

Upgrading the Italian Model of Development: Why CSR is Important

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The CSR approach to corporate behaviour is taking roots amongst Italian large and medium sized enterprises, and this process should continue by gradually including smaller enterprises. While being useful per se, CSR serves two important purposes in the Italian context. First, it helps discard a negative view of the market and of the enterprise that still persist within Italian institutions and society. Secondly, it is necessary to the ongoing transformation of the Italian economic model based on larger, more innovative and internazionalized firms.