
Editorial

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ONE OF THE ISSUES FACING ANY relatively new area for study, whether it becomes an academic discipline or not, is the extent to which boundaries are drawn up limiting the specific parameters of that study. Where do we draw the line as to what constitutes corporate citizenship? What do we include and what do we leave out? How do we determine the criteria for inclusion or exclusion? Are editors of journals such as this the determiners of disciplinary boundaries? Should they be?

My response to that is that, despite the many millions of words that have been written on corporate citizenship in the last few years, these are still very early days for drawing non-negotiable territorial lines in the disciplinary sands of corporate citizenship. In many ways we are still feeling our way, and, with that in mind, I think it only proper that the doors of a journal such as this are not too tightly closed too soon.

As such the papers I have selected for this particular issue reflect a continually expanding set of horizons for what con-

stitutes corporate citizenship. The two Turning Points included in this issue reflect those horizons. The first opens up the broader sweep of what constitutes the social responsibilities of companies, and the second engages with a more focused aspect of that responsibility, namely, corporate governance.

This 'sweep' and 'focus' is then further reflected in the particular articles chosen for this issue. Franck Amalric and Jason Hauser engage with the business value of corporate responsibility activities in relatively generic ways; Stephen Brammer and Stephen Pavelin open up a discussion about the insurance value of social investment for business; while Lars Gulbrandsen and Arild Moe focus more particularly on oil companies and corporate social responsibility in Azerbaijan and Kazakhstan—three articles, then, demonstrating both sweep and targeted focus under the umbrella of corporate citizenship.

That sweep is picked up with Chris Laszlo, Dave Sherman, John Whalen and Jib Ellison's paper exploring leadership and

the integration of stakeholder value throughout a business and in Esben Pedersen's paper which explores the role of development agencies in driving corporate citizenship. Dennis Ray's paper picks up on some of the focused issues of the role of corporate boards and corporate democracy raised in Thomas Hemphill's *Turning Point* and, finally, Henry Schäfer's paper examines in some detail various rating schemes related to corporate social responsibility and sustainable development as a means of measuring triple bottom line performance of business worldwide.

For some readers of this journal this may be too broad a church for what con-

stitutes the disciplinary boundaries of corporate citizenship, and perhaps for others not broad enough. My own view is that we are probably not far enough on the journey of corporate citizenship, from a scholarly perspective at least, to close off too many avenues at this stage. We're finding our way and I believe a journal such as this has an important role in enabling us to paint both large landscapes and miniatures—sweep and focus—effectively enabling corporate citizenship, at this stage of its evolution, to be better positioned as both/and and not prematurely as an either/or.

*David Birch,
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