

An Economic Perspective on Small Business Social Responsibility

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ABSTRACT *An economic perspective on small business social responsibility* applies economic theory to the analysis of the role of business in society. The objective is to carve a place for the concept *business social responsibility* - BSR in economics given that some economists have opposed it. In this article the researchers delve into economic theory to explain the workings of the market forces to determine the extent to which the so called *invisible hand* helps society solve its economic problem and when it fails to do so. A detailed literature review was conducted. Based on the insights gained from the literature analysis, they conclude that the concept of BSR arises out of the failure of the *invisible hand* to entirely solve society's economic problem of scarcity through efficient production and distribution. Thus, BSR has a firm place in normative economics.