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Knowledge and Values: The Importance of Personal Social Responsibility for Education, Management, and Sustainable Development

(pp. 13–37)

Abstract

Social responsibility is a multidimensional construct which manifests itself in many areas of human life – in both the private and professional spheres. In business, people’s individual attitudes are often the starting point for organizational activities. Even the most ethical business behavior, if not matched by changes on the part of individuals, will not create a change on a larger scale. Thus, personal social responsibility can be defined as a key element of corporate social responsibility (CSR), because the implementation of this idea in business depends on the behavior of the individuals working in the company.

The main purpose of the article is to investigate published knowledge concerning the concept of personal or individual social responsibility (PSR or ISR) and the personal or individual social responsibility scale. The authors

made a systematic literature review, analyzing full-text scholarly articles published between 2000 and 2021. International databases and journal libraries – EBSCO, JSTOR, Mendeley, Wiley Online Library, Web of Science, and Scopus – were searched using the logical phrases “personal social responsibility,” “individual social responsibility,” “personal social responsibility scale,” and “individual social responsibility scale.”

The analysis shows that the concept of individual/personal social responsibility is considered in the literature in various contexts, though few works are available on this concept and even fewer describe its indicators. Using keywords relevant to the area, 14 publications were selected for analysis. This leads to the conclusion that there is a research gap in this area, which the authors intend to fill in the course of further research.

Keywords: personal social responsibility, individual social responsibility, personal social responsibility scale, measuring responsibility, responsibility in education

1. Introduction

Corporate social responsibility (CSR) is an extremely broad concept and is defined in various ways. Due to its multifaceted nature and complexity, it should be interpreted holistically. One of the areas of CSR is the personal responsibility of individuals. In this approach, social responsibility is the responsibility of not only organizations (in accordance with the idea of CSR), but also individuals. Viewed in this way, social responsibility is an ethical concept according to which an individual, organization, or institution has a duty to act for the benefit of society. Although some authors interpret it simply as a passive attitude (not engaging in socially harmful activities), the idea represents an active obligation to perform activities that directly contribute to the achievement of social goals (Dieguez, 2021). The authors believe that the undisputed importance of this goal is a reason to nourish this attitude in the educational process. As a development of education, reforms require measurement tools to show their reliability and efficiency (Tchorzewski, 2017). However, in order to measure something, the construct itself should be well defined.

Social responsibility consists of three components that ideally should be closely related to each other in order to maximize impact (Venugopala, 2015):

1. government social responsibility (GSR), whose primary responsibility is to create the best environment for citizens through large social assistance programs;
2. corporate social responsibility (CSR), a form of corporate self-regulation integrated with the business model and the company's sense of responsibility toward the community and the environment;
3. personal social responsibility (PSR), understood as the main responsibility of each individual toward the family, workplace, community and environment.

CSR is a widespread idea in both research and practice (Aguinis & Glavas, 2012; Fiechter et al., 2020). According to the European Commission, CSR is the responsibility of enterprises for their impact on society (EU, 2011). The growing need for genuine and sincere social responsibility of businesses has also resulted in a growing emphasis on the social responsibility of individuals, including a reflection on the interpenetration of personal and organizational concepts of social responsibility (Bénabou & Tirole, 2010). A company is not only a single legal entity, but also a group of morally responsible individuals who may be held responsible for the immoral actions of the company (Takala & Pallab, 2000). As Collier and Esteban (2007) note, it is employees who bear the main responsibility for implementing ethical corporate behavior and its success will largely depend on the employees' willingness to cooperate.

In the philosophical dimension, humans are relational and social beings. Therefore, individual responsibility is realized socially, which then takes on the meaning of social responsibility. Co-responsibility is a necessary and inevitable consequence of an individual's life, education, and activity in a community. Social responsibility is the individual responsibility of a given person for all contexts of being, living, and acting in a community. Thus, the simple and obvious conclusion is that the basic

postulate of social responsibility is building an awareness that we are all responsible for everyone (Drożdż, 2019). Thus, PSR is the primary responsibility of each individual toward the family, workplace, local community, and environment.

