

Jeremy Moon's CSR story

It has been a great honour to be appointed the Velux Professor of Corporate Sustainability. This position enables me to extend an interest in corporate responsibility and sustainability and contribute to Danish and international knowledge and debates on the issue.

This interest began over 30 years ago whilst working on a Political Science on the UK government responses to the problem of mass unemployment and urban decay in the early 1980s. To my surprise I kept coming across instances of what was described as corporate social responsibility (CSR). Not only was I alerted to business social and political roles that I had not considered, but I also learned that CSR was possible in hard times, and that CSR could be encouraged by government and contribute to public policy goals, as well as meeting business and societal goals and aspirations.

So, CSR became one of my Political Science research interests, through analysis of its significance in Australian public policy settings and business strategy, and, theoretically, through its contribution to the 'new governance' and to the idea of 'corporate citizenship'.

My relationship to CSR took another surprising turn when I was appointed founding director of the International Centre for Corporate Social Responsibility (ICCSR), at the University of Nottingham, UK in 2002. This not only led me to concentrate my teaching and research on this theme, but provided new opportunities to learn about the subject through staff and students at the ICCSR. In this period I extended my interests in corporate citizenship and in CSR and government, and developed new interests in comparative CSR and the institutionalization of CSR as a governance, management and academic concept.

And my third CSR turn is coming to Denmark, to CBS and to the Velux Chair. This brings a new context, new colleagues, research angles, outreach, students and teaching assignments.

To view my full list of CSR publications, click here:  [jeremy_moon_csr_pubs.pdf](#).

To view my list of political science publications, click here:  [political_science_publications.pdf](#).