanisms that link CSR, FDI and development. Finally, Dunning and Fontanier (2007), examining the New Development Paradigm's implications on multinationals, brings them to recommend the focus of research on non-economic dimensions of development, on the importance of institutional constructs and on the variety of mechanisms through which development can be achieved.

These articles illustrate well the influence of CSR on the research agenda. Furthermore, the recurrence of articles outlining or redefining research agendas underlines the changing nature of responsibility-led development. Although author interpretations and opinions vary to some extent, much overlap exists between the issues and recommendations highlighted in different articles and a consensus emerges as to the fact that complexity and pluralism are essential constituents of a constructive academic debate on responsibility-led development. Finally, when examined in time, this overlap further highlights the hurdles in changing the dominant discourses and paradigmatic constructs of this field, as for example the under-representation of southern voices.

4.2 Representation

Having situated the articles in the database in time and discussed some related temporal perspectives, this section turns to issues of representation. Information on authorship, affiliation and journals of publication is first presented to outline the intellectual origins and composition of literature on responsibility-led development. This information provides insights on the disciplinary diversity and pluralism of thought

found in the literature and connects to broader issues on the representation and influence of dominant discourses in the literature.

Intellectual origins and composition

To uncover the intellectual origins of the academic articles and composition of the database, authorship is first presented. In total, 155 individual authors wrote the 126 articles in the database, 81 of the articles being written by a single author and 45 being co-authored. 18 of the authors published two or more articles and these are shown in Table 22. The relatively high number of authors in comparison to the total number of articles suggests that interest for responsibility-led development is developing broadly. The small amount of authors with multiple articles however implies that it remains marginal as a central research focus.

Table 22: authors with two or more articles in the database (ranked by number of articles and number of citations; total number of citations are provided including for co-authored papers)

Author	Articles	Co-authored	Citations
Blowfield M. E.	9	3	280
Idemudia U.	6	1	30
Newell P.	5	2	105
Frynas J. G.	4	2	163
Utting P.	3	0	61
Dunning J. H.	3	1	43
Dolan C.	3	2	38
Reed D.	3	2	28
Ite U. E.	2	0	53
Lund-Thomsen P.	2	1	53
Hamann R.	2	0	40
Kolk A.	2	2	34
Mukherjee Reed A.	2	2	25
Levermore R.	2	0	12
Bird F.	2	1	10
Kilgour M. A.	2	0	6
Renouard C.	2	1	3
Barkemeyer R.	2	1	0

Information on the organisation of affiliation of authors was obtained for 183 of 193 author entries (ie: one entry for each author of each article) and information on disciplinary affiliation was obtained for 119 author entries (eg: role or job title of the author, research programme, faculty, department etc.). This information allows for a more intricate picture to be painted on authorship.

Authors affiliated to universities are most largely represented with 154 author entries (corresponding to 122 individual authors). 83 universities are represented of which only 32 have multiple author entries. York University, in Canada, records the most author entries (13) followed by the three English universities: University of Cambridge (7), the University of Sussex (5) and the University of Oxford (5). Other private or public research institutes are then well represented with 15 author entries (corresponding to as many individual authors) followed by the United Nations with 6 author entries (corresponding to two individual authors working for the UN Industrial Development programme - UNIDO and the UN Research Institute for Social Development - UNRISD). Private consultants (four author entries) the private sector (two author entries), the Indonesian parliament (one author entry) and the Inter-American Development Bank (one author entry) are also represented.

The information available on disciplinary affiliation varied in detail from the faculty or department of affiliation to the exact role or research programme of the author. This information is incomplete (available for 119 author entries) and lacks consistency but it is nonetheless informative as it broadly indicates the main disciplinary angles and disciplinary diversity from which responsibility-led development was examined. It was observed that many authors were affiliated to business schools or specialised in topics

closely related to the private sector (eg: business, management, administration, marketing, economics, etc.). Indeed, with 57 author entries this category exceeds the number of author entries with an affiliation closely related to social sciences and development studies (eg: international development studies, development economics, sociology, human geography, anthropology, etc.) for which 35 author entries were recorded. The remaining 27 author entries for which information was available were not classified according to the above two categories and included a wide range of disciplinary affiliations including political sciences, law, environmental sciences, philosophy, religious studies, etc.

In mapping the disciplinary diversity of the database it is also useful to examine the journals in which the articles were published. In total, the 126 articles in the database were published in 63 different journals, 18 of which published two or more articles, as shown in Table 23. The journals of publication give further insight into the disciplinary composition of the literature. Business and management literature is best represented with 22 journals and 47 articles, which includes three journals and 14 articles from the business ethics literature and three journals and 11 articles from CSR literature. International development studies literature is also well represented with 12 journals and 39 articles. Other journals, although often overlapping with the previous categories, should be classified separately and belong to social sciences (eight journals), economics (six journals) and other literature fields including governance, environmental sciences and international relations.

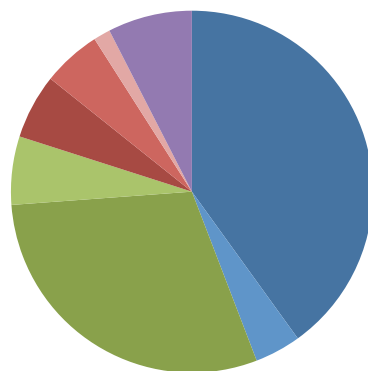
Table 23: journals with two or more articles included in the database (*no citation data available in Scopus)

Journal	Articles	Citations
Journal of Business Ethics	12	102
Third World Quarterly	9	166
Corporate Social Responsibility and Environmental Management	7	92
International Affairs	7	343
Development	6	63
Development in Practice	6	65
Corporate Governance	4	0
Development and Change	4	47
Development Southern Africa	4	56
Resources Policy	4	2
Business & Society	3	28
Journal of Corporate Citizenship	3	*
Canadian Journal of Development Studies	2	1
Globalizations	2	15
Journal of International Development	2	19
Progress in Development Studies	2	3
Sustainable Development	2	0
Transnational Corporations	2	36

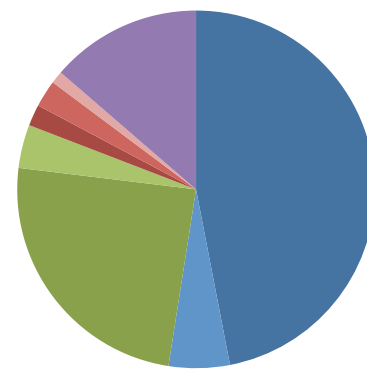
Examination of the country of affiliation is also very informative to illustrate the intellectual origins of the database. This information was available for 183 of 193 author entries. Authors were affiliated to 33 different countries. Figure 2 provides data on the number of articles and citations for each country. The United Kingdom (35.1 articles) is the source of most articles, followed by Canada (21.5 articles) and the USA (15.9 articles). More broadly, European Union countries accrue 40.1% of articles and 47% of citations and adding non-EU countries pushes these figures to 44.2% and 52.5%. North American countries accrue 29.7% of articles and 24.4% of citations, Australasian countries 6.1% of articles and 3.9% of citations, Asian countries 5.8% of articles and 1.9% of citations, African countries 5.2% of articles and 2.4% of citations and Latin American countries accrue 1.5% of articles and 1.1% of citations. Although useful, these figures should however be taken with caution as only articles in the English language were retained, which is likely to cause a linguistic bias as suggested by the relative importance of English speaking countries (UK, USA, Canada, Australia, New Zealand). Finally, OECD countries accrue approximately 82% of articles and citations, which gives credit to the argument put forward by many authors (eg: Fox, 2004) that the responsibility-led development agenda is largely informed by the ‘North’.

Figure 2: affiliation of authors by country (classified in geographical groups and ranked by number of articles and citations; decimals are the result of co-authorship, all authors being weighted equally; * OECD members; pie charts provide graphical representations of the number of articles and citations for different geographical groups)

Country of affiliation	Articles	Citations	Country of affiliation	Articles	Citations
European Union	50.5	610	Asia	7.3	25
United Kingdom*	35.1	468	Indonesia	2.5	1
The Netherlands*	4.5	42	Malaysia	2	0
France*	2.5	3	Turkey*	1	15
Germany*	1.7	15	Oman	0.5	1
Austria*	1.5	43	South Korea*	0.5	0
Sweden*	1.5	10	Hong Kong	0.3	0
Ireland*	1.5	0	India	0.2	8
Denmark*	1.2	21	Japan*	0.3	0
Finland*	0.5	8	Africa	6.6	31.7
Belgium*	0.5	0	South Africa	3	29
Europe (non-EU)	5.2	71.6	Nigeria	1.3	0
Switzerland*	4.2	62.6	Mauritius	1	0
Norway*	1	9	Kenya	0.8	0.8
N. America	37.4	317.6	Zimbabwe	0.3	1.7
Canada*	21.5	138.6	Uganda	0.2	0.2
USA*	15.9	179	Latin America	1.9	14.6
Australasia	7.7	51	Costa Rica	1	6
Australia*	5.2	19	Mexico*	0.7	0.6
New Zealand*	2.5	32	Argentina	0.2	8
			Unknown	9.5	177.5



Articles



Citations

As noted above, both the disciplinary affiliation of authors and the journals of publication highlight the importance of business management and international development literature, with less significant representation of a variety of other disciplines ranging from political sciences to anthropology. Although such observations are noteworthy they may however obscure the more subtle diversity and pluralism that exist in the literature. Indeed it should be underlined that diversity also materialises within disciplinary fields and that considerable variation was observed in the research design, focus and interpretations of authors. This will be illustrated further in the following sections and can be exemplified through literature making use of CSR concepts and theories. CSR is indeed very broad and should be seen as an 'umbrella term' that can refer to a spectrum of views and understandings of the business-society relationship.

Dominant discourses, unheard voices

The trends outlined in the composition of the database and the importance of diversity further raise important questions on the representation of different voices in the academic debate as well as to power

imbalances, both in the construction of the literature and between the actors and intended beneficiaries of responsibility-led development.

Recurrent in the literature are the conflicting views, priorities and needs of ‘northern’ and ‘southern’ stakeholders. This issue is indeed important in light of claims that corporate responsibility emerged and matured through the experiences of ‘northern’ businesses, whilst the intended beneficiaries of the developmental outcomes examined in this research are principally ‘southern’. As a result cultural inadequacy and poorly fitted business agendas that do not meet real developmental needs can lead to outcomes favourable to developmental actors and detrimental to intended beneficiaries.

The importance of promoting private sector responsibility agendas adjusted to the socio-cultural contexts of developing countries is examined extensively in the literature, as exemplified by Idemudia (2011), who specifically focuses on developing a research agenda on CSR for Africa. Amaeshi et al. (2006) further illustrate the importance of these issues through their investigation of CSR in Nigeria, questioning the respective importance of *western mimicry and indigenous influences* (see title). The articles by Blowfield (1999 and 2003) and Blowfield & Dolan (2008) on ethical trade also explore these issues and effectively portray how the principles of ethical trade retain structurally imbedded weaknesses that bias the outcomes away from intended beneficiaries. The dominant representation of ‘northern’ discourses is further exemplified by the article by Haalboom (2012), in which neoliberal principles are contrasted to indigenous rights in the management of a mining project in Suriname. ‘Northern’ and ‘southern’ discourses can also be contrasted in ethical terms, which is of particular relevance to the issue of cultural sensitivity. The articles by Abesuriya et al. (2007) and Renouard (2011), which make use of theories with very different origins and socio-cultural foundations, namely Buddhist ethics and utilitarianism, are useful in this respect.

Dominant discourses are of course not limited to the ‘North-South’ divide but can also concern large versus small enterprises. The representation of different dimensions of the private sector will be examined further to illustrate this but the articles by Luken & Stares (2005) questioning whether corporate responsibility, mostly developed by and for multinationals, is a threat or opportunity for SMEs illustrates this well. This further brings forth the issue of the power of multinationals and, as noted by Kuper (2004), it is part of the scope of responsibility-led development to harness this power. Power should further be viewed in relational terms with respect to the imbalances that exist between the actors and beneficiaries of responsibility-led development. The power relations between actors and beneficiaries are examined in a number of articles such as that by Arora & Romijn (2012), in which the power relationships between business principles and poorer communities are seen to undermine the potential of BoP approaches. Prieto-Carrón et al. (2006), provide a useful overview of this issue in terms of participation, noting that amongst the responsibilities of the powerful is the duty to act towards the inclusion of the underrepresented.

