

period before and after the 1950s. In a simplified scheme, Murphy argued that the period up to the 1950s was the 'philanthropic' era in which companies donated to charities more than anything else. The period 1955–67 was classified as the 'awareness' era, in which there became more recognition of the overall responsibility of business and its involvement in community affairs. The period 1968–73 was termed the 'issue' era in which companies began focusing on specific issues such as urban decay, racial discrimination, and pollution problems. Finally, in the 'responsiveness' era, 1974–8, and, continuing beyond, companies began taking serious management and organizational actions to address CSR issues. These actions would include altering boards of directors, examining corporate ethics, and using social performance disclosures. Though it is difficult to delineate specific dates regarding such era classifications, Murphy's interpretation is useful and generally consistent with our discussion to this point and to come.

As stated previously, corporate social responsibility was often referred to more as social responsibility (SR) than corporate social responsibility (CSR) for many years. This may be because the age of the modern corporation's prominence and dominance in the business sector had not yet occurred nor been noted. Howard R. Bowen's publication of his landmark book, *Social Responsibilities of the Businessman* (1953) best marks the beginnings of the modern period of literature on this subject. As the title of Bowen's book suggests, there apparently were no businessmen during this period, or at least they were not acknowledged in formal writings.

Bowen's treatment of CSR proceeded from the belief that the several hundred largest businesses at the time were vital centers of power and decision making and that the actions of these firms touched the lives of citizens in many ways. Among the many questions raised by Bowen, one is of special relevance here. He inquired: 'What responsibilities to society may businessmen reasonably be expected to assume?' (p. vi). Interestingly, we are still asking this same question today.

What did Bowen mean by SR or CSR? Bowen was one of the first to articulate a definition as to what SR means. He set forth an initial definition of the social responsibilities of businessmen as follows:

It (SR) 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. (p. 8)

Bowen's book was specifically concerned with the doctrine of social responsibility. Thus it is easy to see how it commenced the modern, serious discussion on the topic. Bowen goes on to argue that social responsibility is no panacea for all business social problems, but that it contains an important truth that must guide business in the future. Because of Bowen's early and seminal work, Carroll has argued that Howard Bowen should be called the 'Father of Corporate Social Responsibility' (Carroll, 2004: 3).

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