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TECHNOLOGICAL POSTURE AND CORPORATE SOCIAL RESPONSIBILITY: EFFECTS ON INNOVATION PERFORMANCE

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Abstract

Interest in the relationship between innovation and Corporate Social Responsibility (CSR) has grown considerably in the last few years. The aim of this paper is to analyze the relationship between a company's technological posture and CSR, as one of the main determinants of technological innovation performance. From knowledge-based and stakeholders' theories a structural equations model of relationships was established and statistically tested through Smart PLS on a sample of Spanish firms from the renewable energy sector. Our findings suggest that in these kinds of industries, leadership postures (proactive strategies) lead firms to engage in high levels of CSR commitment. Moreover, CSR activities are positively related to innovation performance, which suggests that the higher the level of a firm's engagement in CSR activities, the greater the possibility of achieving further innovation derived from the exploitation of its stakeholders' knowledge.

Key words: corporate social responsibility, innovation performance, PLS, Spain, technological posture

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