
INSEAD Explains Sustainability: Corporate Social Responsibility



By INSEAD Knowledge with Amitava Chattopadhyay , INSEAD

This episode explores how corporate social responsibility (CSR) initiatives can be used as pilot projects for larger sustainability schemes.

Why is it so important for firms to take sustainability seriously? In this episode of the [INSEAD Explains Sustainability](#) series, INSEAD Professor of Marketing Amitava Chattopadhyay explains how sustainability gives companies a competitive advantage. In fact, it is vital to firms that want to meet the changing expectations of their customers and employees.

Today not being sustainable is like not doing R&D, you will not survive in the long run.

The GlaxoSmithKline Chaired Professor of Corporate Innovation believes that it is possible for projects to achieve both social impact and profitability. He cites the example of [AAK](#), a global oils and fats company, which embarked on sustainable operations that respond to consumers' desire for more

sustainable products through ethical sourcing and processes.

He also explores how corporate social responsibility (CSR) initiatives can act as ideal test beds to create sustainability projects that can be scaled. After all, the amount of good that can be done with a **scalable project** that has both social impact and profit associated with it is significantly larger.

Find article at

<https://knowledge.insead.edu/responsibility/insead-explains-sustainability-corporate-social-responsibility>

About the author(s)

INSEAD Knowledge is the expert opinion and management insights portal of INSEAD, The Business School for the World.

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About the series

Sustainable Business

The **INSEAD Sustainable Business Initiative** (SBI) was founded to develop novel solutions for business challenges at the interface between social and environmental responsibility. INSEAD faculty in SBI actively collaborate with academic institutions and businesses, as well as support organisational sustainability transformation.

Besides research and teaching, SBI also develop frameworks and tools to help business leaders integrate sustainability into core business functions and innovate business models to create value for companies and society. SBI aspires to be a collaborative platform for sustainability- and circularity-focused organisations to share best practices and ideas, and form partnerships.