

This paper introduces a special issue of the British Journal of Management on social and political strategies in the non-market environment. On the one hand, it reviews the extant research on the possible forms of interaction between Corporate Social Responsibility (CSR) strategies and Corporate Political Activity (CPA): CSR-CPA complementarity, CSR-CPA substitution and mutual exclusion between CPA and CSR. On the other hand, the paper provides an overview of the recent contributions of non-business disciplines – psychology, sociology, economics, politics and history – to nonmarket scholarship and, above all, the potential future scholarly contributions of these disciplines.

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