

Chapter 1 : Microsoft Corporate Social Responsibility report

Citizenship in Action As active citizens in action, our employees shepherd our corporate mission on a local level by fostering safety and good will in communities, schools, natural environments and businesses around the world.

Cities and towns incorporated municipalities are also treated as citizens of the states in which they are located, but states themselves are not considered citizens for the purpose of diversity. Citizens of a U. Class actions that do not meet the requirement of the Class Action Fairness Act must have complete diversity between class representatives those named in the lawsuit and the defendants. The presence of such a person as a party completely destroys diversity jurisdiction, except for a class action or mass action in which minimal diversity exists with respect to other parties in the case. If the case requires the presence of a party who is from the same state as an opposing party, or a party who is a U. The determination of whether a party is indispensable is made by the court following the guidelines set forth in Rule 19 of the Federal Rules of Civil Procedure. Diversity is determined at the time that the action is filed[edit] Diversity is determined at the time that the action is filed, and on the basis of the residency of the parties at that time. A change in domicile by a party before or after that date is irrelevant. Lewis , the Supreme Court also held that federal jurisdiction predicated on diversity of citizenship can be sustained even if there did not exist complete diversity at the time of removal to federal court, so long as complete diversity exists at the time the district court enters judgment. Corporate citizenship based on principal place of business[edit] Congress never defined exactly what is a "principal place of business. The rationale was that those states were where the business was actually occurring or being transacted. This issue was finally resolved by a unanimous Supreme Court in Hertz Corp. Amount in controversy[edit] The United States Congress has placed an additional barrier to diversity jurisdiction, the amount in controversy requirement. This is a minimum amount of money which the parties must be contesting is owed to them. See the article on federal supplemental subject matter jurisdiction here: The amount specified has been regularly increased over the past two centuries. Domestic relations and probate exceptions[edit] A longstanding judge-made rule holds that federal courts have no jurisdiction over divorce or other domestic relations cases, even if there is diversity of citizenship between the parties and the amount of money in controversy meets the jurisdictional limit. As the Supreme Court has stated, "[t]he whole subject of the domestic relations of husband and wife, parent and child, belongs to the laws of the states, and not to the laws of the United States. State courts have developed expertise in dealing with these matters, and the interest of judicial economy required keeping that litigation in the courts most experienced to handle it. However, federal courts are not limited in their ability to hear tort cases arising out of domestic situations by the doctrine. Diversity jurisdiction is allowed for some litigation that arises under trusts and other estate planning documents, however. Removal jurisdiction If a case is originally filed in a state court, and the requirements for federal jurisdiction are met diversity and amount in controversy, the case involves a federal question, or a supplemental jurisdiction exists , the defendant and only the defendant may remove the case to a federal court. A case cannot be removed to a state court. To remove to a federal court, the defendant must file a notice of removal with both the state court where the case was filed and the federal court to which it will be transferred. The notice of removal must be filed within 30 days of the first removable document. For example, if there is no diversity of citizenship initially, but the non-diverse defendant is subsequently dismissed, the remaining diverse defendant s may remove to a federal court. However, no removal is available after one year of the filing of the complaint. If a defendant later moves to the same state as the plaintiff while the action is pending, the federal court will still have jurisdiction. However, if any defendant is a citizen of the state where the action is first filed, diversity does not exist. If a plaintiff or a co-defendant opposes removal, he may request a remand , asking the federal court to send the case back to the state court. A remand is rarely granted if the diversity and amount in controversy requirements are met. A remand may be granted, however, if a non-diverse party joins the action, or if the parties settle some claims among them, leaving the amount in controversy below the requisite amount. Tompkins that the law to be applied in a diversity case would be the law of whatever state in which the action was filed. This decision overturned precedents that had held that