The representation of minorities and of the intended beneficiaries of responsibility-led development is another key issue and the occurrence of articles offering bottom-up approaches will be detailed further. Articles by Dunning (2005), in which bottom-up and top-down incentive structures and enforcement mechanisms are examined with respect to CSR and MDGs, Akpan (2008), presenting beneficiary perspectives and counter-narratives useful to the effective empowerment of communities through corporate citizenship, and Sharp (2006), providing an anthropological perspective to CSR, are however useful. Issues of representation and power can finally be examined in terms of equality and the responsibilities of the private sector in this respect are examined by articles such as that by Utting (2007), in which equality is seen in terms of the correction of imbalances in power and in terms of social justice.

4.3 Research design and focus

Epistemology and empirical data

In addition to their disciplinary diversity, the articles vary greatly in their nature and research design. The epistemology of articles was examined and findings are presented in Figure 3. A majority of articles (81

articles, 64%) were considered to be of a theoretical nature aiming to develop or test propositions, hypotheses or correlations between theoretical constructs. Of these articles, 39 were considered conceptual, 33 exploratory and nine predictive. Articles mainly making a prescriptive contribution are also well represented with 32 and six instrumental and normative articles respectively. Fewer articles were however considered to be of a mostly descriptive nature. The histogram presented in Figure 3 further illustrates the temporal distribution of articles according to their epistemology. Within theoretical articles, it appears that the proportion of conceptual articles is greater prior to 2008 whereas exploratory and predictive articles, which make use of empirical data, are relatively more frequent from 2009 onwards. Prescriptive articles occur throughout the timeline and are somewhat clustered in 2005 and 2006. Descriptive articles only occur prior to 2008.

Figure 3: epistemology (the pie chart provides a graphical representation of the distribution of articles amongst epistemological groups – the histogram illustrates the temporal distribution of articles in these groups)

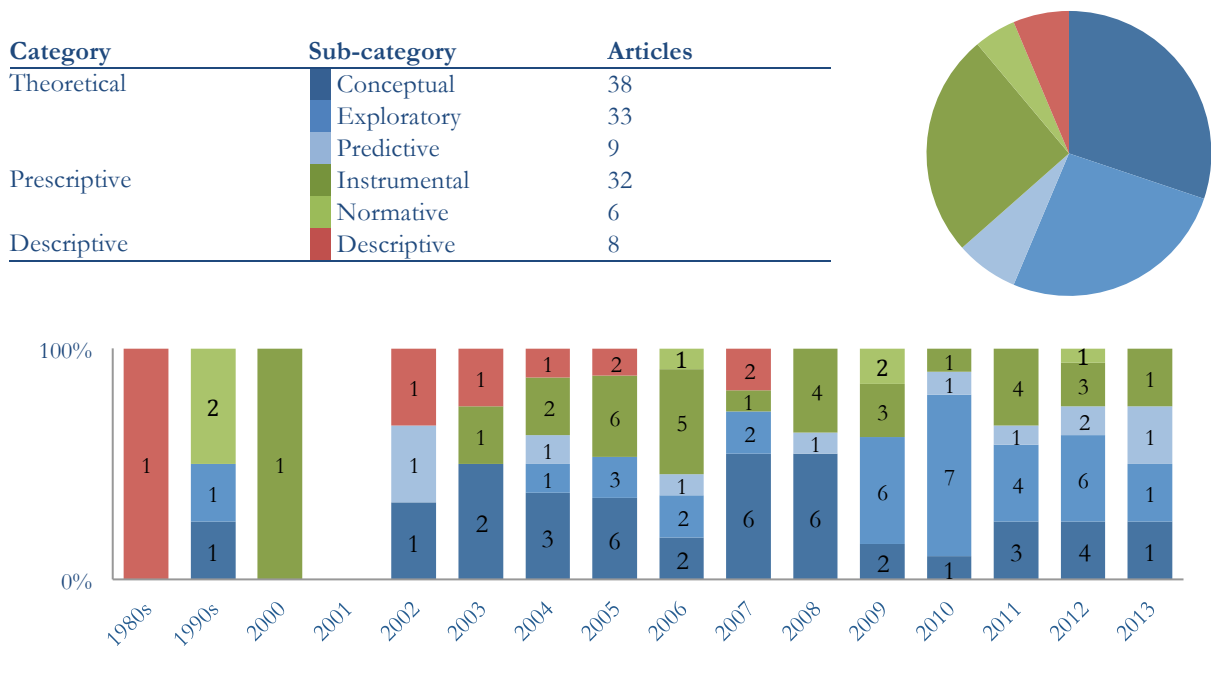


Figure 4: data (pie charts provide a graphical representation of the information provided in the tables)

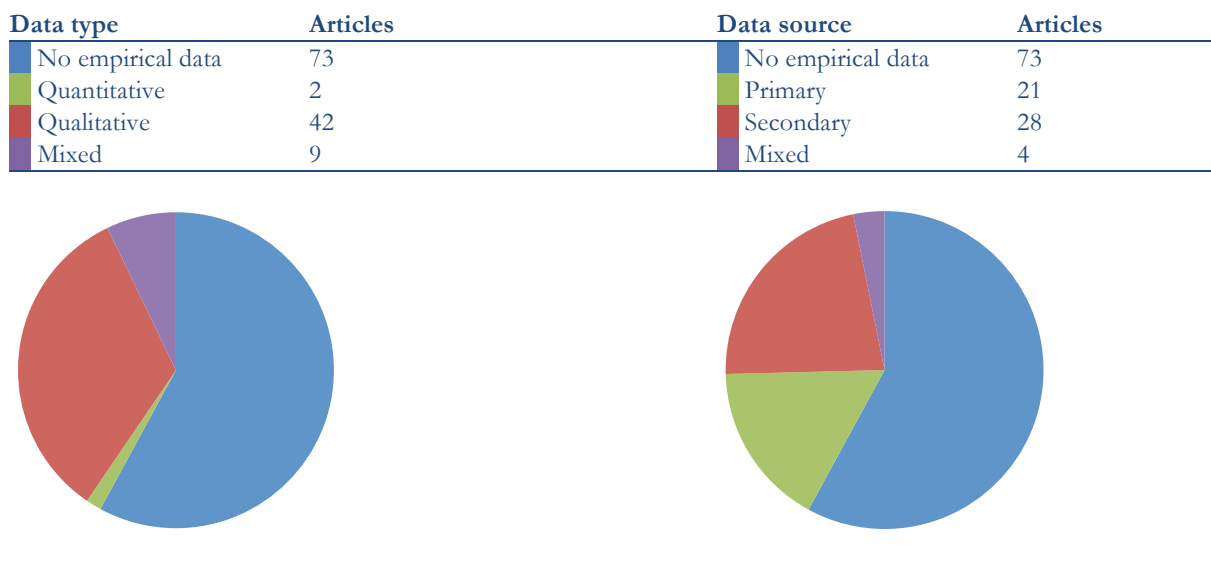


Figure 4 provides information on the use of empirical data. 73 articles (58%) did not present or use any empirical. The remaining 53 articles (42%) made use of some empirical data: 42 of these exclusively used qualitative data, two exclusively used quantitative data and nine used both. More articles only made use of secondary data (28) than of primary data (21) and four articles used both primary and secondary sources. It is important to underline that the format, quantity and importance of empirical data to research objectives varied considerably and that articles significantly making use of empirical data were almost exclusively exploratory and predictive. The significant proportion of articles with some data should therefore be nuanced in terms of actual data contents and further information is provided below.

Theory and practice

Many authors making prescriptive contributions on necessary research agendas, highlighted the need for diverse empirical evidence on the mechanisms and impacts of responsibility on development. In this respect, the information provided on the epistemology and use of empirical data raises issues on the adequate balance of theoretical construction and provision of practical evidence. Purely theoretical contributions are of course useful and necessary to conceptualise, delineate and advance the relatively new field of literature on responsibility-led development. However, as development, whether economic, social or human, is very much a practical matter for those concerned, this debate is also very dependent on practical evidence and, therefore, requires empirical contributions. Furthermore, the issue being complex and multidimensional, involving corporate processes, civil society, institutional and governance actors and affecting intended beneficiaries through complex and multiple mechanisms, the scope of required evidence is very broad. It is therefore useful to provide a more refined understanding of the practical evidence provided in the articles.

The use of secondary data is widespread and implies difficulties in collecting primary empirical evidence. Although secondary data can be extensive, as for example in study by Barkemeyer (2009) in which 416 descriptive case studies from UNGC participants were examined, it is also characterised by a number of limitations. The scope of secondary evidence is indeed often limited to and dependent on the actor-side of responsibility-led development and therefore potentially biased by corporate intention and operational considerations at the expense of real developmental impact and bottom-up perspectives. Furthermore, the use of such data is problematic in further enhancing the bias towards northern perspectives as a majority of companies or initiatives participating in or framing responsibility in the private sector are based in developing countries.

Of articles making use of primary empirical data, interviews were most commonly used. Interviewees include NGO representatives (Ragodoo, 2011), CSR operatives in multinationals (McHayhurst, 2011) and domestic firms (Amaeshi et al., 2006), corporate stakeholders (Okpara & Wynn, 2012), business leaders (Eweje, 2006) or various experts on corporate responsibility (Lenssen & van Wassenhove, 2012). In some cases, interview data was also collected from the intended beneficiaries such as community representatives (Eweje, 2006; Idemudia, 2009), specific case study groups such as sugarcane farmers (Waswa et al., 2009) and Kenyan horticulturalists (Doaln, 2005) or in the form of ethnographic data (Akpan, 2008).

As shown in Figure 4, the use of quantitative data remains marginal and implies difficulties encountered by authors in appropriately illustrating empirical findings with concrete numerical evidence, development being often very difficult to quantify. Quantitative data provided is more commonly secondary, sourced for example from UNGC participants (Fritsch, 2008), corporate reports (Kolk & Van Tulder, 2006) or certification schemes (Kilian et al., 2004). Primary quantitative data was collected and used in three articles, all of which examine Nigeria. Idemudia (2011b) presents data collected from local communities on the issue of reciprocal responsibility, Okpara & Wynn present survey data from corporate stakeholders and Renouard & Lado reflect on survey data collected over many years to illustrate issues of inequality.

Other articles make use of a variety of other qualitative information. Rajak (2011) for example provides insights on the 'social life' of CSR through multisited fieldwork at conventions and policy forums, whilst Mukherjee Reed & Reed (2010) report on expert panel discussions. Related to the use of empirical data are case-study articles, which include articles with relatively broad scopes such as that by Graham (2013),

in which 174 diaspora-owned firms are examined, or that by Luken & Stares (2005) in which 22 SMEs are studied. Other case-study articles focus on single companies including as Shell (Ite, 2004; Tuodolo, 2009), BP (Gulbrandsen & Moe, 2007), Talisman Oil (Idahosa, 2002), Microsoft (Stevenson, 2010) or specific development projects such as the Asea Brown Boveri CSR project in a Tanzanian village, under the aegis of the UNGC (Egels-Zandén & Kallifatides, 2009).

Extending the reflection on theory and practice further, it is interesting to note that a majority of articles making use of empirical data were considered exploratory rather than predictive. This highlights that little evidence is in fact offered to (in)validate hypotheses on the positive or negative developmental impacts of responsibility, but rather used to support propositions or conceptual correlations between responsibility and development. The high frequency of prescriptive articles, in particular those setting new research agendas, further contributes to the bias towards non-evidential articles and further underlines discrepancies between the acknowledged need for empiricism and the realities of the academic construct. Furthermore, although a relatively high proportion of articles do present some empirical data, it is important to note that this data is more often secondary and also biased towards business or institutional perspectives with few articles offering both bottom-up approaches and empirical evidence.

4.4 Geographical perspectives

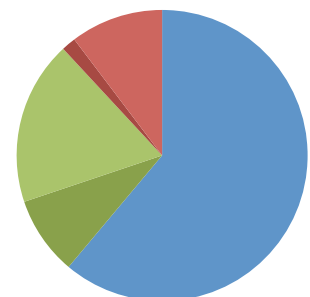
Geographical focus

To further understand the composition of the literature, the geographical scale and focus of articles was examined and findings are presented in Figures 5 and 6. The geographical scale presented in Figure 5 provides information on the size of the regional entity examined. A majority of articles (77 articles, 61%) did not have a particular geographical focus or offered insights on a global scale, for example examining ‘developing countries’ (10 articles), the ‘South’ (two articles), the ‘third world’ (three articles) or processes such as globalisation (five articles). The remaining articles focused on one country (23 articles), a region or continent (13 articles), an area or specific location within some national boundaries (11 articles) or multiple countries (2 articles).

It is interesting to note that 30 of the articles with a focus at a continental or smaller scale made use of some empirical data. This further contributes to the discussion on the balance of theory and practice and puts in perspective the relative importance of articles that make focused empirical contributions. Indeed, observations on the geographical focus are related to the level of detail or cultural specification with which authors approach their research.

