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A New Way of Seeing CSR: Country Social Responsibility

Abstract: The highly floated term “country brand” is universally accepted as being extremely important in the development of a country. But what exactly entails the creation of a nation brand? Can the “country brand” term overlap across public policy, export, migration? Or are nation brands a mix of global perceptions of people from different corners of the world, involving concepts such as culture, products, business climate and tourist attractions? All of the above can highly contribute to the creation of a strong nation brand but trying to identify the vectors of country brand positioning and see how they contribute to the development of a credible nation brand can be really difficult. The purpose of this paper is to focus on the relationship between Corporate Social Responsibility and country branding and to show how Corporate Social Responsibility can become part of a country branding strategy. Although CSR is highly associated with the business sector and most of the time does not enjoy a wide positive reaction, it can be a successful model of building a strong country brand. CSR is doing for the business sector what countries are trying to do for their publics: embrace the responsibility for its actions while trying to obtain a positive impact among its publics and all the member of the public sphere in order to increase awareness and to be competitive in a changing market.

Keywords: country branding, corporate social responsibility, brand strategy, country image, social responsible behaviour, corporate sector