Personal social responsibility is a broader concept than the widely studied consumer social responsibility (CnSR), which can be defined as a conscious and deliberate choice to base consumption choices on personal and moral beliefs (Devinney et al., 2006). Personal social responsibility goes far beyond being responsible as a consumer, as it also applies to co-responsibility for the environment (e.g., separating waste) or local communities (financially supporting charity campaigns or joining NGOs). People who feel responsible toward society will be concerned about solving and eliminating the problems of others, even if such behavior is not profitable for them (see Davis et al., 2017). PSR is the moral duty of every citizen to do what is right. It is voluntary and derives from personal integrity, ethics, and commitment. Moreover, it is about giving and taking as well as striving for continuous improvement in the society (Venugopala, 2015).

There is a great deal of research into the nature and practice of CSR and related to social expectations in different economies and industries (see Jamali & Mirshak, 2007; Young & Marais, 2012; Sharma, 2019). The concept of PSR has been less explored. Researchers state that the idea of PSR is a response to the growing demand of societies for individuals who behave more responsibly toward their families, workplace, community, and the environment (Tuzlukova et al., 2020). However, many authors emphasize the lack of comprehensive research into socially responsible behavior at the individual level (see Rahimah et al., 2018; Păceșilă, 2018; Mallory et al., 2020).

The goal of the article is to present a systematic literature review on the concept of personal and individual social responsibility and the scale of personal and individual social responsibility. The authors analyzed full-text scholarly articles from 2000 to 2021 found in international databases: EBSCO, JSTOR, Mendeley, Wiley Online Library, Web of Science, and Scopus.

The article presents the first stage in the development of the Personal Social Responsibility Scale (PSRS), which can be used to evaluate

the educational process and in business. The process consisted of expert method, validity examination, and a survey on a large sample of 3,019 respondents and factorial analysis. The tool distinguishes scales such as “Care for Natural Resources,” “Care for Animals,” “Care for Friends and Family,” “Care for the Future of the World,” “Activism,” and “Self-Responsibility.” The results of the broad research will be published in a series of articles.

2. Methodological procedure – systematic literature review of the concepts

The systematic literature review is considered the “new standard” in management (Hiebl, 2021) and has been defined as the cornerstone of the research process (Tranfield, et al., 2003; Williams, et al., 2021). It is helpful in assessing the state of knowledge, existing publications, or a specific topic or research problem (Tranfield et al., 2003). It also provides information on who has conducted similar studies and what has been found in them (Moher et al., 2010). It can be used, for example, to create a research agenda, identify research gaps, or discuss a specific issue (Snyder, 2019). A systematic literature review should be structured, transparent, and comprehensive (see Denyer & Tranfield, 2009; Rojon et al., 2011; Jesson et al., 2011; Okoli, 2015; Williams et al., 2021; Hiebl, 2021).

The authors wanted to answer the following research questions: How are PSR and ISR understood? Are these single or multidimensional constructs? What are the tools used to measure them?

For a better understanding of the concept of PSR, including its measurement tool – the PSRS – and due to the conceptual convergence of the terms “personal” and “individual,” the authors decided to review the literature regarding both PSR and ISR. However, due to the large number of publications on “social responsibility” and “corporate social responsibility” (see Table 1), these keywords were excluded from the literature review at an early stage.

Table 1. Publications from 2000 to 2021 containing the terms “social responsibility” and “corporate social responsibility” in the title, abstract, or keywords

	Social Responsibility	Corporate Social Responsibility
EBSCO	89,062	60,969
Wiley Online	22,617	11,199
JSTOR	25,858	13,395
Mendeley (*)	52,683	37,329
Scopus	33,016	21,629
Web of Science	39,519	27,405

Legend: (*) only 2014–2021 due to software limitation

Due to the goal of the article, the following keywords were selected: “personal social responsibility,” “individual social responsibility,” “personal social responsibility scale,” and “individual social responsibility scale.”