federal courts could create a general federal common law , instead of applying the law of the forum state. This decision was an interpretation of the word "laws" in 28 U. Under the Rules of Decision Act, the laws of the several states, except where the constitution or treaties of the United States or Acts of Congress otherwise require or provide, shall be regarded as rules of decision in civil actions in the courts of the United States, in cases where they apply. Federal courts do adjudicate "common law" of federal statutes and regulations. The REA delegates the legislative authority to the Supreme Court to ratify rules of practice and procedure and rules of evidence for federal courts. Thus, it is not Erie, but the REA, which created the distinction between substantive and procedural law. Thus, while state substantive law is applied, the Federal Rules of Civil Procedure and the Federal Rules of Evidence still govern the "procedural" matters in a diversity action, as clarified in *Gasperini v. Center for Humanities* The REA, 28 U. Therefore, a federal court may still apply the "procedural" rules of the state of the initial filing, if the federal law would "abridge, enlarge, or modify" a substantive right provided for under the law of the state.

Chapter 2 : Corporate Citizenship

It aims to discuss the key topics impacting Sanofi and work with stakeholders on concrete action. This committee is made up of around forty people representing the Company's different external stakeholders (NGOs, patients' associations, official bodies, healthcare professionals, researchers, business and finance professionals, trade unions, the media).

Many companies produce externally audited annual reports that cover Sustainable Development and CSR issues "Triple Bottom Line Reports" , but the reports vary widely in format, style, and evaluation methodology even within the same industry. In South Africa, as of June , all companies listed on the Johannesburg Stock Exchange JSE were required to produce an integrated report in place of an annual financial report and sustainability report. This requirement was implemented in the absence of formal or legal standards. One of the reputable institutions that capital markets turn to for credible sustainability reports is the Carbon Disclosure Project , or CDP. Due to an increased awareness of the need for CSR, many industries have their own verification resources. The United Nations also provides frameworks not only for verification, but for reporting of human rights violations in corporate supply chains. Ethics training[edit] The rise of ethics training inside corporations, some of it required by government regulation, has helped CSR to spread. The aim of such training is to help employees make ethical decisions when the answers are unclear. Organizations see increased employee loyalty and pride in the organization. This can include raising money for local charities, providing volunteers, sponsoring local events, employing local workers, supporting local economic growth, engaging in fair trade practices, etc. Companies that ethically market to consumers are placing a higher value on their customers and respecting them as people who are ends in themselves. They do not try to manipulate or falsely advertise to potential consumers. This is important for companies that want to be viewed as ethical. Social license to operate[edit] Social License to Operate can be determined as a contractual grounds for the legitimacy of activities and projects company is involved in. Unless a company earns and maintains that license social license holders may intend to block project developments; employees may leave the company for a company that is a better corporate citizen: Based on the Requisite Organization research of Dr. Elliott Jaques to achieve this goal a company needs to: Identify the business strategy and business objectives Identify the social license holders employees of a company, labour unions, local and national governments, communities, activist groups, etc. Develop the Social License Development Strategy to remove the negative factors and ensure positive intention of all the social license holders to support all the business objectives of the company. Perform ongoing monitoring and quantitative measurement of changes in the Social License to Operate of the company Potential business benefits[edit] A large body of literature exhorts business to adopt non-financial measures of success e. The business case for CSR [79] within a company employs one or more of these arguments: Triple bottom line[edit] "People, planet and profit", also known as the triple bottom line, form one way to evaluate CSR. Profit is the economic value created by the organization after deducting the cost of all inputs, including the cost of the capital unlike accounting definitions of profit. Another criticism is about the absence of a standard auditing procedure. CSR can also help improve the perception of a company among its staff, particularly when staff can become involved through payroll giving , fundraising activities or community volunteering. CSR has been credited with encouraging customer orientation among customer-facing employees. Several executives suggest that employees are their most valuable asset and that the ability to retain them leads to organization success. Socially responsible activities promote fairness, which in turn generate lower employee turnover. On the other hand, if an irresponsible behavior is demonstrated by a firm, employees may view this behavior as negative. Proponents argue that treating employees well with competitive pay and good benefits is seen as a socially responsible behavior and therefore reduces employee turnover. This interest is driven particularly by the realization that a positive work environment can result in desirable outcomes such as more favorable job attitudes and increased work performance. The authors noted that while developing and implementing a CSR strategy represents a unique opportunity to benefit the company. As a result, employees tend to discard employers with a bad reputation. Reputations that take