Figure 5: geographical scale (the pie chart provide a graphical representation of the information provided in the tables)

Category	Articles
Global, undefined, not applicable	77
Sub-national/local	11
National	23
Multi-national	2
Regional/continental	13



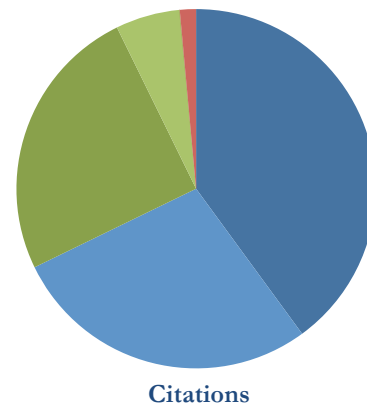
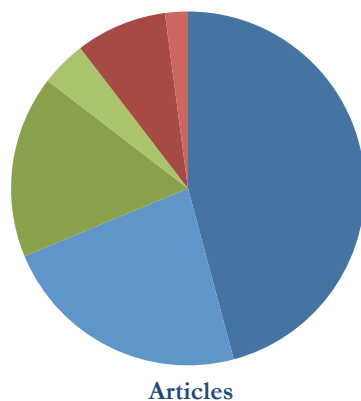
A more detailed picture of the 49 articles with a specific geographical focus on a continental or smaller scale is provided in Figure 6. A majority of these articles focus on areas within Africa (33 articles, 67%). Nigeria and the Niger Delta (14 articles, 29%) is by far the most recurrent area of focus, and seems to exemplify the issues of responsibility-led development through the considerable developmental challenges it faces despite the presence of a booming and wealth-creating oil and gas industry. Asia is examined in 10 articles and four articles focus on other areas of the world. Furthermore it is interesting to note that few

articles have a sub-national focus, the Niger Delta, Ngarambe (Tanzania), Western Kenya and a mining project in Suriname being the only sub-national entities examined.

Although the strong focus on developing countries is somewhat self-evident given the nature of the research, it is important to contrast the geographical focus of articles to the country of affiliation of authors, which are evidently very different and which in turn has potential implication on the socio-cultural adequacy of research findings. Furthermore, of 126 articles in the database, only eight have at least one author affiliated in the same country as the geographical focus (Aaron, 2012; Achda, 2006; Cahyandito, 2006; Küskü, 2007; Ragodo, 2011; Silvia & Chouhury, 2006 and Waswa et al., 2009).

Figure 6: geographical focus (grouped continentally and ranked by number of articles and citations – *national and sub-national focus – **multi-national, regional and continental focus – pie charts provide a graphical representation of the number of articles and citations for different continental groups)

Focus	Articles	Citations	Focus	Articles	Citations
Africa: small scale*	22	165	Asia: small scale*	8	103
Niger Delta	8	81	Indonesia	3	4
Nigeria	5	0	India	2	59
Kenya	2	14	Turkey	1	15
South Africa	2	57	Pakistan	1	13
Sudan	1	10	Azerbaijan	1	9
Ngarambe, Tanzania	1	2	China	1	3
Western Kenya	1	1	Asia: large scale**	2	24
Chad	1	0	Developing Asian countries	1	6
Mauritius	1	0	India, Pakistan, Sri Lanka, Thailand	1	18
Africa: large scale**	11	115	Other: small scale*	4	0
Africa	5	68	Georgia	1	0
Sub Saharan Africa	3	6	Papua New Guinea	1	0
Nigeria & South Africa	1	28	Suriname	1	0
Southern Africa	1	13	Other: large scale**	2	6
Central Africa	1	0	Latin America	2	6



Focus: the Niger Delta

A high number of articles focus on Nigeria and more specifically on the Niger Delta where the acute contrast between resource wealth and underdevelopment indeed appears to epitomise and exemplify many aspects of responsibility-led development. Eight articles specifically examine the Niger Delta five examine Nigeria more broadly and one examines Nigeria alongside South Africa. The oil and gas industry is at the heart of most articles (all of the above except Amaeshi et al., 2006 which is multi-sectorial). Nonetheless, these articles provide interesting insights into the different angles from which responsibility-led development can be examined.

Offering more culturally-sensitive or bottom-up approaches, Akpan (2008) for example examines corporate citizenship from a beneficiary perspective, Amaeshi et al. (2006) question the ‘western mimicry or indigenous influences’ of CSR in Nigeria and Idemudia (2011) investigates the implications of reciprocal responsibilities for corporate citizenship. More corporate-centric views are offered by Eweje (2006), Ite (2004) and Amadi & Abdullah (2012), who examine corporate processes of response to community issues or poverty challenges or by Okpra & Wynn (2012), who examine corporate stakeholder perspectives on CSR. State weaknesses, governance failures and institutional immaturity are also examined (eg: Idemudia, 2010; and Renouard and Lado, 2012) and it is noted that these both justify the need for and hinder the development of corporate responsibility. Partnership initiatives with communities (Ideludia, 2009) or civil society actors (Tuodolo, 2009) are also scrutinised. These studies are largely positioned in terms of socio-economics, examining community development and empowerment (eg: Akpan, 2008), poverty alleviation (eg: ite, 2005) and other issues such as inequalities (eg: Okoye, 2012). The potential of corporate responsibility processes to contribute to development is acknowledged in some cases yet contrasted to the acute realities of extreme inequalities, failed governance and impacts of more self-interested models of corporate response.

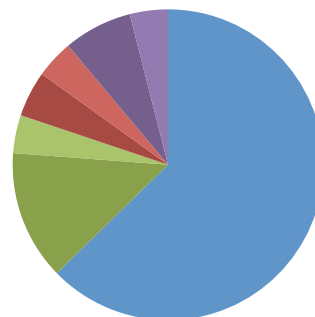
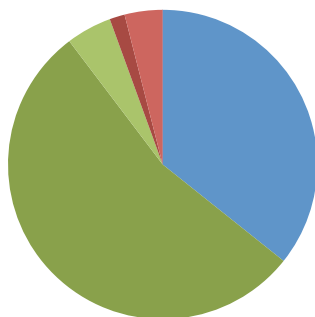
4.5 Topical constructs and paradigms

Private sector representation

To further understand the literature’s focus, the representation of the private sector was examined and results are presented in Figures 7. It was found that 45 articles did not examine any particular dimension of the private sector and that 79 articles did not have any explicit sectorial focus. Of the 81 articles examining specific dimensions of the private sector, a vast majority focused on large multinational enterprises (68), whilst a few examined small and medium enterprises (six articles), investments (five articles) or domestic firms (two articles). Concerning the sectorial focus, the oil & gas sector was most examined (17 articles) whilst the agricultural sector (six articles, including the cocoa, tea, coffee industries), bottom of the pyramid businesses (five articles) and extractive industries (ie: mining, five articles) were also examined in multiple articles. Other sectors examined include the pharmaceutical industry, the manufacturing sector, the sports industry, telecommunications sector and sanitation.

Figure 7: private sector representation (pie charts provide a graphical representation of the information provided in the tables)

Private sector representation	Articles	Sectorial focus	Articles
Undefined, not applicable	45	Undefined, not applicable	79
MNEs/MNCs	68	Oil & gas	17
SMEs	6	Other extractive industries	5
Domestic firms	2	Agriculture	6
Investments	5	Bottom of the Pyramid	5
Other	0	Other	9
Multiple	0	Multiple	5



As noted by Fox (2004) and illustrated in Figure 7, responsibility-led-development is strongly skewed towards multinationals and, although a variety of sectors are concerned and somewhat represented in the literature, the oil & gas industry is most examined, further exemplifying the strong representation of large and powerful companies. These observations should however not obscure the fact that responsibility-led development extends beyond large corporations and powerful industries and should, at least in principle, be informed by all dimensions and sectors of the private sector.

Two articles are particularly useful in illustrating the relevance of responsibility for SMEs and make reference to the work carried out by UNIDO on the implications of CSR for SMEs in developing countries (see UNIDO, 2002). Luetkenhorst (2004) examines the CSR and development agenda with a particular focus on SMEs and highlights that the nature of SMEs and their central role in the economy of developing countries mean that they deserve particular attention and should not be overlooked. Luken & Stares (2005) further examine the difficulties and opportunities that responsible practices represent for SMEs. Investments, often closely related to multinationals, also deserve attention. Bardy et al. (2012), for example examine the ethics behind foreign investments and their contribution to social responsibility whilst Hasan (2013) and Moran (2011) examines the contribution of FDI to development with reference to civil society actors, the CSR community or aid donors. Domestic firms, small-scale producers and the informal sector are however very poorly represented despite their socio-economic importance in developing country economies and central roles in global supply chains. It should be noted that small-scale producers are examined in some articles (eg: Blowfield, 2003; Waswa et al. 2009) but placed on the beneficiary-side rather than being examined as actors of responsibility-led development.

Despite a certain bias towards extractive industries (oil, gas and mining), the sectorial focus of articles shows greater diversity. Levermore (2010 and 2011) for example examines the potential of CSR for development in the sport industry, Leisinger (2005) focuses on the pharmaceutical industry and Abesuriya et al. (2007) examine the potential of CSR to resolve sanitation issues. BoP businesses are scrutinised in a number of articles that examine its ethical dimensions (Hahn, 2009), integration with sustainable development and MDGs (Mangos, 2010) or question its ‘empty rhetoric’ for poverty alleviation (Arora & Romijn, 2012). The agriculture sector is examined in multiple papers and includes coffee, tea and cocoa production (eg: Blowfield, 2003, Kilian et al., 2004) or Kenyan horticulture (Dolan, 2005).

Neo-liberalism

Beyond dimensional and sectorial considerations, a number of authors examine private sector responsibility within the framework of neoliberalism. This issue is useful in situating responsibility-led development within shifting governance and development paradigms and is therefore important in understanding the legitimisation of the private sector in international development.

In his examination of globalisation, corporate social responsibility and poverty, Jenkins (2005) situates the current rise of corporate social responsibility in the continuity of 1980s and 1990s neoliberal policies. These policies, shifting the focus away from state responsibilities towards market mechanisms, led to increased criticism of the global environmental and labour practices of multinationals and eventually triggered the rise of corporate codes of practice and responsible business guidelines. Important to this assessment is the fact that such codes and guidelines, being reactionary rather than pro-active, focused more on negative issues, such as avoiding child labour than on positive outcomes such as poverty alleviation. Newell (2008) develops this argument, identifying CSR as a response to the legitimacy crisis of neoliberalism and argues that corporate responsibility agendas occult the importance of state and civil society interventions in development. Michael (2003) had previously identified these issues and outlined the CSR-development debate along three lines of thinking: the ‘neo-liberal’ school, focused on market forces and self-regulation, the ‘state-led’ school focused on regulation and co-operation and the ‘third-way’ school, focused on civil-society regulation.

More acutely developing the critical stance of the neoliberal agenda’s effects of private sector responsibilities, Soederberg (2007) argues that the UNGC is a neoliberal attempt to legitimise the growing

power of multinationals through the de-politicising of anti-corporate struggles and prioritisation of voluntary standards at the expense of legally binding codes. In turn, the UNGC is thought to normalise neoliberal development paradigms on the premise that, with adequate policy frameworks, markets will enable social protection.

Other articles make reference to neoliberalism for the examination of specific issues and include: Blowfield and Dolan (2008), examining ethical trade in African agriculture, position the prominence of norms and voluntary regulation as advancing neoliberal governance; Langan (2009) re-examining the European Union's pursuit of moralised trade and underlining its continuity with liberal reforms and the quest for market-openings in developing countries; and Haalboom (2012) examining the neoliberal governance of a mining project in Suriname and the corporate social responsibility response to indigenous rights.

International development representation

Another important characteristic of articles in the database is the representation of and focus on different themes and aspects of international development. A variety of these are indeed examined and illustrate the importance awarded to different issues in the responsibility-led development agenda. It is first useful to note that 47 articles in the database did not offer any particular thematic representation of international development, other articles framing development broadly according to the principles of sustainable development (21 articles) or in terms of social or human development (40 articles), socio-economics (17 articles), or environmental issues (1 article). The minimal representation of the environmental aspects of international development is somewhat surprising and potentially an artefact of the database compilation process, environmental search-terms being relatively under-represented. It should however be noted that various broader articles make reference to environmental issues.