In the process of investigating publications related to PSR and ISR, the available strategies of searching the literature were used: based on databases, complementary, and alternative (Lenart-Gansiniec, 2021). The process of creating a literature database was based on international, electronic databases and journal libraries: EBSCO, JSTOR, Mendeley, Wiley Online Library, Web of Science, and Scopus. The subject of the analysis was titles, topics, and abstracts containing the above-mentioned terms (see Tables 2 and 3). The resulting set of studies was supplemented with peer-reviewed articles from the online database Google Scholar and bibliographic items obtained with the “snowball” technique, that is, those found in the references of the publications from the search (Greenhalgh & Peacock, 2005).

Filters were used when searching the databases, including:

- Topic – the following terms in the title and/or summary: “personal social responsibility,” “individual social responsibility,” “personal social responsibility scale,” and “individual social responsibility scale”

- Year of publication – works published between 2000 and December 2021
- Publication status – only international, full-text publications were considered to ensure their accuracy
- Language – publications in English, in order to obtain publications in a commonly used and widely available language
- Area – management, business administration and social sciences

3. Results

The results of the analysis are presented in the tables below. Table 2 shows the number of articles identified using “personal social responsibility” and “individual social responsibility” in the title, abstract, or keywords (see Table 1). The selected articles were limited by the search criteria indicated above.

Table 2. Overview of the literature base for the terms personal social responsibility and individual social responsibility, by database

Search criteria	EBSCO		Wiley Online Library		JSTOR		Mendeley		Scopus		Web of Science	
	PSR	ISR	PSR	ISR	PSR	ISR	PSR	ISR	PSR	ISR	PSR	ISR
Title, abstract, or keywords	29	34	48	42	34	62	86	67	36	34	23	26
Year of publication (2000–2021)	27	34	36	35	21	38	67	45	30	33	22	26
Scholarly journals	19	20	32	23	20	34	52	45	25	26	22	19
Language	18	17	3	10	20	34	n/a	n/a	23	25	21	17
Scientific area	9	10	2	10	3	15	n/a	n/a	23	15	3	8
After verification of abstracts and titles	5	4	1	2	0	7	3	5	6	4	3	4
Total	5	4	1	2	0	7	3	5	6	4	3	4

It can be concluded that the concept of PSR still constitutes a research gap. Articles on this topic began to appear in the last decades of the 20th century, with more publications being observed since the beginning of this millennium (Păceșilă, 2018). The data in Table 1 show that this issue is still of relatively low importance in the academic community. There is a lack of comprehensive research on PSR and the number of available publications on this subject is very limited.

It is noteworthy that there are more articles on the concept of PSR on Mendeley, which acts as a free manager of scholarly publications and an academic social network. For example, in the field of PSR, there are articles analyzing the concept very thoroughly and reliably which were not indicated in other databases due to their being published in unindexed journals. For example, “Introducing personal social responsibility as a key element to upgrade CSR” is a publication by S. L. Davis et al. (2017) in the *Spanish Journal of Marketing-ESIC* and Păceșilă’s “The individual social responsibility: Insights from a literature review” is an article from the Romanian journal *Management Research and Practice*.

The analysis of full-text scholarly articles published between 2000 and 2021 in scientific databases using the phrases “personal social responsibility,” “individual social responsibility,” “personal social responsibility scale,” and “individual social responsibility scale” returned 51 articles. After the authors and titles were verified, 24 non-repeating publications were distinguished (see Table 3); these were then subjected to a preliminary content analysis.

Table 3. Extracted publications, the final stage of the systematic literature review

	PSR	ISR	PSRS	ISRS
EBSCO	Kamal, Y. (2015). Brown, K. et al. (2019). Tourigny, L. et al. (2019). Davis, S. L. et al. (2021). Schiff, D. S. et al. (2021).	Păceșilă, M. (2018); Rahimah, A. et al. (2018); Secchi, D., & Bui, H. T. (2018); Antonetti, P. et al. (2020)	Davis, S. L. et al. (2021).	–
Wiley Online	Davis, S. L. et al. (2021).	Davis, S. L. et al. (2021); Rahimah, A. et al. (2018).	Davis, S. L. et al. (2021).	–

