

**RESPONSABILITATEA SOCIALĂ ÎNTRE NECESITATE ȘI  
REALITATE. RESPONSABILITATE SOCIALĂ ȘI IMAGINE  
DE MARCĂ/ SOCIAL RESPONSIBILITY BETWEEN  
NECESSITY AND REALITY. SOCIAL RESPONSIBILITY  
AND BRAND IMAGE**

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*Abstract*

*The development of social responsibility in the Romanian business environment depends on the business-leaders who will be able to find the relationship between profit and long-term development and between their companies' interests and the community's expectations.*

*The solution and resolution of some cyclic problems of social responsibility, of return, each time, to the profit is either approaching a culture of recognition that increases the authority capital of the companies or through the governments' direct intervention.*

*Keywords:* social responsibility, CSR programmes, creative capitalism, moral capitalism, corporate responsibility.