Exploring the Intellectual Structure of Corporate Social Responsibility Research: A Citation/Co-citation Analysis
探索企業社會責任研究之智慧結構—引文分析及共引文分析的應用

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Abstract
This study explored the intellectual structure of corporate social responsibility (CSR) studies in the last three decades with bibliometrics and social network analysis. By analyzing 38,532 citations from 1,143 articles published in SSCI journals in the area of CSR between 1980 and 2009, this study maps the knowledge network of CSR studies. The results of this study suggest that the intellectual structure of CSR research in the last three decades is organized along different concentration of interests: essentials and characteristics of CSR, relationships between CSR and corporate performance, and marketing issues in CSR.

Key Words: Corporate social responsibility, Intellectual Structure, Co-citation, Social Network Analysis

1. Introduction
Corporate social responsibility (CSR) is, regardless of specific labeling, any concept concerning how managers should handle public policy and social issues. Carroll [1] proposed that the social responsibility of business encompasses the economic, legal, ethical, and discretionary expectations that society has of organizations at a given point in time. Thus, organizations are expected to be responsive to societies' needs and wants at a given point in time, and optimizing the positive effects and minimizing the negative impact of its actions on society [2]. The last three decades have witnessed a lively debate over the role of corporations in society [3][4]. More influential CSR theories such as the stakeholder theory, stewardship theory and the philosophical perspective of CSR focus on the obligation arising from an implicit social contract between society and business at a given point in time [5]. Some studies examine important research in CSR literature and identify critical research gaps [6][7][8][9]. Lee [8] argued that conceptualizations of and research on CSR have evolved along two avenues: In terms of the level of analysis, researchers have moved from a discussion...