JSTOR	–	Maignan, I. (2001). Secchi, D. (2009). Bénabou, R., & Tirole, J. (2010). Oliver, J. D., & Rosen, D. E. (2010). Tietz, M. A., & Parker, S. C. (2014). Haski-Leventhal, D. et al. (2017). Secchi, D., & Bui, H. T. (2018).	–	–
Mendeley	Davis, S. L. et al. (2017). Bugdayci, S. (2019). Davis, S. L. et al. (2021).	Păceșilă, M. (2018); Secchi, D., & Bui, H. T. (2018); Ebrahim, A. H., & Buheji, M. (2020); Musa A. A. et al. (2021). Körükcü, M., & Tangülü, Z. (2021).	Davis, S. L. et al. (2021).	Körükcü, M., & Tangülü, Z. (2021).
Scopus	Davis, S. L. et al. (2017). Bugdayci, S. (2019). Tourigny, L. et al. (2019). Davis, S. L. et al. (2021). Schiff, D. S. et al. (2021). Syed, A., & Shanmugam, M. (2021).	Secchi, D., & Bui, H. T. (2018). Antonetti, P. et al. (2020). Körükcü, M., & Tangülü, Z. (2021). Lu, M. et al. (2021).	Davis, S. L. et al. (2021).	Körükcü, M., & Tangülü, Z. (2021).
Web of Science	Tourigny, L. et al. (2019). Davis, S. L. et al. (2021). Syed, A., & Shanmugam, M. (2021).	Rahimah, A. et al. (2018). Secchi, D., & Bui, H. T. (2018). Jang, S. (2021). Silva, R et al. (2021)	Davis, S. L. et al. (2021).	–
Not repeated (in column)	8	17	1	1
Not repeated (total)	24			

Despite the relatively small number of articles ultimately selected for analysis, over the past few years there has been a noticeable increase in publications in this area.

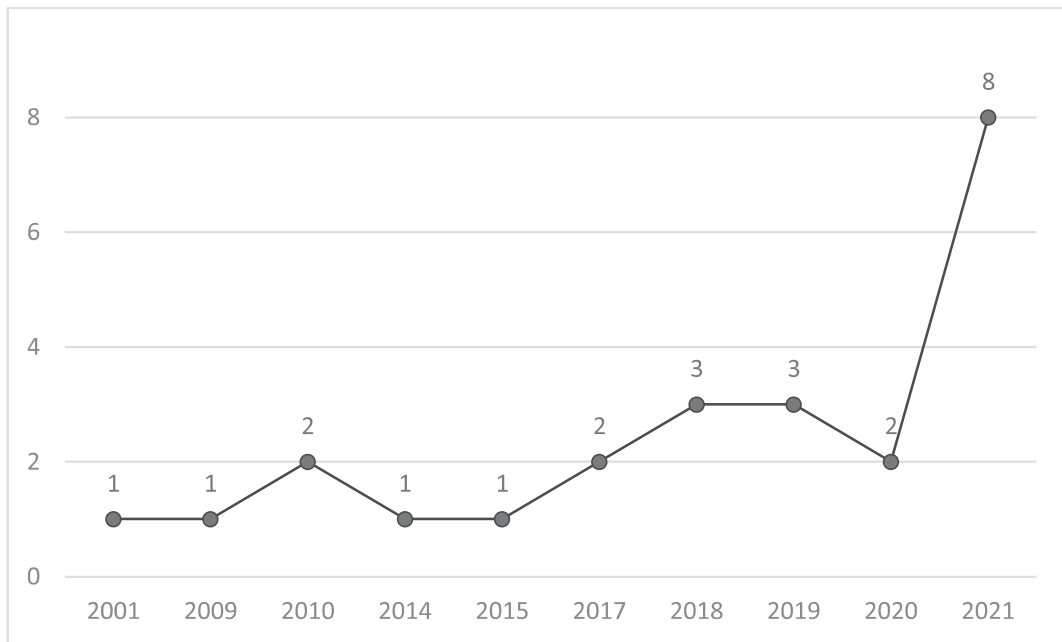
Figure 1. Number of publications in particular years

Figure 1 shows the evolution of scholarly publications on PSR in the study period. Since 2017, the number of these articles has increased significantly: 75% of the 24 articles identified in the 21st century have appeared in the last five years.

