

GLOBAL POLYCENTRIC PRESSURES AND CORPORATE SOCIAL RESPONSIBILITY: A MULTILEVEL ANALYSIS

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Resumo

This research investigates how firms adapt to global polycentric institutional pressures by reprioritizing and restructuring their resources and capabilities over time. Anchored in Resource-Based Theory (RBT), the study adopts a qualitative process research, examining the evolution of sustainability practices in a leading Brazilian agribusiness company between 2005 and 2023. Data were collected through interviews, historical analysis, and document reviews. The results trace a shift from initial reactive compliance to a more strategic and proactive alignment with complex institutional expectations. Corporate Social Responsibility (CSR) is identified as a pivotal strategy for simultaneously securing legitimacy and fostering innovation, underscoring the dynamic nature of resource prioritization in globally competitive environments. The study contributes to extending RBT's traditional static view to more fluid and evolving institutional settings and offers practical guidance for organizations in emerging markets seeking stronger stakeholder alignment and resilience.