decades to build up can be ruined in hours through corruption scandals or environmental accidents. CSR can limit these risks. These initiatives serve as a potential differentiator because they not only add value to the company, but also to the products or services. Proponents assert that Whole Foods has been able to work with its suppliers to improve animal treatment and quality of meat offered in their stores. They also promote local agricultures in over 2, independent farms to maintain their line of sustainable organic produce. In fact, they are pleased buying organic products that come from sustainable practices. This is characterized as the "soul" of a company, expressing the social and environmental priorities of the founders. The authors assert that companies engage in CSR because they are an integral part of the society. This program provides critical school readiness resources to underserved communities where PNC operates. Some of the examples mentioned include sustainability initiatives to reduce resource use, waste, and emission that could potentially reduce costs. It also calls for investing in employee work conditions such as health care and education which may enhance productivity and retention. Unlike philanthropic giving, which is evaluated by its social and environmental return, initiatives in the second theater are predicted to improve the corporate bottom line with social value. Bimbo , the largest bakery in Mexico , is an excellent example of this theater. The company strives to meet social welfare needs. It offers free educational service to help employees complete high school. Bimbo also provides supplementary medical care and financial assistance to close gaps in the government health coverage. Basically, companies create new forms of business to address social or environmental challenges that will lead to financial returns in the long run. The authors describe that the company hires women in villages and provides them with micro-finance loans to sell soaps, oils, detergents, and other products door-to-door. This research indicates that more than 65, women entrepreneurs are doubling their incomes while increasing rural access and hygiene in Indian villages. As a consequence, the company wants to introduce a new model to collect and recycle old furniture. A CSR program can persuade governments and the public that a company takes health and safety , diversity and the environment seriously, reducing the likelihood that company practices will be closely monitored. This section does not cite any sources. Please help improve this section by adding citations to reliable sources. Unsourced material may be challenged and removed. February Learn how and when to remove this template message Appropriate CSR programs can increase the attractiveness of supplier firms to potential customer corporations. Criticisms and concerns[edit] CSR concerns include its relationship to the purpose of business and the motives for engaging in it.

Chapter 3 : Corporate Citizenship in Action - New-Tech Packaging

CHESTNUT HILL, Mass., Feb. 22 /CSRwire/ - Hollywood has its Oscars but for the screen gems of the world of corporate citizenship the ultimate experience is participation in the Boston College Center for Corporate Citizenship's Film Festival. For the second year, the Boston College Center will.