The authors also decided to examine in which scholarly journals there were publications devoted entirely to the concept of PSR. For this purpose, these journals were verified as being on the Academic Journal Guide (AJG) 2021, a list of recognized (leading) journals prepared by the Chartered Association of Business Schools (“ABS list”). The ABS list is based on an analysis of bibliometric indicators and expert assessments and it includes journals of both the highest and moderate international reputation in the area of business and management research. It shows the quality of journals using a ranking system from 1 to 4+, with those with a 4+ ranking being the highest rated titles. This guide clearly shows which journals publish the best work in a given field (TU Dublin Library Service, 2022).

Table 4. The leading journals according to the Academic Journal Guide (AJG) of the Chartered Association of Business Schools (CABS, 2021)

Journal Title	Publisher Name	Field	Profile Links		Rankings							
			Scopus	Web of Science	AJG 2021	AJG 2018	AJG 2015	AJG 2010	Journal Citation Reports rank	SNIP rank	SJR rank	CiteScore rank
Economica	Wiley – Blackwell	ECON	x	x	3	3	3	3	94	79	68	97
Small Business Economics	Springer Nature	ENT-SBM	x	x	3	3	3	3	8	6	5	7
Journal of Business Ethics	Springer Nature	ETHITCS-CSR-MAN	x	x	3	3	3	3	16	17	15	16
Journal of Business Research	Elsevier	ETHITCS-CSR-MAN	x	x	3	3	3	3	15	11	14	11
Social Responsibility Journal	Emerald	ETHITCS-CSR-MAN	x	–	1	–	–	–	–	41	45	41
Journal of Consumer Behaviour	Wiley - Blackwell	MKT	x	x	2	2	2	2	–	32	29	28
Journal of Marketing Theory and Practice	Taylor & Francis	MKT	x	–	2	2	2	–	–	19	25	33
Corporate Social Responsibility and Environmental Management	Wiley - Blackwell	REGIONAL STUDIES, PLANNING AND ENVIRONMENT	x	x	1	1	1	1	3	3	5	2

Source: based on the Academic Journal Guide 2021 (<https://charteredabs.org/academic-journal-guide-2021>)

Table 4 lists the journals named in the ABS list. Next to the journal title, there is also the name of the publisher, field, and profile links (Scopus and/or Web of Science). Data from five different rankings were considered: the Academic Journal Guide (AJG) (for 2010, 2015, 2018, and 2021), the Journal Citation Reports (JCR) from Clarivate, the Source Normalized Impact per Paper (SNIP), the SCImago Journal Rank (SJR), and the CiteScore (Academic Journal Guide, 2021).

The analysis showed that the Academic Journal Guide 2021 list includes eight out of 20 scholarly journals that publish articles on PSR: *Corporate Social Responsibility and Environmental Management*, *Economica*, *Journal of Business Ethics*, *Journal of Business Research*, *Journal of Consumer Behavior*, *Journal of Marketing Theory and Practice*, *Small Business Economics*, and *Social Responsibility Journal*. If we take into account the fact that five articles were published in the *Journal of Business Ethics*, it turns out that exactly half of the publications in Table 4 appeared in reputable scholarly journals. Thus, it can be assumed that the concept of PSR is an important and topical area of contemporary scholarly research.

4. Discussion

A thorough analysis of abstracts, introductions, keywords, and summaries of the selected 14 articles distinguished several characteristic themes.