Additionally to the broad thematic representation of international development, 67 articles examined more specific or fragmented aspects of international development and these are presented in Figure 8. Poverty alleviation was most commonly examined (19 articles) followed by community development issues (11 articles), the Millennium Development Goals (six articles), gender (five articles), (in)equality (four articles) and capabilities (as defined by Sen, three articles). Other themes examined include conflict (two articles), indigenous rights, class struggles, provision of sanitation and infrastructure development. Eleven articles examined multiple issues such as poverty and community development or poverty and social justice.

Figure 8: international development focus (pie charts provide a graphical representation of the information provided in the tables)



What development?

As noted above, there exist both broad and narrow representations of international development in the literature, reflecting pluralism in the understanding of what constitutes development and of the variety of theoretical and practical considerations at stake. Responsibility-led development can for example be seen

in the context of shifting development paradigms and various articles reflect on the implications of these changes for the meaning of development. For example, Sharp (2006), providing an anthropological perspective on CSR and development, reviews the shift of development paradigms from state to business and notes some continuity such as a common understanding of poverty yet highlights important shifts such as the re-positioning of the beneficiaries of development from citizens to stakeholders. Such observations have implications for the orientations and potential of the involvement of private sector responsibility for development. Blowfield (2005b), for example notes that non-negotiable or self-interested dimensions of business imply that even its responsible representation of social and environmental issues cannot be aligned with what developmental aspirations should be in more purely societal terms.

Development is often examined under the framework of sustainable development or of its three pillars. The parallel rise of sustainable development principles and business-led development is examined by Bakemeyer et al. (2011). Comparing key business guidelines to the original formulation of sustainable development, this article highlights a shift towards more managerial approaches focused on environmental dimensions at the detriment of social priorities such as the needs of the poorest. Environmental issues are however relatively under-represented in the database with economic, social and human aspects of development taking centre stage.

The economic pillar of sustainable development is of course given important consideration, the private sector being first and foremost economically embedded in society. Central to economic development is poverty alleviation, which is the most common specific focus of articles (see Figure 8). The article by Jenkins (2005) is useful in providing an overview of the linkages between corporate responsibility practices and poverty. Jenkins notes a certain bias of CSR away from poverty and highlights a number of issues including the fact that, by focusing on stakeholders, CSR deviates attention away from the poor, which are, by definition, those with little stakes. Also noted is the pre-eminence of business-case concerns, which are particularly hard to reconcile with poverty alleviation. The embeddedness of poverty in more complex structural mechanisms is explored by a number of authors such as Hasan (2013), who focuses on the role of FDI in development and highlights that increasing global economic interdependence poses certain challenges for poverty reduction.

Poverty is also commonly examined in more socio-economic terms in relation to local community development (eg: Garvey & Newell, 2005), or associated with social and human development concepts. Ansari et al. (2012) for example examine BoP business in terms of social capital, capability development and community empowerment. Community development, participation and empowerment are in fact common themes of focus as for instance in the articles of Ismail (2009) or Bird & Smucker (2007). The increasing importance of stakeholder perspectives for business indeed places local communities as essential partners, as examined by Idemudia (2009).

The socio-economic aspects of international development are further exemplified by issues of justice and equality explored in articles by Amalric et al. (2004), Renouard & Lado (2012) and Utting (2007). The latter of these articles notes that, although states should remain the primary agents of the promotion of equality, the private sector holds responsibilities in terms of social protection, rights, empowerment and redistribution that have important implications for equality. Themes such as capabilities or gender exemplify the examination of more strictly human development. Renouard (2011) for example proposes that CSR can be formulated at the convergence of capabilities approaches and utilitarian theories, whilst Kilgour (2007, 2013) examines the mandate and representation by the UNGC of gender equality.

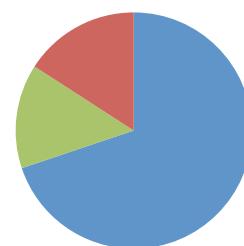
The MDG framework for development is explicitly used in a number of articles (eg: Cahyandito, 2012; Demaki & Tsetimi, 2011; Lassch & Young, 2011). It is however useful to note its more fragmented representation. A number of its goals are indeed well represented in the literature and directly examined (Goal 1, 3 and 8 on poverty, gender and partnerships) or are partially represented within the scope of broader themes (Goal 7 on environmental sustainability). Some however appear largely absent from the literature (Goals 2, 4, 5 and 6 on education, child mortality, maternal health and diseases).

Responsibility formulation and theorisation

In order to characterise the representation of responsibility in the literature, both its formulation and theorisation were examined. It was first aimed to illustrate the relative importance of internal corporate concepts, normative approaches and external guidelines on the formulation of responsibility and findings are presented in Figure 9. A majority of articles (88 articles, 70%) used corporate responsibility concepts, the most common of which is CSR. Normative formulation was predominant in 18 articles (14%) and in terms of external codes and guidelines in 20 articles (16%). It is however underlined that these observations should be nuanced by the fact that corporate responsibility concepts are broad in scope, sometime encompassing business ethics or voluntary processes of response to external pressures. These findings nonetheless highlight the strong representation of corporate responsibility concepts.

Figure 9: formulation of responsibility (the pie chart provides a graphical representation of the information provided in the tables)

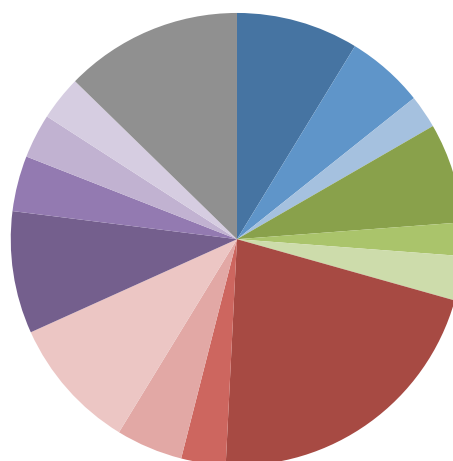
Category	Articles
Corporate concepts	88
Normative approaches	18
External guidelines	20



In order to extend the understanding of the relationship between responsibility and development articles were further classified according to a classification scheme adapted from Garriga & Melé (2004). The results of this classification are presented in Figure 10. 110 of 126 articles were classified according to this scheme and distributed amongst instrumental theories (21 articles, 17%), political theories (16 articles, 13%), integrative theories (49 articles, 39%) and ethical theories (24 articles, 19%).

Figure 10: responsibility theories (*after Garriga & Melé, 2004 - the pie chart provides a graphical representation of the information provided in the tables)

Category*	Sub-category*	Articles
Instrumental	Shareholder value	11
	Competitive advantages	7
	Cause-related marketing	3
Political	Corporate constitutionalism	9
	Social Contract Theory	3
	Corporate citizenship	4
Integrative	Issues management	27
	Public responsibility	4
	Stakeholder management	6
	Corporate performance	12
Ethical	Stakeholder normative theory	11
	Universal rights	5
	Sustainable development	4
	The common good	4
Not classified	-	16



A more detailed picture was further obtained by classifying articles amongst sub-categories and *issues management*, referring to business processes of response to social and political pressures was found to be the most common interpretation to characterise the responsibility of the private sector towards international development (27 articles, 21%). *Corporate performance* (searching for legitimacy – 12 articles) *shareholder value* (maximising long-term value – 11 articles, *stakeholder normative theory* (considering fiduciary duties of business – 11 articles) and *corporate constitutionalism* (appropriately using the power of business – nine articles) were also found to be significant interpretations of *responsibility-led development*. The least

represented theories also deserve attention and are *cause-related marketing, social contract theory, public responsibility, sustainable development* and *the public good*.

These findings are very useful in providing a representation of the linkages drawn between private sector responsibility and international development. It is first noteworthy that all theories proposed by Garriga & Melé were considered to reflect the nature of at least one article and that all categories contain at least one well-represented sub-category. This further highlights the complex and plural nature of responsibility-led development, which cannot be divorced from considerations on the business-case, political and power dimensions, response to social pressure or ethical dimensions. The principal focus in the literature nonetheless appears to be on integrative theories, whereby responsibility-led development arises from the response of business to social or political pressure. This observation suggests the importance of considering private sector responsibilities in a broader societal context with consideration of civil society, institutional or governance actors.

Business processes, external influences and normative obligations

As evidenced by the formulation and theorisation of responsibility, the engagement of the private sector in international development is complex and multidimensional. Although the classification of the literature according to different theories is indeed useful, it is important to provide a more nuanced and inter-woven view of responsible business processes, of external influences and of normative obligations that shape the field of responsibility-led development.

By nature and as described by instrumental theories, business retains a degree of self-interest and a bias towards profit and value. The ‘business-case’, ‘instrumental benefits’ or ‘win-win’ outcomes, are example of terms frequently used in the literature that highlight the importance of these interests. In some cases business interests have the potential to meet developmental objectives, such as for BoP business or through the reflexive relationship of community and business developments. In other cases however, business interests can be detrimental to development, as for example outlined by Frynas (2005), whose article points to the false developmental promise of CSR, which is overwhelmingly focused on image and marketing and occults real developmental needs.

As emphasised by corporate responsibility theories, the private sector is inalienably anchored in society and business interests must be legitimised. This search for legitimacy can be addressed through dialogue and drive partnerships with local communities, NGOs or development organisations. The Global Memorandum of Understanding by Shell and Chevron (Aaron, 2010), whereby the needed shift towards community participation and ownership is acknowledged, is useful in illustrating business responses to the need for a ‘licence to operate’. Business-society dynamics further raise the question of accountability, which can be seen with regards to stakeholder theories, in turn raising important questions on the delineation of what constitutes a stakeholder and on questions of inclusion of those potentially affected by business activities, yet who hold no power in the business arena. The article by Bendell (2005), offering the framework of ‘stakeholder democracy’ in response to issues of corporate accountability usefully illustrates such issues. The issue of power is indeed important and the power held by business can be envisaged as a potential opportunity, with responsible practices for example addressing governance gaps. This issue is for example addressed by Idahosa (2002), who examines the ethical basis for business contributions to development in conflict zones where government is absent. The appropriate use of the power of business for development however remains controversial and, at the other end of the spectrum, the power of business can become a threat that legislation must bind within what constitutes responsible practices, as in the case of Nigeria’s Petroleum Industry Bill examined by Okoye (2012). The issues of legitimacy, accountability and power are indeed central in the literature and form core themes in the constitution of the responsibilities of business. How they are attained or managed can further be envisaged in legal or voluntary terms and brings forth the importance of external influence to frame responsible business practices.

External influences can stem from governance in the form of binding legislation or through guidelines, in which case responsible practices remain voluntary. It can further be informed by market forces through

the development of certification or of codes of practice, whereby responsible business practices serve business interests through alignment with societal expectations. This issue is illustrated by Luken & Stares (2005), who examine how codes and standards can become an opportunity for businesses by opening new markets. The article by Lund-Thomsen (2008) is further useful in illustrating the issues of codes of conduct, and it is noted that, although arising from good intention and showing potential, such codes are susceptible to critique as their construction is often removed from the requirements of intended beneficiaries, particularly in developing countries. Other articles examine certification schemes such as Fairtrade (Blowfield and Dolan) or others including Organic, the Rainforest Alliance and Utz Kapeh (Kilian et al., 2004).

A number of business guidelines have been developed over time and are described in Section III. Articles such as that by Fritsch (2008) and Mukherjee Reed & Reed (2010) provide useful review of the development of business guidelines and of their scope. The UNGC, as the most successful international CSR initiative, attracts particular interest in the literature and is the subject of much debate on its scope, successes and weaknesses. In some cases it is viewed in more optimistic terms, broadening the distribution of developmental powers away from states and promoting partnerships and dialogue with business (Kuper, 2004), whilst in others it is seen an engine of de-politicisation of development, ultimately serving business interests rather than promoting equitable development (Soederberg, 2007). Other articles further point out its paradigmatic biases towards environmental managerialism (Barkemeyer et al., 2011) or away from important developmental mandates it should hold such as the promotion of gender equality (Kilgour, 2013).