Andreas Georg Scherer Language: Edward Elgar Publishing Format Available: Want to know what's buzzing with corporate citizenship? This book shows why global corporate citizenship has been called the topic of the decade and why it matters to each of us, no matter where we live. It explains in plain English the major issues and ideas percolating in current research on the topic. Trust what you discover in the book. The list of contributors to Handbook of Research on Global Corporate Citizenship reads like a Who's Who of corporate citizenship research. Thomas Donaldson, University of Pennsylvania, US This is a unique and eclectic set of essays on a vitally important but often neglected topic. The editors are to be congratulated in assembling a distinguished group of scholars, who carefully and expertly guide the reader through the various facets of global corporate citizenship. This is a must read for anyone interested in the social ramifications of the globalization of business activity. Then note the hopes and fears that this fact inspired the potential to harness the profit motive to social needs, but the fear that the profit motive can just as easily wreak havoc. And finally, bring together some leading scholars from around the world to discuss the matter and the result is a hugely impressive collection of essays on one of the burning issues of our time. This volume is definitive the necessary starting point for future debate. Adler, University of Southern California, US This volume provides an extensive and comprehensive overview of current research and theory about why and how corporations should play a more active role in fulfilling their global citizenship obligations and responsibilities. Its contributors include many of the most important and influential scholars in the field of corporate social responsibility from both Europe and the US. An important strength of this volume is the diversity and breadth of the dimensions of corporate citizenship that it explores in depth. This volume provides an important resource to scholars, managers, and activists interested in promoting corporate citizenship. David Vogel, University of California, Berkeley, US The Handbook of Research on Global Corporate Citizenship identifies and fosters key interdisciplinary research on corporate citizenship and provides a framework for further academic debate on corporate responsibility in a global society. This exciting and important Handbook provides a unique forum to discuss the consequences of the social and political mandate of business firms and examines the implications of these consequences for the theory of the firm. Leading academics have been invited from various disciplines such as management studies, economics, sociology, legal studies and political science to evaluate the concept of corporate citizenship and to analyze the role of private business in global governance and the production of global public goods. The Handbook is structured in seven sections: This Handbook will be a significant read for academics, postgraduate students and managers interested in the field of corporate citizenship, regulation and corporate responsibility across the social sciences.

Chapter 4 : Global Citizenship | Dow

The corporate citizenship of the Schaeffler Group follows the mission statement "In the region - for the region." The company thus considers itself to be responsible for fostering social well-being beyond its core business, especially in the areas around Schaeffler sites.

The concept of corporate social responsibility, that businesses should both self-regulate and benefit their communities, goes back to before the 1800s. Shortly thereafter, in 1886, the Supreme Court ruling that corporations were legal persons citizens protected by the Constitution negated that right. So if being a good corporate citizen is voluntary, and presumably costly, why would any corporation choose to do so? The answer is a fairly simple one: And it is paying off. But how are they doing it? How are they benefiting? And how can you follow their leads? Just look at these three great examples of corporate social responsibility. For example, Google Green is a corporate effort to use resources efficiently and support renewable power. But recycling and turning off the lights does more for Google than lower costs. Investments in these efforts have real-world effects on the bottom line. Google has seen an overall drop in power requirements for their data centers by an average of 50 percent. These savings can then be redirected to other areas of the business or to investors. Installing energy-efficient lights, allowing telecommuting, and recycling will not only improve your world, it will result in quantifiable cost savings that you can see in the bottom line. Xerox The printing giant offers many programs supporting corporate social responsibility. Their Community Involvement Program encourages it by directly involving employees. Since 1990, more than half a million Xerox employees have participated in the program. The return for Xerox comes not only in community recognition, but also in the commitment employees feel when causes they care for are supported by their employers. By incorporating a limited number of billable hours per year for volunteer efforts, you will enjoy the dual effects of helping your community as well as increasing your employee morale and therefore productivity. Perhaps organizing large group activities for charities such as Habitat for Humanity can bring your group together, and you can spread your name with inexpensive event T-shirts. Sure, mega-corporations can have volunteer programs or philanthropic arms that focus on big-picture issues, but that seems so highbrow. If that is how you think, then take a look at Target. While many shoppers may think of it as just another big-box retailer, Target is more than just a place to buy tires and milk, they are a prime example of corporate social responsibility. Since 1999, Target has been committing more and more effort and assets toward local and environmental support for the communities in which they have stores. By supporting any good cause in your community, you provide two important factors that pay dividends. You have employees who are proud to work for you and clients who are proud to be associated with you. The financial return of either can be many orders of magnitude. Bring These CSR Examples Home Many of these programs, such as allotted time for volunteer work and community donations which Autodesk does with its Autodesk Foundation can begin as small-scale efforts. The cost to the bottom line will quickly be reimbursed when you see your socially active employees producing more and your supported community engaging with your firm. The bonus is that they will get so much in return.