1. General, conceptual articles with a literature review of the PSR concept (Davis et al., 2017; Păceșilă, 2018; Davis et al., 2021)

In the most comprehensive work so far, “Introducing personal social responsibility as a key element to upgrade CSR,” Davis et al. (2017) initiated a discussion which was based on qualitative research on the construct of PSR and its justification and definition and which considered previous research on ethical or responsible consumption and CnSR. The authors view PSR as a new concept, based on corporate and consumer social responsibility, providing a theoretical framework as a starting point for future empirical research. The authors discuss this concept as “the way a person performs in his daily life as a member of the society – and not only as a consumer – basing his decisions on a desire to minimize negative impacts and maximize positive impacts on social, environmental and economic environment in the long run” (Davis et al., 2017). They then emphasize how the concept of social responsibility relates to the prospects

of it being researched in the future, including education and overall development. According to the authors, PSR “should describe the individual’s behavior toward and the effects on his/her social and ecological environment through his/her daily decisions.” Consequently, individual decisions will “pursue better relationships with their stakeholders through their responsible behaviors” (Davis et al., 2017).

2. **Publications highlighting the role of government, employers/managers, and their impact on employees** (Kamal, 2015; Haski-Leventhal et al., 2017; Tourigny et al., 2019; Lu et al., 2021) **and on CSR and financial performance** (Jang, 2021), **or their influence on developing pro-social attitudes in young people** (Brown et al., 2019; Schiff et al., 2021)

Haski-Leventhal and co-authors (2017) analyze patterns of identity and behavior and the determinants and levels of compliance linking employees and employers. They provide the basis for a multidimensional, dynamic model of CSR and employee social responsibility (ESR) compliance. The proposed approach improves the understanding of employee–employer compliance, thereby expanding the range of opportunities for positive organizational outcomes based on CSR. The relationship between CSR and PSR was also studied by Kamal (2015). He found that the PSR of entrepreneurs in selected organizations (successful in Bangladesh), had a certain impact on their CSR. Tourigny et al. (2019) showed that ethical leadership has a positive effect on CSR at the individual level and that CSR has a positive effect on trust in organizations at the individual level, which in turn significantly and positively affects organizational citizenship behavior (OCB) through the mediating effect of taking personal social responsibility. In contrast, Jang (2021) examined the mediating effect of the CSR of Korean firms on the relationship between Korean managers’ religiosity, their ISR, and financial performance. The results of this study suggest that Korean managers’ personal values, such as their religiosity and ISR, may influence a firm’s CSR activities or financial performance. In turn, the results

of a study by Schiff et al. (2021) emphasize the key individual and institutional impact and barriers for scientists and practitioners interested in nurturing pro-social attitudes among engineering students. The role of higher education institutions in building socially responsible attitudes among students was also emphasized by Brown et al. (2019). The authors, at one of the research universities in New Zealand, investigated how three specific attributes of a graduate are achieved: a global perspective, knowledge of the environment, and those aspects of ethics related to PSR. These attributes are important because, in addition to knowledge and skills, they can include students' values, attitudes, and future behaviors.

3. Articles examining the impact of individual factors (including education) on PSR (Secchi, 2009, Bénabou & Tirole, 2010; Tietz & Parker, 2014; Secchi & Buy, 2018; Tourigny et al., 2019; Bugdayci, 2019; Antonetti et al., 2020; Körükcü & Tangülü, 2021; Schiff et al., 2021)

Bénabou and Tirole (2010) combined the achievements of psychology and the economics of pro-social behavior to shed light on the trend of individual and corporate social responsibility and its underlying mix of motivations. Interesting research questions were also posed by Secchi (2009), who was investigating the role and impact of social responsibility on the mental and cognitive processes of individuals, especially those who manage enterprises. The author describes how the distributed cognition approach (cognition transferred to the environment through social and technological measures) provides a real explanation for social responsibility in human thinking. In turn, Tietz and Parker (2014) analyzed an important aspect of social behavior and, using the theory of social identity, studied the determinants and goals of charity among the self-employed in the USA.

