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THE CORPORATE SOCIAL RESPONSIBILITY AND E-LEARNING

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The corporate social responsibility (CSR) has a century long history, and even if there were tones of papers written about, the topic of social responsibility becomes even more attractive to specialists. Regardless the organization type, for profit or not for profit, CSR is a reality and a necessity for every entrepreneur at the actual level of technology, in the Internet era and the world. The CSR concept is revived and in 2012, large universities are tapping into the competitive advantage enabled by the current technologies introducing Massive Open Online Courses (MOOCs). This paper describes the relationship between social responsibility and e-learning in today's changing nature of the educational field. It analyzes the idea which prestigious universities from the U.S., Europe and Australia have recently had, to

offer free online courses for hundreds of thousands of students worldwide. It assesses the social responsibility of such endeavor, and the impact it has on society and education in general.