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Social responsibility is an ethical framework and suggests that an entity, be it an organization or individual, has an obligation to act for the benefit of society at large [citation needed] While the United Nations Millennium Declaration identified principles and treaties on sustainable development, including economic development, social development and environmental protection it continued using three domains: economics, environment and social sustainability. The days when the government was seen as the exclusive social change agent and the absolute macro problem solver are becoming part of the past, as companies are gradually taking a larger role, actively participating in social and community projects under the concept of Corporate Social Responsibility (CSR). Professor T. Ramayah Room 118, Level 1, School of Management, Universiti Sains Malaysia, 11800 Minden, Penang, Malaysia. Tel: 604-653 3888 ext 3889 Fax: 604-657 7448 Email: ramayah@usm.my ramayah@gmail.com