Issues related to ISR were investigated in the context of the influence of group dynamics on individually socially responsible attitudes. The results show that group involvement increases the individual attitude to social responsibility. Respondents with an initially low

attitude to social responsibility were more likely to change their opinion when group members showed a more positive attitude to social responsibility. Conversely, the attitudes of people with a positive attitude do not change much from the beginning, regardless of the characteristics of the group (Secchi & Bui, 2018). This shows that there is a potential for developing socially responsible attitudes in young people, students, or employees, for example, if they are part of a group of people positively related to this idea. Young people were also of interest to Schiff and co-authors (2021), who – under the influence of the Professionals' Social Responsibility Development Model (PSRDM) – studied the relationship between the personal attitudes of (engineering and computer science) students' social responsibility and developing professional attitudes of social responsibility. A wide range of inhibitory factors were analyzed, those occurring at university and at an earlier stage, including early influences from parents, religious values, collegiate social interaction, students' limited familiarity with their future profession, and the social/technical divide and meritocratic ideology in engineering culture. In turn, Körükcü & Tangülü (2021) examined the level of ISR of candidates for teachers of the social sciences. They found that there was a significant difference in the level of individual and global social responsibility in terms of gender in favor of female teachers for job training, while there was no significant difference in terms of age.

4. **Texts linking PSR with a pro-environmental attitude and conscious consumerism** (Maignan, 2001; Oliver & Rosen, 2010; Rahimah et al., 2018; Musa et al., 2021; Syed & Shanmugam, 2021)

Based on consumer research conducted in France, Germany, and the United States, Maignan (2001) investigated the willingness of consumers to support socially responsible organizations and analyzed their assessment of the economic, legal, ethical, and philanthropic responsibility of the company. In the context of PSR, the results of a study carried out by Oliver and Rosen (2010) can also be used. As a result, US drivers could be segmented based on individual

environmental values and consumer self-efficacy in protecting the environment. The environmental propensity framework (EPF) of consumers can significantly influence personal socially responsible decisions within, for example, care for natural resources, care for animals, and/or care for the future of the world.

The original research was undertaken by Rahimah et al., who proposed a framework for examining ecological consumption behavior from the perspective of fear of death and ISR. On the other hand, Syed and Shanmugam (2021) conducted research aimed at analyzing the influence of demographic groups (i.e., gender groups, marital status, age groups, income groups, experience groups, education groups, and occupational groups) on behaviors related to socially responsible consumption.

5. Articles indicating/describing scales for measuring PSR, of various design and nomenclature (Bugdayci, 2019; Wong et al., 2019; Jang, 2021; Davis et al., 2021; Körükcü & Tangülü, 2021)

According to Davis et al., it is necessary to develop the concept of personal social responsibility (PSR). The authors developed a reliable scale to measure PSR, a concept that encompasses individual behavior from the perspective of the individual as a citizen. Their analysis suggests that PSR is a multidimensional construct consisting of the economic, legal, ethical, philanthropic, and environmental dimensions of individual behavior. In turn, Körükcü and Tangülü (2021) used the following data collection tools for the study: the Demographic Information Form, the Individual Social Responsibility Scale, and the Global Social Responsibility Scale. Syed and Shanmugam (2021) used a socially responsible purchase and disposal scale to measure socially responsible consumption behavior among consumers. Jang (2021), on the other hand, used confirmatory factor analysis to test the proposed hypotheses.

6. Publications highlighting the local aspect of the research, with the possibility of extending it internationally (Maignan, 2001; Tietz

& Parker, 2014; Kamal, 2015; Wong et al., 2019; Jang, 2021; Lu et al., 2021; Musa et al., 2021)

The various results of US, French, and German consumer research provide useful guidance for the effective management of cross-border social responsibility initiatives and for future research involving consumers from other countries and regions (Maignan, 2001). Tietz and Parker (2014) confirmed the hypotheses on the US data and found that American self-employed people more often show social responsibility toward their community and donate more funds to charity than the general US population. This study can be used for other countries to investigate the ISR of entrepreneurs toward the society. The local aspect relating to the CSR–PSR relationship was studied in the context of how some successful organizations in Bangladesh practice CSR and how their entrepreneurs maintain their PSR (Kamal, 2015). Kamal’s study was probably the first of its kind in the context of developing countries. The publication by Lu et al. (2021) can be cited in the context of studying the relationship between CSR and ISR in China. This article deals with the role of government in defining ethical behavior and the influence of Chinese celebrities on developing individual, socially responsible attitudes among society. It draws particular attention to the role of the government as a facilitator and agenda-setter. It also highlights the discrepancy between societal expectations and the findings of the report on the social responsibility of Chinese influential personalities, which can be largely explained by the lack of consensus on what constitutes “ethical” behavior among individuals. These studies consider the local context, cultural factors, and China’s unique institutional environment.

