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The Financial Impacts of Corporate Social Responsibility



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Introduction

The modern world has seen large changes in the content of information that businesses disclose to the external domain. Throughout history it has been largely financial, however in recent years there has been a growing trend of businesses publishing information regarding their Corporate Social Responsibility (CSR), as will be discussed. This report will assist in giving some background in to CSR, as well as attempting to establish any evidence of financial impacts of CSR on businesses, through evaluating metrics used within current research. The literature will gain particular focus upon employees and the way in which CSR affects them. The primary research will then further concentrate on environmental CSR and the impact that it has on employee recruitment. An online questionnaire will be the platform in terms of collecting data from employees at a company with high environmental CSR values.

Problem Statement

The definition of CSR itself is highly contested within the research world. The Oxford Handbook of Corporate Social Responsibility comes to the conclusion that although there may be contradicting definitions, “we might at least suggest that at the core of these debates is the subject of the social obligations and impacts of corporations in society” (Crane et al, 2008, p6).

CSR has become the subject of significant debate, theory and research which has continued to grow in recent decades (Carroll and Shabana, 2010). Literature surrounding the subject can be dated back to the 1950s (Crane et al, 2008). A recent growing interest in CSR is largely due to the ever growing publicity surrounding the issues behind it, such as ethical