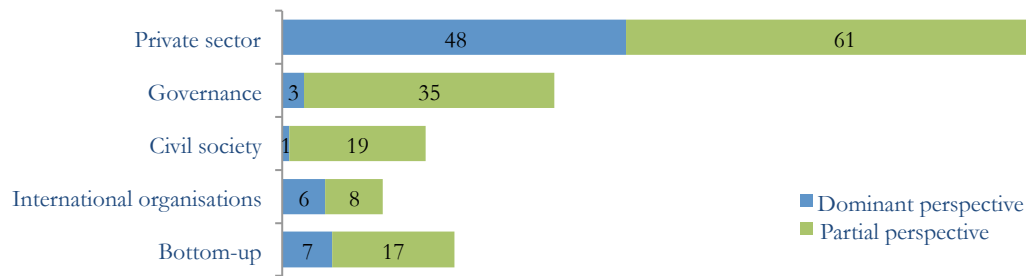
Although business interests, processes of response and voluntary or legal guidelines are indeed important constituents of the responsibility-led development literature, societal norms and ethical considerations ultimately remain foundational. Indeed, development cannot be divorced from what constitutes good or bad outcomes and notions such as achieving the common good, social justice or human rights largely inform the business-society relationship and what constitutes the responsibilities of the private sector. Normative approaches to responsibility are well represented in the literature and construct a picture of the morally-binding social contract of business toward development. The article by Bird (2010) illustrates well the importance of ethical considerations for business in the developing world and addresses questions of economic and human development, policy, governance and social disruptions stemming from economic development. The field of ethical trade further connects normative approaches to more practical issues of codifying business practices and is examined by Blowfield (1999 and 2003). Finally, it should be highlighted that societal norms are culturally sensitive and that various ethical and philosophical theories are examined such as utilitarianism (Blowfield & Dolan, 2008) or Buddhist ethics (Abesuriya et al., 2007).

Perspectives

Although this research is primarily concerned with the private sector, it is noted above that its responsibilities cannot be divorced from the governance, institutional, civil society and normative framework that surrounds it. As such, the database was constituted so as to include articles examining private sector responsibility from a variety of perspectives. Figure 11 reports on the findings on the representation of different perspectives.

Unsurprisingly, a majority of articles were focused on providing a business perspective on responsibility-led development, 48 articles (38%) exclusively providing a business perspective and another 61 (48%) providing a business perspective alongside other views. At the opposite end of the responsibility-led development spectrum, bottom-up perspectives, focusing on the intended beneficiaries, were dominant in seven articles and represented in another 17. Governance and civil society perspectives were dominant in only three and one articles but also considered in 35 and 19 articles respectively. Finally, six articles mainly provided views from the perspective of international organisations and eight articles included such views. These findings should be examined in relation to earlier discussions on representation and further highlight discrepancies between the developmental orientations of private sector responsibility and the bias in its construction towards the actors and away from the beneficiaries.

Figure 11: examination perspective (note: 61 articles offered multiple perspectives and no particular weight was awarded to these perspectives)



A number of articles are useful to exemplify the different views present in the literature. Hamann (2003) provides a business perspective in the South African mining context, arguing that the business case for sustainable development and changes in global perceptions of business are good grounds on which to base CSR. Governance perspectives are offered by Achda (2006), who examines the political agenda on CSR in Indonesia and the necessary regulation of big business, or Idemudia (2010), who reviews the changing roles of government in corporate social development in Nigeria. Utting's (2005) examination of the involvement of NGOs in the CSR agenda illustrates joint business and civil society perspectives and Ragodoo's (2011) article provides empirical data collected through interviews with NGO representatives, providing a stricter civil society focus. Articles on the UNGC typically illustrate views stemming from international organisations (eg: Bair, 2007). Finally the article by Akpan (2008), providing a beneficiary perspective on corporate citizenship and Arora & Romijn (2012), critically rethinking BoP business discourses, illustrate well the efforts in providing counter-narratives informative of the interests and stakes of beneficiaries.

The private sector: tool, partner, actor or agent?

The consideration of business responsibilities toward development raises the issue of the position that business holds with respect to achieving development. Is business simply a tool to be used to achieve development, a partner for development that responds to and collaborates with others, an actor of development that contributes to development through its activities or a development agent that pro-actively seeks to achieve development? Traditional, 'main-stream' economic thinking that only assigns business the duty for economic growth strips the private sector of much of its developmental responsibilities and is thus of limited interest for responsibility-led development. Acknowledging more complex bridges with the socio-economic, human and environmental realms of development however has implications as to the degree of agency that business holds or should hold.

As a premise to positioning business within the spectrum ranging from simple tool to pro-active agent, partnerships deserve attention as they reflect the degree of involvement of business with the society in which it operates. By showing that a large proportion of articles offer multiple perspectives, Figure 11 illustrates the importance of extending the analysis of responsibility-led development beyond the boundaries of business and implies that partnerships are indeed important. A number of articles in the database examine business partnerships and the article by Mukherjee Reed and Reed (2009) provides an excellent overview. Four types of partnerships are described: 'conventional' partnerships, largely informed by neoliberalism, are very business-oriented and focus public-private partnerships in recognition that state intervention is necessary to address the more extreme perversions of purely market-led paradigms; 'CSR' partnerships are typically voluntary and business friendly, business meeting self-interests through dialogue; 'corporate accountability' partnerships seek to respond to claims that the above forms of partnership are neither effective nor accountable to the intended beneficiaries; finally 'social economy' partnerships, rather than restraining or redirecting business, aim to promote alternatives to traditional forms of business. The need to promote partnerships is further examined in the literature, particularly with respect to civil society actors who are the traditional moderators of public and private action. For example Knorringa &

Helmsing (2008) and Henderson (2000), respectively note the need to move *beyond the enemy perception* and question the dissonance or dialogue between business and NGOs.

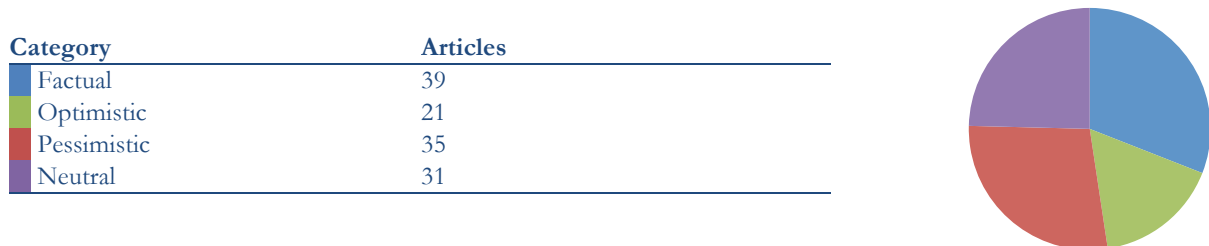
These categories proposed by Mukherjee Reed & Reed (2009) are useful in illustrating the variety of stances of business. The business-case and the development-case are differentiated, which undermines the suitability of considering business as a development agent. Suspicions on the effectiveness of public relations campaigns at promoting falsely developmental activities, inadequacies in the north-driven responsibility agenda relative to intended beneficiaries in the south and further claims that corporate responsibility is informed by neoliberal thought and exacerbated by globalisation, further render the legitimisation of business as a development agent susceptible to critique. Blowfield (2012) explicitly addresses the issue of business agency in development and notes that business is under no compulsion to become a development agent, yet that innovative companies sometimes take up this role. Blowfield suggests that it is an issue that should not only be taken with suspicion but also examined critically to understand its prospects and limitations. Blowfield further notes that the issues of risk, opportunity and inefficiency set the essential conditions for business' involvement as a development agent.

Optimism and pessimism

To conclude the systematic review of literature of responsibility-led development, focus is placed on the optimism and pessimism present in the literature as to the developmental potential and actual impacts that private sector responsibility has on development. Figure 12 provides the findings on the classification of articles according to the criteria outlined earlier. A majority of articles were considered to be either factual (39 articles, 31%) or neutral (31 articles, 24%) and, within more opinionated articles, pessimism was found to be more common (35 articles, 27%) than optimism (21 articles, 16%).

A recurrent comment in the literature is the lack of evidence that exists to support or dismiss claims that private sector responsibility can lead to international development (eg: Blowfield, 2007; Frynas, 2008). As previously examined, the literature tends to be of a more conceptual and prescriptive nature, empirically based articles being less common. As a result, many opinionated articles provide an assessment on the relationship between private sector responsibility and development on theoretical or potential grounds rather than based on factual evidence. Furthermore, the pluralism found in the literature and complexity of the causal mechanisms between responsibility and development render the analysis of the potential, limitations, successes and failures of responsibility-led development rather complex. As such, the information provided in Figure 12, although useful, should once again be used with caution. Broadly speaking however it was observed that pessimistic stances were often more radical, whereas more optimistic stances were more nuanced.

Figure 12: assessment (the pie chart provides a graphical representation of the information provided in the tables)



One article (Sagebien & Whellams, 2010) is particularly useful in providing an overview of how private sector responsibility can lead to good or bad developmental outcomes. Table 24 provides an overview of the grounds for optimism and pessimism outlined in the literature and is adapted from a table found in this article. It should however be noted that it is not possible to accurately include all stances from the literature and that the relative representation or weight awarded to the different themes varies significantly in the literature.

Table 24: recurrent optimism and pessimism on responsibility-led development (adapted from Sagebien & Whellams, 2010)

Theme	Grounds for optimism	Grounds for pessimism
Voluntary compliance	Higher levels of performance than those required (or enforced) by law can be introduced.	Being voluntary, private sector responsibility cannot be sufficiently broad-based and long-lasting.
Business power and governance	Business can have greater resources than governments and can address governance gaps or decrease the financial/regulatory burden of the state.	Business power is often abused and usurps the proper role of government.
Stakeholder inclusion and accountability	Business accountability is broadening and effective partnerships, cooperation and coordination are (reciprocally) promoted with both development actors and beneficiaries.	Inherent unequal power relations compromise effective stakeholder dialogue and accountability is needed beyond corporate stakeholders.
Market forces	Inclusive markets are growing and strengthening supply chains, and the maximisation of spillover effects from FDI are being attended.	Structural dimensions and constraints on developing countries are ignored and capitalist and neoliberal frameworks prioritised.
The business case	The business case for development is strengthening with the emergence of new business models.	The business case is duplicitous and business interests and discourses obscure real developmental needs.
The development case	The potential developmental contribution of business is broad and includes MDGs and sustainable development.	Business and development have conflicting agendas and business has no developmental expertise.
The scope of business responsibility	Growing political, institutional and public attention is encouraging business to broadly rethink its relationship with society and obligations towards development.	Private sector responsibility is North-driven, biased by large companies, culturally inadequate and blind to key issues.

Post-structural analysis

Section IV presented the results of the systematic literature review on responsibility-led development. The emergence of relevant academic literature was examined, its origins and composition were mapped and key issues were outlined. Taking post-structuralism as an analytical angle, this section turns to a theoretical reflection on responsibility-led development. It aims to contribute to a better understanding of this conceptual assemblage and to improve its theoretical grounding. Post-structural theory and methodology is applied to unpack the meanings and implications of responsibility-led development and identify its strengths and weaknesses. Particular attention is paid to imbedded discursive subjectivities and to the knowledge and power frameworks that inform, guide and affect their formation and transformation. It is further aimed to surpass the limitations of post-structuralism and ensure that this discussion indeed serves to ameliorate our understanding of responsibility-led development. Thus, a reflection on the relevance of post-structuralism is first offered. The knowledge framework behind responsibility-led development is then examined, followed by a discussion on biases and on the power dimensions of responsibility-led development. Discourses are finally explored to reveal the meanings and implications of different lines of thought.

Prior to carrying out the theoretical reflection *per se*, it is useful to reflect on the relevance of post-structuralism to the concept of responsibility-led development. Post-structural theory is indeed complex, controversial and even commonly accused of nihilism. Why then carry out a critical reflection that may weaken rather than strengthen this conceptual assemblage? Foundational to the research presented in this report are contemporary shifts in development paradigms and the evolution of private sector responsibility concepts and theories in the late 20th century. Examined concurrently, these naturally lead to the concept of responsibility-led development. Private sector responsibility theories indeed seek to define the business-society relationship in terms of societal expectation and any assumption that development is a legitimate societal expectation must therefore lead to the integration of development in the private sector responsibility framework.

Post-structuralism holds a dual position with regards to responsibility-led development. It has led to more radical views proposing that the very concept of development brings into existence the issues it sets out to solve. According to these views, development is in fact not a legitimate societal expectation and the concept of responsibility-led development should be altogether deconstructed. Post-structuralism has also led to more moderate views rehabilitating context (historical, socio-cultural...), underlining the necessary fragmentation of development theory and practice and promoting alternatives to mainstream development discourse. In this context, the legitimacy of development is not altogether rejected but its nature is redefined. Accordingly, responsibility-led development should not be deconstructed but strengthened by the careful examination of knowledge structures, of power imbalances and of their effect on discourses and ultimately on the development process. In justifying post-structural analysis, the question then becomes to know which of the more radical or moderate post-structural stances to defend.

