

## **BETWEEN POLITICS AND IDEOLOGY. THE CONCEPT OF CORPORATE CITIZENSHIP AS A NEW CSR PARADIGM**

### **Abstract**

The article criticizes the concept of corporate citizenship, which is treated in the literature on CSR as an influential theoretical project referring to the anti-positivist paradigm of scientific knowledge. The critical arguments presented relate to difficulties in using two categories: the concept of corporate citizenship and the discourse concept borrowed from the Habermas's theory. The counterfactual nature of the assumptions is signaled, as well as disregarding political and economic contradictions of the global world. The research goal of the article is to question the key theorem on taking over the responsibility of transnational corporations in underdeveloped countries, consisting in supporting the development of democratic institutions and dissemination of political, social and civil rights.

**Keywords:** corporate social responsibility, corporate citizenship, discourse, deliberative democracy.

**JEL Codes:** F54, F55, J83, M14, N30, O19, P16, P48