

Vida skudiene vilte auruskeviciene essay sample

[Experience](#), [Responsibility](#)



1. 1 Citation

Vida Skudiene Vilte Auruskeviciene, (2012),” The contribution of corporate social responsibility to internal employee motivation”, Baltic Journal of Management, Vol. 7 Iss 1 pp. 49 - 67

1. 2 Introduction

This article shows that the positive contribution of CSR to the internal staff. It was found that the reason for encouraging the employees motivation is corporate social responsibility.

1. 3 Aims and Research Methods

In the survey, 274 staff come from the largest company of Lithuania to undertook the CSR events. The research hypotheses were tested using correlation and regression analysis using factor scores from a principal component factor analysis.

1. 4 Scope - Analysis, Findings and Results

The findings of the paper is proposed that external and internal of the corporate social responsibility positively related to the staff motivation. Internal corporate social responsibility is considered to be a more useful correlation to motivate the internal employee than external CSR. For the external CSR, customer related activities showed that internal staff motivation is stronger than local groups and business associates concerning CSR activities. It was found that the relation between the internal staff motivation and business associates related CSR activities is the weakest.

1. 5 Usefulness

Managers could solve the practical problems through using this research, and they could facilitate employee internal motivation by using the areas of corporate social responsibility in order to increasing the interests of the company.

1. 6 Limitation

This article is restricted to one country, so further studies are necessary to be carried out in other countries. The researches conducted during economical recession. For general results of the assessment, it is recommended to do the research again and again in a steady economy circumstance.

1. 7 Critiques and Challenges

The paper of the author pointed out the important relationship between the internal staff motivation and the CSR activities, but the research only have one country and single economic environment, so this view needs more research to confirm. It is difficult to carry out because of the different employees and the relationship is not clearly define.

1. 8 Conclusion

The relationship between corporate social responsibility and internal employee show that there is a positive connect between the corporate social responsibility activities undertake by the loyalty of the company and the employee satisfaction team. Internal CSR was found stronger related to

internal employee motivation than all the external CSR dimensions. The relation was between internal employee motivation and business partners-related CSR activities is weaker. In summary, to undertake the CSR activities towards staff, customers, local groups and trade associates would cause the strengthened staff intrinsic motivation.

1. 9 Reflection

In my opinion the study is limited to one country and one type of the economic, so we must extended in the further research. This study helps managers to mobilize the enthusiasm of the staff, the paper gives that the CSR activities could enhance internal staff motivation.

2. 1 Citation

Francisca van Dijken, (2007), "Corporate social responsibility: market regulation and the evidence", *Managerial Law*, Vol. 49 Iss 4 pp. 141 - 184

2. 2 Introduction

A lot of people have been written the CSR is very important. Small reflection has occurred in the market to achieve effective supervision of the role and behavior change through the analysis of the stock value in this field. This article aims to fill that black.

2. 3 Aims and Research Methods

The Dow Jones sustainability index 90 shares of the United States were selected for company to "the value of corporate social responsibility" of the

samples. The characteristics of these distinct shares was analysis by comparing their income and relative indicators, with the each industry and basis of risk, for six years and ending 30 June 2006 more than ten years. Some tests were carried out to see if samples are included in a value/growth/core/big hat bias.

2. 4 Scope - Analysis, Findings and Results

The results were impressive: the stock from the company and the ' value-driven corporate social responsibility' clear outperform the market and the industry in a period of widespread, with a reasonably low risk.

2. 5 Usefulness

The CSR model explained how the value which was affected in the stock market can be produced by CSR. If this is the case, the markets may turn out to be on the market in the relevant pollution or global warming related external effective tools.

2. 6 Limitation

This type of analysis has several limitation which range from some intrinsic in the Capital Asset Pricing Model, to the truth different cultures could have different definition of CSR.

2. 7 Critiques and Challenges

In my opinion, this type of study has another limitation it didn't answer the questions like that what is first: success or responsibility? In another word,

did the success of these companies contribute to the ways to become “ responsible” or was the truth that these companies were “ responsible” that let them make money and success.

2. 8 Conclusion

Average, the USDJSI significantly outperform their respective indexes for more than five and ten years. In general, they are also beyond their industry peers. This performance does not seem to be directly related to their size or style. The risk adjusted, these stocks current on average abnormal returns, approximately about an average beta . But the current PE is lower than the industry profit rates. This shows that the market might not know the value of CSR.

2. 9 Reflection

As mentioned above, the research aims to stress the significance of CSR through regulations and some reporting requirements. The reflection is mainly on the effective of the market to achieve valid supervision and behavior changes by an analysis of stock values.