It is argued that more radical stances do indeed lead to nihilism and obscure the realities of international development cooperation and practice. The invalidation of development as a legitimate objective indeed discredits responsibility-led development as a conceptual assemblage and the focus of this research would then be to systematically disassemble it. The premise of the research is however that responsibility-led development is very much a practical reality in international development. The validation of new

development paradigms in the international political arena (ie: MDGs) indeed gives credence to the assumption that development is a legitimate societal claim. The breadth of the debate and the emergence of an institutional framework guiding private sector responsibility also testify to its constitutive relevance in society. Finally, academic literature examining the theoretical and practical grounds of the relationship between private sector responsibility and international development does indeed exist and should be studied with interest rather than antagonism.

Being a practical reality, responsibility-led development nonetheless remains a recent conceptual assemblage and retains weaknesses that may compromise its efficacy in the development arena. Keeping in mind that the research places responsibility as a subject and development as an object, post-structuralism, in its more moderate form, can then contribute to unpacking hidden meanings and subjectivities that govern the relationship between these. Ultimately it can assist in identifying discursive strengths and weaknesses and contribute to the consolidation of the theoretical grounds through which private sector responsibility can contribute to achieving development in a way that is mindful of context, pluralism and alternatives.

Furthermore, post-structuralism, contemporary development paradigms and private sector responsibility concepts share an important characteristic in that they place emphasis on more holistic approaches. Post-structuralism promotes the fragmentation of development thinking and has influenced the emergence of sustainable and human development principles and new approaches to development thinking (capabilities, participation, gendered development, etc.). Private sector responsibility concepts also derive from the assumption that the interaction of business with society is multidimensional, acting along economic, social and environmental lines. Surpassing more purely theoretical grounds, post-structuralism thus offers interesting methodological approaches that enable for the inherent plurality in responsibility-led development to be unpacked and strengthened. In particular, alleged biases stemming from the influence of corporate social responsibility concepts, which largely developed and matured through the experiences of 'northern' businesses, have been identified as issues that may compromise the efficacy of private sector responsibility frameworks. Such biases may indeed skew the knowledge framework and cause discrepancies between intention and actual impacts. Post-structuralism, seeking to deconstruct the signifier and the signified, is useful in that respect and its methodological basis can assist in redressing biases in the knowledge framework and unequal power relations that ensue.

Prior to examining the knowledge framework and associated power dimensions, it is also important to reflect on the nature of the developer's self. Responsibility-led development indeed implies a degree of agency of responsibility to lead development processes. Behind this agency are 'developers' that seek to define and guide it and within them the subjectivities of cultural and historical frameworks. Post-structuralism underlines the importance of these subjectivities and thereby advocates self-reflection, self-awareness and reflexivity with the environment in which the self is defined.

Conceptions of the developer's self are deeply embedded in everyday occurrences that govern or influence interactions with our environment. Self-reflection must therefore acknowledge the extent of the naturalisation of developmental thought by cultural and historical processes and promote critical engagement of how development is lodged in our knowledge. This critical engagement must in turn create space for alternative conceptions of social change. Development practice not only requires this critical reflection but also offers the conditions to foster it as it is partly characterised by its international dimension, by cooperation, and by processes of exchange amongst culture. The process of self-reflection and critical engagement further requires the consideration of the external influences and reflexivity with the environment in which the self is constructed. The physical nature of our encounters and exchange with others are indeed important. Questions of self-definition and interaction with others are profoundly ethical and must be engaged. Indeed, as outlined in the following quote, the developer's self is a key vector through which development thoughts are transmitted, encouraged and produced.

(...) who we are may be one of the most important and pervasive motivating and organising forces in how we conceptualise and undertake development efforts. (Brigg, 2009, p. 1423)

Having considered the legitimacy of post-structural analysis with respect to responsibility-led development and reflected upon the issue of the developer's self, let us now turn to drawing key observations on the knowledge framework behind responsibility-led development.

The chronology of emergence of responsibility-led development is of primary importance. Based on the timeline presented in Figure 1, responsibility-led development emerged in academia in the late 20th century and came to more significant prominence in the first decade of the 21st century. The late 20th century witnessed the diversification and maturation of private sector responsibility concepts and important paradigmatic shifts in development thinking with the rise to prominence of sustainable and human development. The 1990s was a particularly important decade for private sector responsibility and new development paradigms and culminated in 2000 with the launch of the UNGC and MDGs. Although they are not immune from controversy, these two initiatives are the most broadly recognised expressions of what respectively constitutes business responsibilities and development objectives and form an important temporal landmark. The timing of the emergence of responsibility-led development indicates chronological continuity, with the formalisation and adoption of responsibility principles and new development paradigms by the international community triggering rapid expansion of interest for the developmental potential of private sector responsibility.

Although the convergence of private sector responsibility theories and new development paradigms are indeed helpful in positioning responsibility-led development, it is further important to expand the temporality of the knowledge framework and contextualise private sector responsibility concepts and new development paradigms. The late 20th century indeed witnessed important structural and political changes that affected the understanding of the business-society relationship and of development thinking. Of particular importance are the changing characteristics of globalisation, the neoliberal policies of the 1980s, major structural changes in the global political order and new lines of thought in development including sustainable and human development and the application of post-structuralism to development studies.

The nature of globalisation radically changed in the last two decades of the 20th century and became characterised, amongst other things, by considerably augmented communication technologies. These altered the interaction of communities around the world and inspired new understandings of social interaction. Network and stakeholder theories for example came to prominence and contributed to rethinking the position of business relative to its stakeholders and to its broader societal environment. The increasing availability of information further helped reveal the impacts of business on societies beyond the realm of economics and contributed to the diversification of private sector responsibilities to include concepts of accountability or social performance.

Neoliberal currents that strongly influenced the 1980s advocated the structural adequacy of market mechanisms in promoting economic development and enhanced economic globalisation with a deregulated private sector rapidly expanding its global footing. Abuses and perversions of neoliberalism however led to acute socio-environmental crises and both private sector responsibility concepts and new development paradigms were partly reactionary to the failures of neoliberal policies. These failures also contributed to the rejection of the primacy of economics in development in favour of more holistic views.

The fall of the communist block and rising influence of 'southern' powers are other important features of the late 20th century and significantly altered the global political order. The fall of communist models for example affected the credibility of purely state-led development models. Combined with the evident failures of purely market-led models, this led to the emergence of integrated models promoting both the importance and collaborative roles of states and markets in development. The rise of 'southern' powers contributed to the promotion of alternatives to the traditional conception of development. 'Southern' views for example adding to the analysis of the structural constraints and limitations of development (eg: Latin American Structuralists) as well as to the development of post-developmental thought (eg: Escobar).

The late 1980s, finally witnessed the formal emergence of sustainable and human development principles with the 'triple bottom-line' approach to development and the improvement of the quality of life gaining prominence to in the definition of development means and ends. The adaptation of post-structural theory to the field of development further enhanced the fragmentation of development approaches. The impacts

of globalisation and lessons from the experiences of developed and developing countries in development practice.

More practically, the systematic literature review provides significant insights into the intellectual composition and construction of responsibility-led development. Claims that private sector responsibility concepts are biased towards ‘northern’ actors also appear relevant for responsibility-led development. The proportional representation of developed country scholarship is indeed very high (Figure 2). OECD scholars represent 82% of authorship and all but one of the authors with two or more publications (Table 22) were affiliated to European or North American organisations. Responsibility-led development literature further appears to be more coloured by its private sector responsibility component than by its international development component. Both the disciplinary affiliation of authors and the journals of publication indeed show a greater representation of business management fields at the expense of international development studies. This colouring of the knowledge structure also obscures the diverse disciplinary foundations of responsibility-led development and the relevance of a broad range of disciplinary fields ranging from philosophy to political sciences. The influence of CSR concepts and of the managerial dimension of responsibility-led development is further apparent with a wide representation of CSR concepts in the literature and with the high proportion of contributions mainly examining responsibility-led development from a private sector perspective (see Figure 11).

Moreover, the perspectives of examination of articles highlight a bias towards the actor side at the expense of the beneficiary side (Figure 11), which implies that responsibility-led development remains largely understood in terms of top-down logic. Examination of epistemology and empiricism (see Figures 3 and 4) shows that the intellectual framework of responsibility-led development is characterised by a greater representation of conceptual, exploratory and prescriptive contributions at the expense of predictive empirical contributions, which suggests that the literature field is primarily concerned with the construction of the conceptual assemblage rather than with its validation. The empirical basis of knowledge is rather weak, as emphasised by authors making prescriptive contributions that put forward the need for empirical evidence. The relatively high occurrence of secondary data is further noteworthy. The sources of secondary data are commonly found within the private or institutional framework and this further contributes to a bias of the knowledge structure towards the actor side of responsibility-led development at the expense of the beneficiary side of development. Together, the examination perspective and epistemology of the literature suggest that responsibility-led development remains characterised by forward thinking, placing the potential means for development (ie: private sector responsibility) rather than the required ends of development as a starting point for analysis.

Examining the institutional framework for private sector responsibility, the international and universal aspects are first apparent. Business and investment guidelines (Table 18) are indeed characterised by the use of succinct principles synthesising fundamental and broadly recognised socio-economic and environmental rights and imperatives. These universal principles further appear to be predominantly anchored in western-based socio-economic models. Although adapted and adopted by more representative international organisations (ie: the UN), many of these guidelines indeed emerged within European and North-American institutional arrangements (eg: OECD, Caux Roundtable, The Sullivan Foundation). More fragmented and specialised institutional arrangements have developed in the form of codes of practice, standards, certificates, labels, etc. These provide institutional frameworks pertinent to specific sectors or dimensions of the private sector or further focus on various aspects of private sector responsibility, such as accountability. The influence of ‘northern’ actors is once more apparent with many NGOs, private or public initiatives originating from European and North American countries.

Several authors have acknowledged the influence of ‘northern’ agendas and efforts have indeed been made to redress this. However the knowledge framework does indeed appear to be largely informed by developed country institutional arrangements. The lack of empirical evidence testing the relationship between responsibility and development and the fairly low levels of developing country scholarship further suggests that the dominant processes guiding the knowledge framework are not those of contextual adaptation but rather those of universalization according to dominant discourses. The following quote is helpful in illustrating this. It places CSR within the framework of globalisation as the

‘universalization of a transcendental form of knowledge’, but rationalism and capitalism, both of which are typically drawn from ‘western’ culture, are thought to be core constituents of this universalization.

(...) when we talk about globalization, what we are referring to is not a dominant economic system, but the fostering, legitimization and universalization of a transcendental form of knowledge, especially in respect to political, economic, ethical and social theory. CSR is an example of this process, reflecting as it does four of the key elements of globalization: the spread of rationalism as a dominant knowledge framework; the direction taken by international capitalism; technological innovation in communications and data processing; and the establishment of new enabling regulatory frameworks. (Blowfield, 2005, p. 521-2)

The knowledge framework described above is indeed an important aspect of responsibility-led development and forms an essential component for critically understanding various discourses found in the literature. Further biases were outlined in the systematic literature review and have potentially significant implications on the power structures that influence responsibility-led development.

The most visible bias concerns the dominant examination of multinational corporations at the expense of other dimensions of the private sector such as small and medium enterprises. As shown in Figure 7, multinationals are indeed the primary focus over eight in ten articles with an explicit focus on a particular dimension of the private sector. This further testifies to the influence of CSR concepts, which were largely developed by and for large multinationals searching for legitimacy in response to the potentially damaging effects of their activities. Furthermore, the influence of multinationals in the literature strengthens views that responsibility-led development is more so informed by universalization than by contextualisation. Indeed, multinational governance models being often centralised, the fragmentation of CSR policies and processes may be problematic and the application of universal approaches preferred. Multinationals are also very powerful organisations with considerable socio-economic and political leverage and the implications of these characteristics on the power relations with the beneficiaries of responsibility are considerable. In turn, the managerial, business-centred approaches to responsibility-led development are likely to take precedence over beneficiary-centred approaches. As such, the proportionally high representation of multinationals is likely to contribute to the pre-eminence of forward thinking that places responsibility, rather than development as the starting point for analysis.

Additionally, the centrality of multinationals in responsibility-led development has implications for small and medium enterprises and for the informal sector. Indeed, in dominantly informing the responsibility-led development debate, multinationals skew the knowledge framework toward universalization, which may be valid for international business regimes but which may actually be highly exclusionary for smaller enterprises with more locally anchored business models. The adequacy of universal frameworks within specific contexts is indeed questionable and may pose operational problems to smaller enterprises and in turn have damaging developmental effects. The following quote illustrates this issue.