Chapter 5 : Holdings : Corporate citizenship in action : | York University Libraries

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This can range from engaging in nonprofit causes, to bettering the community, or creating stronger connections between employees. It is created to make employees, and employers, feel more connected with society. However, not all companies can take the same approach at CSR. It is important for industries to know their niche and what their employees want. Below are 5 different companies that show great examples of CSR in action. Examples of Corporate Social Responsibility: BMW has set the bar high with a goal of helping over one million people by They have saved over one billion liters of water and hope to better improve their manufacturing process by They have done this by engaging in an innovative way to give back. Instead of giving out prizes to survey takers, SurveyMonkey donates 50 cents for every survey completed. This donation goes to the survey takers charity of choice. They focus on bettering society as a whole, thus giving the company a good reputation. Starbucks aims at creating a product that is not only beneficial to its customers, but also to the environment. With the start of the C. What separates Starbucks from its competitors is that they focus on society before themselves. Giving back to the community is a great factor to why the brand is so well known. At the same time they have kept true to themselves the value of connecting the company with its employees. They have donated over two million dollars to multiple organization it the hopes to have a positive impact on society. In the examples above we have seen how different companies take different approaches. Some give back to the community, some give back to their employees, and some do both. Overall, having a solid giving program is key to not only helping the reputation of your company, but to also make employees love where they work. Interested in discovering how to create a great CSR program through Volunteering?

Chapter 6 : Diversity jurisdiction - Wikipedia

Corporate citizenship involves the social responsibility of businesses, and the extent to which they meet legal, ethical and economic responsibilities, as established by shareholders. Corporate.

Corporate citizenship includes a variety of activities ranging from cash or gift donations to volunteering programs to socially responsible products and services. While the debate about the benefits of socially responsible activities and corporate citizenship continues, the question remains, to what extent does "doing good" really matter? It focuses on the relationship between employee engagement and three categories of externally focused corporate citizenship: A group of corporate employees were asked a series of questions to determine whether a relationship between their engagement level at work and the three categories of corporate citizenship existed. The results indicate that the extent to which organizations are "doing good" for their communities and the world does matter to employees. Organizations that offer corporate citizenship programs do indeed benefit from significantly more engaged employees. In addition, the more committed an organization is to breadth and depth of their corporate citizenship programming and the more hands on employees can be, the higher their engagement scores. Introduction Many organizations are facing the challenge of successfully motivating, engaging and retaining a talented pool of workers. Corporate citizenship is one lever that organizations can utilize to address this challenge. What is Corporate Citizenship? Due to its voluntary nature, organizations engage in many different types of corporate citizenship from making philanthropic donations to establishing volunteer programs with non-profit organizations to preserving environmental resources to using core competencies to create products or services that help solve social issues. This article focuses on three categories of externally focused corporate citizenship: Such activities may include but are not limited to cash donations, event sponsorship, grant making and employee charitable donation matching programs. Opportunities for employees to get involved in leveraging the core competencies of the organization to create business value and positive social change. This can be achieved many ways, including creating access to more socially responsible products and services or lowering costs Saul, Some additional examples include: Decreasing the environmental impacts of the company through reuse and recycling or green technologies. Creating or re-designing a product, service or process that has an increased benefit for society. For example, an employee may come up with the idea to open up an office in a neighborhood with high unemployment or decrease the amount of sodium in processed foods. For example, an employee could figure out how to increase the amount of recycled materials used in a process How Does Corporate Citizenship impact Employee Engagement? Engaged employees are fully involved in, enthusiastic about and committed to acting in a way that benefits their organization. Research has found that engagement boosts operating income, increases employee productivity, lowers turnover risk, provides a greater ability to attract top talent and leads to higher total returns Irvine, Accordingly, some organizations are making long-term commitments to corporate citizenship as part of their pledge to increase employee engagement. More corporations will support their communities via employee volunteer programs instead of just writing checks during tough economic times McPherson, Thus, the relationship between employee engagement and corporate citizenship is an increasingly important topic for organizations. There is evidence to suggest that employee engagement relates positively with externally focused discretionary citizenship or voluntary activities targeted toward benefiting society Lin, ; Rego et al. As such, being able to further understand and leverage the value employees place on organizations that benefit the world is becoming more critical. Businesses can no longer operate solely for the benefit of owners or shareholders; younger generations of employees want organizations to do good for the world Knight, This article looks at corporate citizenship as one potential lever to influence employee engagement and asks: Is there a relationship between externally focused corporate citizenship and employee engagement? Which of the following three categories of corporate citizenship philanthropy, community involvement or social innovation has the strongest link to employee engagement? Organizational leaders, HR and OD professionals and individuals interested in corporate citizenship and or employee engagement will benefit from this article. It will be of interest to organizations,

