

MARKETINGUL SOCIAL ȘI RESPONSABILITATEA SOCIALĂ CORPORATIVĂ: DOUĂ CONCEPTE SUBSUMATE DEZVOLTĂRII DURABILE

SOCIAL MARKETING AND CORPORATE SOCIAL RESPONSIBILITY: TWO CONCEPTS RELATED TO SUSTAINABLE DEVELOPMENT

Dr.ec. Georgiana Simona OPREA

Ș.I.dr.jur. Roxana Carmen CORDOȘ
Universitatea Tehnică din Cluj-Napoca

Abstract: Social marketing, social responsibility could represent viable solutions for an easier forward slip of the fatal economic periods determined by the more and more obvious precipice between the limited resources and the evolving needs. The aspects underlined in this paper plead for these concepts, which can bring extra value for firms in general, especially during recession times.

Keywords: social marketing, social responsibility, sustainable development.