Mainstream CSR approaches assume a set of conditions that do not exist in most of the world. CSR can work, for some people, in some places, on some issues, some of the time. The challenge is to identify and specify those conditions in order that inappropriate models of ‘best practice’ are not universalized, projected and romanticized as if all the world were receptive to one model of CSR. (Newell, 2005, p. 556)

Although the sectorial focus of articles in the database shows greater diversity, a certain bias is still apparent towards extractive industries, in particular towards the oil & gas sector. These sectors being dominated by large multinationals, this further supports views that multinationals are indeed a dominant feature in responsibility-led development. The greater diversity of sectors examined in academic literature however serves as a reminder of the broad relevance of responsibility-led development beyond the activities of multinationals. BoP business and the agricultural sector are exemplary of activities that more easily concern local, small, medium and even informal dimensions of the private sector and in which responsible practices have been identified as key issues.

Moving this discussion toward the discursive trends in the literature, let us first re-examine the meaning(s) of responsibility-led development. Box 1, provided in the introduction, provides simple definitions of the private sector, responsibility and development. The private sector is described as ‘not being under direct state control’ and is therefore awarded some degree of independence and autonomy, yet remaining under

the indirect influence of the state. In turn, the state is an important form of representation of society, which embodies authority (ie: government, democratically representative or not) and provides physical identity (ie: administrative entities). The private sector is therefore positioned relative to broad societal frameworks but (partly) autonomous from the most rigorous embodiment of societal authority. As per the definition in Box 1, responsibility is a state of duty or accountability and also an opportunity or ability for initiative. Awarding responsibility to the private sector therefore reinforces the relationship of the private sector with society towards which it is dutiful, yet it also reaffirms its autonomy and agency outside of state control. In this context what will development mean, what will its process entail and what does this imply for the objects of change?

With respect to these questions it is first important to pay more detailed attention to the nature and meanings of responsibility. As outlined in Box 1, responsibility can be understood as state of duty and accountability as well as an opportunity for initiative. Each of these are important components of responsibility and give rise to different discourses that affect the meaning of responsibility-led development.

Responsibility as a state of duty can be characterised in either positive or negative terms (ie: what to do or what *not* to do). If defined in negative terms, private sector responsibility will seek to avoid negative outcomes and its scope will be limited to issues that are constitutive of business operations (eg: avoiding improper treatment of labour), or based on the negative societal experiences (eg: avoiding environmental degradation). If defined in positive terms, the scope of private sector responsibility is considerably augmented as it becomes founded on societal expectation of what constitutes beneficial outcomes and can then include poverty alleviation, promoting gender equality or enhancing equality. These observations are indeed important as they imply that reactionary private sector responsibility frameworks, are unable to meet many development objective that are defined in positive terms. As such, private sector responsibility discourses that reacted to socio-environmental crises or to the invalidation of purely economic development indicators (ie: after neoliberalism) are likely to have constitutive weaknesses that may compromise their developmental efficacy.

Whether positive or negative, defining responsibility as a state of duty awards the subject of responsibility a certain power, in that the object of responsibility is dependant upon the subject's ability or wilfulness to act upon this duty. Defining responsibility as a state of accountability however extends responsibility beyond the duty to seek or avoid an outcome to the obligation to account for the effects of this outcome. Discourses on accountability may therefore address the power relations implied in responsibility-led development and this view is illustrated in the following quote.

Notions of 'responsibility' tend to confer on business the power to set the terms of its own conduct. The notion of accountability is more helpful in this context, for it lays bare the power relations, which the seemingly benign language of 'responsibility' and 'citizenship' seeks to deny or obscure. (Newell, 2005, p. 542)

Box 1 finally proposes that responsibility can be defined as an opportunity for initiative. Once again, such definition shifts the balance of power in favour of the subject of responsibility and counter-weights, which may include societal norms, partnerships or civil society and political pressures, are necessary to ensure that this opportunity is directed adequately. The notion of initiative is of further importance as it also procures the subject of responsibility a degree of freedom to act towards self-defined objectives. The liberal dimension of responsibility-led development is thus apparent, otherwise formulated as the voluntary component of private sector responsibility. Unless an effective institutional framework is in place, this can in turn lead to inadequate private sector behaviour and (intended or not) to damaging developmental effects.

It is further useful to reflect upon the classification of responsibility-led development theories presented in Figure 10. Private sector responsibility is classified amongst four principal categories: those that profit business, those that make use of business power, those that integrate societal expectation and those that set out to achieve 'the right thing'. Each of these categories is defined by certain characteristics that affect the formation of discourses.

The first of these categories stipulates that the interests of business primarily influence the relationship between private sector responsibility and international development and therefore that development must fit into the business-case or confer a competitive advantage. Business models such as BoP ventures, seeking to target the poor as consumers or as partners in the development of new markets, the social enterprise, arguing that the newfound role of business in society has strengthened the business case for serving societal expectation, or sustainable business, whereby long-term profit is prioritised over short-term gains, are presented as potential solutions alongside the use of development cooperation for marketing purposes. The association of self-interest and development cooperation is however problematic and the following quote serves to remind the potential inadequacy of (extreme) self-interest.

(...) the metaphorical person that is a corporation, when it sees its sole purpose to be serving the financial interests of its shareholders, may be inclined to behave in ways comparable to a pathological psychopath: being singularly self-interested, manipulative, lacking empathy and disregarding social obligations. (Bakan, 2005)

In the second category, the power held by the private sector serves to justify its integration to the development arena. Advocates of such theories argue that the private sector is more resourceful and better organised than public or civil society actors and that it can address governance gaps. Opponents however point out that such use of business power may usurp the proper role of development, further advance the empowerment of the private sector and contribute to disrupting societal balance.

Both instrumental and political theories place the private sector as the centre of focus and are therefore characterised by a top-down approach. It is the properties of business, whether expressed through innovative business models or business power, that legitimises the potential of private sector responsibility to contribute to development, rather than the needs for development that inform the required conduct of business. This forward thinking poses the problem of how business defines development and is illustrated in the following quote.

(...) CSR accepts certain business values as non-negotiable, and addresses only what business is prepared to accept as negotiable. Therefore, the definitions of social and environmental justice acknowledged in CSR are different from those we might expect to be used in international development. Consequently, even when CSR makes a positive contribution to development goals, there will still be gaps that need to be tackled by government and civil society. (Blowfield, 2005, p. 523)

This quote is indeed interesting and suggests that the nature of business invariably leads to discrepancies between its understanding of development and societal expectations, which must be addressed by civil society or public actors. Although these discrepancies are arguably not entirely solvable, integrative theories outline that they may be reduced through an adequate response of the private sector to societal expectation. The following quote is useful in illustrating how better integration by business of its social context is considered essential to achieving development, in this case by improving sanitation.

Businesses are not natural entities but are given ‘substance’ through the legal and social context in which they are created. Thus, they are co-constituents of their social context and the network of relationships it comprises. Building on this relational view is crucial for the involvement of businesses in the delivery of sanitation—both in capturing the benefits and overcoming the barriers. (Abesuriya et al., 2007, p. 181)

Integrative theories differ significantly from instrumental and political theories. It is no longer the properties but rather the process of response of business that serves as a basis for responsibility-led development. Private sector responsibility is characterised by the performance of business and may comprise an adequate management of the issues that affect business, a correct understanding of the legal framework or comprehensive inclusion of stakeholder interests. As such, these theories remain business-centric but integrate the potential for adaptation of the private sector to societal expectation.

Ethical theories finally offer a different approach to responsibility-led development, re-centring the normative assessment of what development ought to encompass. As illustrated in the following quote, many aspects of development are indeed deeply entrenched in norms on what is right or wrong and should be valuable in themselves. Ethical theories place development as a starting point for responsibility-

led development and private sector therefore becomes responsible in ensuring that business activity leads to outcomes that are beneficial to society.

Addressing poverty is also a moral responsibility. We shouldn't have to dress it up as a business case. No one is excluded from the responsibility, least of all those invoking the language of citizenship to describe their role in society. (Newell, 2008, p. 1076)

In summary, the four principal discourses on responsibility-led development differ in their understanding of what constitutes the starting point for responsibility-led development. At the one end, assuming that the properties of business are key to informing its contribution to development implies that the outcomes of responsibility-led development will only partially meet societal expectation. At the other end, assuming an obligation towards development on a normative level implies that business has a responsibility to adapt to meet these obligations. The questions then become to know how far business alterations to the meaning of development can be tolerated or to what extent business can adapt to development objectives. As suggested by the higher occurrence of articles portraying responsibility-led development in terms of integrative theories, it appears that these constitute a more reasonable middle-ground whereby the business properties and developmental expectations converge in the form of responsible business processes of response to external stakeholders.

Following the discussion of how the relationship between responsibility and development is understood let us now examine its object: development. Although debate on the business-society relationship have sought to surpass this limitation, the private sector is by definition a part of the economy (Box 1). Additionally, poverty alleviation is listed as Goal 1 in the MDGs. It is therefore not surprising that poverty is the most represented development theme in the literature (see Figure 8). This research is not concerned with the socio-economic processes through which the private sector can lead to poverty reduction but with the specific role of private sector responsibility. In that respect significant discursive weaknesses must be identified. Firstly is an issue of inclusion expressed in the following quote, which highlights that CSR, as developed under 'northern' institutional arrangements and enacted by large corporations are largely exclusionary to the poor.

A key factor constraining the impact (CSR) it is likely to have (on poverty) on the production side is the relatively small number of people employed in developing countries by the leading TNCs that have adopted CSR. Similarly, on the consumption side, most of these companies do not produce goods for the poor. (Jenkins, 2005, p. 540)

Furthermore, returning to the definition of responsibility as duty, accountability and initiative, other weaknesses are apparent. Firstly, tackling poverty issues requires positive thinking. The issue is not to avoid poverty but to actively remove people from it. As such, reactionary responsibility frameworks that are defined in negative terms will be incapable of meeting poverty reduction objectives. Second, the notion of accountability is intimately connected with that of stakeholders, yet the poor are by definition those without a stake (in particular with respect to the private sector for which stakes are largely defined in terms of capital). Thirdly, with respect to initiative, charitable practices that seek to address the limitations of business duty and accountability to the poor will be limited in scope but also increase the dependency of the poor. As such, discourses linking private sector responsibility and poverty suffer constitutive weaknesses.

BoP business models have sought to address some of these issues by integrating the poor in the business environment. However, it is debatable whether these models belong to the realm of responsible practice or to that of innovative business thinking. They further tend to place the poor as potential consumers rather than potential wealth creators and therefore raise the issue of (dis)empowerment and of what constitutes poverty, whether wealth deprivation or the lack of capability.

Community development is the second most common aspect of development examined in the literature and can take numerous forms ranging from philanthropic to participatory approaches. Unlike the poor, communities, as social entities in which business is imbedded, are evident stakeholders as they are directly affected by the social and environmental impacts of business activities. The issue of accountability is therefore important. It is however a complex one as the power relations between the private sector and the community can lead to a sense of entitlement as expressed in the following quote.

I agree that it is the duty of the government to develop the community. At the same time, when a company operates in a community it ought to do something for that community, because that community becomes the host community to that company. (Akpan, 2008, p. 504, interview excerpt of an Iko community chief – Nigeria)

In turn, this entitlement can develop into a form of dependency in that communities rely on the goodwill of business. Furthermore, the term of ‘host’ community is commonly used. This term positions communities as a container for business rather than a legitimate and integrated stakeholder. Responsibility is then defined in making this container suitable for the conduct of business rather than in terms of empowerment or in search of reflexive benefits between community and business development. The language of citizenship, which seeks to position business in society, therefore contains contradictions and the following quote is useful in illustrating this.

(...) the differing motivations and expectations of benefactors and beneficiaries of corporate goodwill can sow or exacerbate distrust and conflict in communities (...) institutional and regulatory controls (are called upon) that could minimise the contradictions of corporate citizenship, ensuring that this potentially advantageous social process does not exacerbate the vulnerabilities of powerless communities (Akpan, 2008, p. 509)

The contradictions between business and community priorities on development further raise the issue of the relations of power between these. Indeed, both the operational power of business and the influence it exerts on the knowledge framework that guides responsibility-led development point to the dominance of business logic for community development and therefore pose the problem of insufficient voicing, recognition and enactment of bottom-up and participatory approaches. Unequal power relations between the subjects of responsibility and the objects of development further bring forth the ability for private sector responsibility to promote equality. The private sector is concerned with issues of equality both within its operational boundaries and its interaction with external stakeholders. Gender and income equality can indeed be tackled as part of responsible management processes whilst responsible practices based on the integration of societal demand or on more normative ethical considerations can serve to adjust business models and address relational inequality with external stakeholders.

The question of equality is also posed within the context of the liberal dimensions of responsibility-led development and liberal thinking applies to both to the subject and object sides. On the one hand, through the opportunity for responsible initiative, the private sector is awarded agency or a degree of freedom for defining its own actions. On the other hand, the objects of development may seek to enhance the capabilities for self-determination and, taking Sen’s words, seek development as freedom. The question then becomes to know how relational (in-)equality between the subject and object sides of responsibility-led development biases freedom in favour of one or the other. This problem can be thought of in terms of capabilities and is illustrated below.