both those with existing external corporate citizenship programs as well as organizations that are in the planning phases, that view corporate citizenship as a critical topic and business strategy. By better understanding the value that employees place on external discretionary citizenship, organizations can provide activities that create the most meaning for employees and lead to increased engagement.

Study Design This study aimed to find out more about how corporate citizenship focused externally on society and the environment impacts employee engagement. In order to be eligible to participate, individuals had to be currently employed by a for profit organization or corporation. A self-administered online survey was used to collect responses from employees working at corporations through e-mail and various social media tools. The online survey made it possible to reach a large number of individuals who could complete the survey at their convenience. The survey consisted of both existing validated measures and custom ones. The dependent variable, employee engagement, was measured using a customized 5-question validated assessment from the Denison Organizational Culture Survey.

Analysis This study produced valid responses from employees working at for profit organizations. The study did not set out to find differences by demographic categories and in many cases the sample sizes would not allow meaningful differences to be detected. Still, it is important to note that no significant differences by gender, generation, region, or industry were found. The study sample consisted of the following:

T-tests were used to determine whether a significant relationship between employee engagement scores existed between organizations that offered corporate citizenship and those that did not. Additionally, t-tests were used to determine if engagement scores were correlated with employee participation in corporate citizenship activities within the last year. ANOVA was used to better understand how the extent of an organizations corporate citizenship programming measured by organizations that offer zero, one, two or three categories of corporate citizenship impacted engagement scores. ANOVA was also used to evaluate the relationship between the degree of employee participation in corporate citizenship programming and engagement scores. Mean scores were used determine the perceived importance of individual corporate citizenship initiative as well as what initiatives organizations are currently offering. When an organization offers corporate citizenship activities, the engagement level of its employees is higher. The more dedicated an organization is about its corporate citizenship programming the more philanthropic, community involvement and social innovation opportunities it tends to offer. As such, organizations should strive to create comprehensive corporate citizenship programming by offering various philanthropic, community involvement and social innovation opportunities.

Employee Involvement The more available, hands on and integrated corporate citizenship is in an organization the more it will positively impact employee engagement scores. Accordingly, when designing corporate citizenship programs, the more opportunities that organizations can provide for employees to get involved in various capacities the higher engagement scores will be. Accordingly, organizations should focus on providing more opportunities for employees to get involved with corporate citizenship.

What is Important to Employees? By better understanding the value that employees place on specific corporate citizenship initiatives, organizations can provide opportunities that create the most meaning for employees. Whether an organization is adding to their existing corporate citizenship programming or is starting from scratch, they can benefit from learning what is important to employees.

What Do Organizations Currently Offer? As corporate citizenship continues to grow, it is beneficial to gain a better understanding of the types of initiatives that are currently being offered by organizations. Respondents reported that energy efficiency initiatives are offered at out of of the organizations they work for; making it the most commonly offered activity. Interestingly, energy efficiency is also most important to employees. Accordingly, there is an opportunity for organizations already offering energy efficiency initiatives to expand their current programming and other organizations to begin offering energy efficiency initiatives if they are not already doing so. Get creative, where possible consider how to get employee input and design initiatives that provide opportunities for employees to get involved. There are other areas where what matters to employees does not line up with what organizations are offering. Organizations should provide more opportunities for their employees to get involved in social business innovation, employee contribution matching programs and ongoing volunteering opportunities since these were activities that employees reported as being important to them. Finally, corporate citizenship is an evolving topic with no