3. 1 Citation

Jeremy Galbreath, (2010),” The impact of strategic orientation on corporate social responsibility”, International Journal of Organizational Analysis, Vol. 18 Iss 1 pp. 23 - 40

3. 2 Introduction

By Miles and Snow strategic positioning concept, the aim to the article is to check whether in different levels of prospectors, defenders, analyzers, and reactors of corporate social responsibility (CSR). .

3. 3 Aims and Research Methods

The method includes specially designed measure and let the CEOs known. To investigate differences in corporate social responsibility and policy type, one-way ANOVA analysis and comparison of results.

3. 4 Scope - Analysis, Findings and Results

The results show that the difference between the levels of CSR policy types do exist. Prospectors and defenders showed the level of CSR is higher than the analyzer. It is expected that the reactors reveal the lowest standard of CSR.

3. 5 Usefulness

The value of this paper is to explore, for the first time, if the difference in corporate social responsibility Miles and Snow strategy types exist. The research presents proof of statistics show that indeed there are differences, so as to establish an abundance of research aimed at understanding the influence of the outcome of the strategic positioning of the organization.

3. 6 Limitation

This paper argues that, although the agency seems to be placed on the growing demands of enterprises exhibit socially responsible behavior, not all

businesses are showing the same CSR. How to deal with the shape of their market competitiveness and features how they adjust to the environment or strategic direction seems to explain the different degrees of factors CSR.

3. 7 Critiques and Challenges

The results of this study has limitations. First, the results show that a single solution did not appear. Second, because of the design of the survey instrument and based on previous research findings, the study assumed certain characteristics of strategy types.

3. 8 Conclusion

In short, pressure bearing show CSR of the enterprise. However, some companies choose not to participate in, while others take the initiative to embrace their social responsibilities. Therefore, the theory of the system does not fully explain the differences between companies in CSR. This study shows that differences could be illustrated by strategy types. Prospectors and defenders proved the highest form of CSR, while the lowest level of analyzer and reactor.

3. 9 Reflection

Strategic positioning of the company may be an important demonstration of corporate social responsibility; therefore, understand the different types of intrinsic motivation strategies and features will provide managers a better understanding of the need to more effectively participate in the policy of corporate social responsibility.

4. 1 Citation

Sebastian Arendt Malte Brettel ,(2010), “ Understanding the influence of corporate social responsibility on corporate identity, image, and firm performance”, Management Decision, Vol, 48 Iss 10 pp. 1469-1492

4. 2 Introduction

The journal is mainly to illustrate the important role of CSR in establishing company's reputation corporate identity, image and organizational success by a special study. This study discovers a relationship between corporate image and CSR in precious research and the relationship is difficulty to be tested and applied. The most important thing is that it's the first time to connect CSR and corporate marking issues in the background of mufti-variables.

4. 3 Aims and Research Methods

The purpose of this study is to explore the influences of CSR on images of the identity of the enterprise and enterprise performance in many industries situation and to stand by proof that the influence of corporate social responsibility is different in different backgrounds.

4. 4 Scope - Analysis, Findings and Results

On the basis of the existing research on corporate social responsibility scales, the using dates were collected to tested from a sample. The hypothesis is based on the examination CSR regulation by a group of comparative law.

4. 5 Usefulness

The research makes the community of empirical research abundant on corporate social responsibility and under what conditions is provided is the most effective support for the investigation. This is the first one for the analysis of samples of different companies in this area.

4. 6 Limitation

This study was carried out within a specific area of the European Union, so these results may be extended to other areas or not, such as Asia or the United States. The study of the secondary data did not include stakeholders such as customers and suppliers is not. Instructions by additional data should be further used in the analysis model of stakeholders.

4. 7 Critiques and Challenges

The present research has its limitations, first, other variables should be considered. Second, because the research focuses on the view of stakeholder within company, the next step differences and similarities of CSR effectiveness should be investigated in various stakeholders such as investors and employees.

4. 8 Conclusion

The purpose of this study is to reveal one of the important mechanisms in marketing and corporate social responsibility bright interface. We hope that our research will further promote understanding of the role of corporate social responsibility in the future percent.

4. 9 Reflection

Earlier research has shown that company's efforts have mixed results in corporate social responsibility. This article will trigger about the pursuit of corporate social responsibility, ability, depending on the participants discussed its scale , companies and marketing budgets, and help them establish the correct focus of corporate social responsibility efforts.