

ADERSE 2018

Corporate Social (Ir)Responsibility: The environmental disaster in Mariana (Minas Gerais, Brazil), from the viewpoint of people living in the affected region

Mirian Albert Pires

Affiliation: EBAPE - Escola Brasileira de Administração Pública e de Empresas, FGV -
Fundação Getúlio Vargas
Email address: mirianalbert@yahoo.com.br

Luciana Mourão

Affiliation: UNIVERSO - Universidade Salgado de Oliveira
E-mail: mourao.luciana@gmail.com

Anderson de Souza Sant'Anna

Affiliation: Fundação Dom Cabral, FDC
E-mail: anderson@fdc.org.br

Fernando José Arrigoni

Affiliation: EBAPE - Escola Brasileira de Administração Pública e de Empresas, FGV -
Fundação Getúlio Vargas
Email address: fernandoj.arrigoni@gmail.com

Fátima Bayma de Oliveira

Affiliation: EBAPE - Escola Brasileira de Administração Pública e de Empresas, FGV -
Fundação Getúlio Vargas
E-mail: fatima.oliveira@fgv.br

ABSTRACT

This research seeks to discuss the issue of Corporate Social Irresponsibility (CSIR), discussing several recent cases. The study focuses on the environmental disaster caused by Samarco Mineração S.A. in Mariana, a municipality in the state of Minas Gerais, Brazil, which affected all municipalities located on the banks of rivers Gualaxo, Carmo and Doce. The study presents a theoretical model to analyze CSIR from the perception of affected individuals, discussing how economic benefits generated by a company can influence blame attribution and punitive intention. The methodology introduces an appropriate tool to conduct the research and considers a sample of the individuals living in the Brazilian municipalities. The results obtained with the use of structured equation modeling (SEM) are then presented followed by the final considerations, which report the support for the three hypotheses of the model.

Keywords: Corporate social irresponsibility. Economic benefits. Blame attribution. Punitive intention. Environmental disaster.