7. **Texts on the current world situation, the COVID-19 pandemic** (Ebrahim & Buheji, 2020; Silva et al., 2021)

In times of uncertainty, there is a great need to protect and enhance the well-being of societies around the world. CSR and ISR underlie these needs. These studies propose a holistic strategic

framework for social responsibility and attempt to answer the questions of how and where to direct the intentions of social responsibility in order to help achieve the best possible effect in the fight against the COVID-19 pandemic. The topic of ISR and social entrepreneurship in times of pandemic was also addressed by Silva et al. (2021), who examined how and why different actors reacted to the crisis caused by the pandemic.

The set of publications used in the systematic literature review was supplemented with other publications obtained through the snowball technique (Greenhalgh & Peacock, 2005). By analyzing them, we confirmed that the concepts of individual and personal social responsibility in the literature is considered in various contexts and configurations. These texts explored, inter alia, competences related to CSR, including individual competences based on values and personal views and experiences in the field of CSR (Reflecting on personal CSR views and experiences) (Osagie et al., 2016). Other authors have examined specific aspects of employee's personality that influence whether employees will engage in socially responsible activities at work (and outside of it). The research also emphasized the role of individuals, especially employees of small and medium-sized enterprises, who perceive moral responsibility for CSR and the strength of their commitment or lack of involvement in the implementation of CSR strategies in the company (Sendlhofer, 2020). ISR is not an act of charity performed at the time or in communities where individuals have a direct interest and in which they feel best. It is individually, ethically, and philanthropically assumed behavior that manifests itself constantly – not a momentary fascination, acting for show, but a real-life attitude covering all aspects of life. It is the behavior of an activist/volunteer/lobbyist always aligned with community problems and interested in solving them (Păceșilă, 2018).

Păceșilă (2018) thoroughly and thematically analyzed the content of articles on ISR, identifying the following main trends:

- Each person has a responsibility to the community or society at large to promote or support a balance between the economy and ecosystems.
- Each person is responsible for the economic, social, and environmental impact of their actions or decisions.
- People should be aware of the values and principles that guide their lives and decisions and should act not only for their own good, but also for the good of the community.
- Cultivating individual social responsibility among children and adolescents requires promoting pro-social behavior as well as creating opportunities to exercise civic skills.

The need to develop responsible attitudes from an early age has also been emphasized by Pozo et al. (2018), who postulated that children, regardless of their country of origin, should be taught universal values: care for the welfare of others (social responsibility), independence, and care for one's own things (individual responsibility).

5. Conclusions

The systematic literature review on PSR and ISR was a challenge. Articles on this topic are scattered across many journals, often unavailable in open databases. The authors of these publications perceive the concept in different ways. The results of the analysis show that there is little scholarly work available on PSR, and even less on ways of measuring it. Ultimately, only 24 publications were identified with the use of appropriate keywords in this field of study. Research must be continued in order to emphasize the importance of this issue at the local, national, and global levels. Our research also proved that knowledge concerning the subject is scattered, there are no meta-analyses, and only a few texts can be classified as systematic literature reviews.

Considering the theoretical contribution in the search for research directions, it can be concluded that the results of this article are consistent

with previous research and contribute to the further promotion of PSR and ISR as the scope of recommended future research. Once ISR is recognized as part of everyday life, change and progress worldwide will no longer be a problem (Păceșilă, 2018). Understanding the construct of PSR better also enables us to create measurement tools which can be used not only during the educational process, but also in a business context, for example, when companies or NGOs conduct recruitment.

The choices human beings make today will determine the world in which they live tomorrow (Des Jardins, 2007).

* * *

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