(...) the capabilities approach makes questioning possible within companies about the criteria of a positive contribution to development. It doesn’t make the company a development agency or a substitute for government institutions, but is in line with the goal of liberal societies, which are fairer and better organized. It reinforces the idea that economic development is an auxiliary to social development: the social responsibility of the company, in this perspective, is not a marginal aspect but results from the core business of the economic actors. (Renouard, 2011, p. 94)

As described above, the issues of poverty, community and equality bring forth some very important discursive considerations on the relationship between responsibility and development. Firstly, positive rather than negative approaches to responsibility appear to be crucial in that they are a prerequisite for the inclusion of many aspects of development that must resolutely be defined in positive terms. Second the power relation or relational equality between subjects and objects of responsibility-led development have significant implications on what ensues as development. Under liberal frameworks and as a result of biases in the knowledge framework the balance of power may be skewed towards private sector interests and result in discrepancies between what development business is able to offer and what society aspires to. It is finally thought that promoting development centred reasoning may redress some of the relational inequalities and that private sector responsibility should be examined in terms of accountability and capabilities.

Having discussed some of the ends of development let us now turn to the means offered by the framework of private sector responsibility to achieve these. In this respect it is first useful to highlight discrepancies in the scale and nature of the processes of business and development. The private sector is characterised by firm-centric managerial (micro-) considerations that differ from the systemic societal (macro-) transformation implied in the development process. As such, discourses that advocate that business processes can serve development purposes will obscure the breath and complexity of development. The following citation is useful in illustrating this point.

CSR is by definition a firm-centric activity, and as such, a narrow, voluntary, and discretionary activity incapable of delivering sustained comprehensive and equitable development. (Sagebien & Whellams, 2010, p. 506)

The above citation further introduces the voluntary and discretionary nature of private sector responsibility frameworks. As described previously, responsibility can be thought of as an opportunity for initiative and thereby contains a voluntary dimension. This can be seen in positive terms with responsible initiative filling the gap between legal requirements and societal expectation as outlined in the following citation.

More exacting legal stipulations are likely to represent the ideals of particular power groups, and their enforcement is likely to be oppressive, whereas the minimum requirements are more likely to overlap the diverse ideals of wider society. A gap between what is legally required and socially desired preserves natural liberties; it allows individuals the 'freedom to offend' and earn social censure, or to act with benevolence and earn social esteem. (Abersuriya et al., 2007, p. 179)

The voluntary nature of private sector responsibility frameworks can further be understood as an expression of liberal thought, which appears to be somewhat anachronistic and contradictory to the idea that responsibility concepts were a necessary evolution away from neoliberal policies. Regardless, liberal frameworks, awarding agency to the private sector and seeking to disconnect this agency from societal obligation, further accentuate the potential for discrepancies between private sector and societal understandings of development. Any optimism in discourses advocating the legitimacy of voluntary practices should therefore be weighed with respect to the existence and ability of non-legal institutions (eg: ethical norms) to first motivate responsible initiative, second to adequately guide it towards development and third to sanction or reward initiative.

The voluntary basis of responsibility has further implications on a political level. As outlined in the previous quote, it can be seen as an outcome of the need for consensus to guide legal requirements. This consensus being difficult to reach, it is preferable to limit legal requirements and to promote institutional arrangements that effectively guide responsible initiative. This in turn implies the de-politicisation of responsibility-led development, consensus and a-political initiative being preferred over political processes of contestation. Development is however very much a political issue, the political process providing a stage for powerless voices to be heard and international development objectives such as the MDGs being the result of a long and arduous international political process. Finally, through de-politicisation and consensus, and particularly within intellectual frameworks where multinational entities and universal principles are dominant, the plurality of the means and ends of development are obscured. The following citation illustrates the shortfalls of the de-politicisation effected by the voluntary dimension of responsibility frameworks.

To the extent that CSR is founded on a notion of anti-politics, denying and rendering invisible the importance and inevitability of conflict, it underestimates the importance of power and resistance in enabling or preventing outcomes favourable to the poor, while at the same time requiring a set of conditions to be in place that are achievable only in advanced industrialized and democratic contexts. In particular, the role of a strong state, an active and well-mobilized civil society and a private sector willing and able to respond to CSR priorities emerge as prerequisites for the success of CSR initiatives. (Newell, 2005, p. 556)

The above quote further serves to illustrate the role of the state and of civil society actors in addressing the shortfalls of private sector responsibility. Constitutive weaknesses of responsibility-led development indeed suggest the existence of irreconcilable discrepancies between the meanings of development enabled through private sector responsibility and those that may arise from a reflection on what constitutes legitimate societal expectation. Private sector responsibilities however have the ability to

promote adequate processes of response to external pressures that can minimise the breadth of these discrepancies and partnerships are therefore essential. Furthermore, it has been evidenced above that private sector responsibility is dependant upon adequate institutional frameworks, in particular when understood as an opportunity for initiative. Again this highlights the importance of partnerships as the institutional framework must be informed independently of business interests to integrate normative standards on what development ought to encompass.

To conclude this reflection two key points must be reaffirmed. Firstly, the knowledge framework is skewed by developed country scholarship and institutional arrangements, which bias the relational equality between the subject and object of responsibility-led development toward top-down, forward thinking. In turn this obscures the formation of alternatives to the universalising discourses of northern socio-economic systems. Secondly constitutive discrepancies are evident in the meanings of responsibility-led development and in the nature of business and development processes. As such, the reconciliation of responsible private sector practices and legitimate developmental aspirations is at best incomplete. This post-structural reflection therefore leads to the following conclusions. First, the private sector should not be considered as a primary agent for development as, even under the framework of responsibility, discrepancies exist between the brand of development it offers and that which is outlined in contemporary development paradigms. Private sector responsibility concepts however have the ability to promote the integration of societal expectation and are therefore potentially powerful instruments for cooperation. As such, the private sector should be considered as a potential partner in development cooperation. Second, under its current knowledge framework, responsibility-led development is affected by biases that obscure the inherent plurality that exists in its conceptual assemblage and that is both heralded by contemporary development paradigms and advocated by post-structuralism. Development-centred approaches are therefore required that take normative societal aspirations as a starting point of analysis and derive what constitutes responsible private sector practices and adequate institutional arrangements.

VI

Conclusions

The research presented in this report sought out to examine responsibility-led development through a systematic literature review and post-structural analysis. This Section brings together the findings of these two components. It aims to draw conclusions as to the strengths and weaknesses of responsibility-led development as a conceptual assemblage with respect to its ability to deliver development that is aligned with societal aspirations and with the plural realities acknowledged by contemporary development paradigms and promoted by post-structuralism.

Responsibility-led development occurs at the convergence of private sector responsibility concepts and contemporary development paradigms. These concepts and paradigms emerged concurrently and share a constitutive acknowledgement of pluralism, whether by extending the business-society relationship beyond economic considerations or by recognising the principles of sustainable and human development. Furthermore, these concepts and paradigms are anchored in rich and long-lasting debates, rooted in broad array of theoretical constructions and intertwined in a series of important historical events. The systematic literature review evidenced the recent rise to prominence and diversification of literature examining the relationship between private sector responsibility and international development. This rise largely occurred in the first decade of the 21st century and appears to have accelerated following the adoption of new agendas for private sector responsibility and development by international organisations (ie: UNGC and MDGs, 2000). In turn, the institutionalisation of private sector responsibility and academic interest for the responsibility-development relationship testify to the fact that responsibility-led development is increasingly a practical reality in international development cooperation. Chronological continuity is further apparent in the theoretical construction, formulation and assemblage of private sector responsibility and contemporary development paradigms. Built into this chronological continuity are complex and interrelated paradigmatic shifts informed by processes of globalisation, shifts in the global political order, and socio-environmental crises following 1980s neoliberalism and it is emphasised that responsibility-led development cannot be divorced from the knowledge framework within which it is embedded.

It was further evidenced that responsibility-led development requires both theoretical and practical consolidation. The epistemology of academic articles indeed shows an inclination toward conceptual and exploratory thinking, suggesting that the conceptual assemblage of private sector responsibility concepts and contemporary development paradigms requires continued theoretical attention. Recurring prescriptive articles also highlighted the need for empiricism, which was confirmed by the relative scarcity in the literature of empirically strong articles making use of original primary data.

Further extending views that responsibility-led development is a broadly founded, plural conceptual assemblage it was evidenced that a wide variety of issues are examined in the academic literature and are highly relevant. On the subject side, these issues are both internal and external to the private sector (eg: responsible processes of response or institutional initiatives) as well as normative (eg: ethical considerations). On the object side, these issues include multiple and interrelated means and ends of achieving development ranging from philanthropy to partnerships and aiming to address development themes ranging from poverty to equality or conflict. Finally, linking the subject and object sides of responsibility-led development a variety of perspectives, interpretations and theories as to the nature of the relationship between responsibility and development are possible.

Despite the breadth and richness of the literature, a number of biases and imbalances in the knowledge framework were observed. Firstly, echoing the observation of numerous authors, it was evidenced that western scholarship and institutional arrangements are very dominant, both in the theoretical foundations and scholarship on responsibility-led development, with ‘universal’ principles for example being largely derived from European and North American socio-historical contexts. Second, an imbalance toward the business and management side of responsibility-led development at the expense of the development studies component was further apparent in the knowledge framework. Thirdly, it was evidenced that business perspectives are far more common than governance, civil society or bottom-up perspectives and that large multinational corporations are the dominant focus in the literature. Accordingly, scholarship of responsibility-led development appears to be dominantly characterised by forward, top-down thinking placing its means (ie: responsibility) rather than its ends (development) as the starting point of analysis. These biases were further thought to orient the nascent academic debate toward universalization rather than contextualisation, founding responsibility-led development on ‘universal’ principles rather informing responsibility through plural and contextualised development aspirations.

In consideration of the above observations, post-structural analysis is indeed justified. On theoretical grounds, the practical reality and constitutive plurality of responsibility-led development calls for the rejection of more radical post-structural stances that deny the very legitimacy of development in favour of more moderate stances that seek to promote context and pluralism in development thinking. The nascent and consolidating nature of responsibility-led development calls for theoretical reflection and post-structuralism’s methodological grounds aptly serve to address the subjectivities and plural meanings imbedded in the conceptual assemblage of private sector responsibility and development and affected by its foundational knowledge framework and inherent power imbalances.

Examination of the meanings of responsibility, when serving to bridge private sector practices and international development, reveals some important constitutive weaknesses. Responsibility is understood as a state of duty and accountability as well as an opportunity for initiative. Historical considerations first highlight the largely reactionary nature of private sector responsibility concepts and therefore suggest that responsibility, as duty, is largely understood in negative terms (ie: what *not* to do) whereas development requires positive, pro-active thinking. The notion of accountability partly addresses the imbalance in power between subjects and objects of responsibility-led development but also has exclusionary implications for development as, being intimately connected to stakeholder theories, it leaves out those with no or little stake regardless that they may in fact be those with the most pressing developmental needs. Finally, when understood in terms of opportunity for initiative, the balance of power is again shifted towards the subject of responsibility-led development. It is thought that this meaning of responsibility closely connects to the voluntary nature of private sector responsibility, which in term derives from processes of de-politicisation, universalization and consensus. As such, it is argued that constitutive weaknesses are inherent in the conceptual assemblage of responsibility-led development that limit its developmental efficacy, particularly in terms of the plural, context sensitive brand of development heralded by contemporary development paradigms and advocated by post-structuralism.

In conclusion, it is thought that a post-structural analysis of responsibility-led development denies claims that the private sector can serve as an appropriate and legitimate agent able to delineate and deliver development. Societal aspirations to development should indeed suffer no compromise and discrepancies between the scope and scale of business and development processes are considered irreconcilable. Instead partnership arrangements emphasising the institutional roles of public and civil society actors are preferred. Dialogue with these actors and strong anchoring into normative frameworks on what development ought to be, are indeed considered essential in the delineation of what constitutes the responsibilities of the private sector. It is further thought that development-centred approaches are needed to promote contextual plurality in terms of private sector adaptability rather than developmental compromise. As such, and although the term *responsibility-led development* was extensively used in this report, it is suggested that alternative terms such as *development-informed responsibility* may be discursively more appropriate in emphasising the necessary information of private sector responsibility based on plural and beneficiary-centred approaches to development rather than implying the business-centred conceptualisations of responsibility and ensuing developmental compromise.

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