agreed upon definitions or categories. As such, the terminology and definitions used vary across organizations and industries. Recommendations Corporate citizenship is becoming an increasingly important topic in the media and within organizations. While this article shows that corporate citizenship is a powerful lever that organizations can use to increase employee engagement scores, there are a variety of other reasons organizations should participate in corporate citizenship. In addition, studies on prospective employees found that corporate citizenship is perceived positively by the public and results in a good reputation which in turn helps the organization attract better talent Turker, Finally, many organizations participate in corporate citizenship simply because they can and it is a "good thing to do. Accordingly, it is important for organizations to consider their employees as a key stakeholder when they design their external corporate citizenship programming. While past studies have focused on external stakeholders, evidence suggests that externally focused corporate citizenship has a positive impact on employee engagement Lin, ; Rego et al. This article provides further insight into how employee engagement scores are impacted by corporate citizenship programming. There are three key implications for corporate citizenship programming: Employee engagement scores are higher in organizations that offer corporate citizenship programming versus those organizations that do not. The more committed an organization is to creating comprehensive corporate citizenship programming consisting of initiatives in the categories of philanthropy, community involvement and social innovation, the higher the employee engagement scores are. In addition, the more involved an employee is in philanthropy, community involvement and social innovation versus only one or two categories , the higher their engagement scores. The insights of this article are beneficial to individuals and organizations, those with existing programs and those in the planning phases, that view corporate citizenship and employee engagement as topics critical to a successful business strategy. By better understanding the value that employees place on externally focused corporate citizenship, organizations can provide opportunities that create the most meaning for employees and thus lead to higher engagement scores. Organizational Leaders Organizational leaders should utilize the key findings of this study to increase employee engagement scores. Highly engaged employees are twice as likely to be top performers, miss fewer days of work and are likely to stay with the organization longer Irvine, This article shows that corporate citizenship leads to higher engagement scores. Moreover, engagement scores will increase when organizations offer comprehensive programming that employees can get involved in personally. As such, organizational leaders and HR leaders who want to increase engagement scores should look to corporate citizenship as a powerful lever. They should begin by considering their employees as a key stakeholder when designing, evaluating or making additional investments to their corporate citizenship strategy and programming. In addition, they should look for opportunities to expand the breadth and depth of programming while providing valuable opportunities for as many employees as possible to get involved. The final step is to ensure that the corporate citizenship programming is effectively communicated across the organization because higher participation rates lead to a more engaged workforce. Individuals Corporate citizenship opportunities often begin with someone who has an idea and puts it into action. Another employee may decide that printing single sided is an inefficient use of resources and speak with the operations department about changing the printer default setting around the office to double sided. The possibilities are unlimited. Individuals or employees reading this article should think about the areas of corporate citizenship that they are interested in and inspired to get involved in. Then they should reach out to the person or department responsible for corporate citizenship at their organization to get more involved. Additionally, when looking for a new job, potential employees should expand the criteria they use to select an organization. In addition to the job description, salary, health benefits, etc. These actions will begin to hold organizational leaders and their organizations accountable for the social responsibility they have to their community and the world. Future Research This study looked across a variety of industries and organizations and showed a significant relationship between corporate citizenship and employee engagement. However, it was not possible to determine which corporate citizenship activities had the strongest relationship to engagement.

DOWNLOAD PDF CORPORATE CITIZENSHIP IN ACTION

Corporate Citizenship Singapore held our latest Knowledge Series breakfast briefing to discuss the current state of corporate action on the Sustainable Development Goals (SDGs), where we heard from Sembcorp Industries, who shared how it had approached the making the agenda meaningful for the business.

Chapter 8 : corporate citizenship in action | Download eBook pdf, epub, tuebl, mobi

Corporate social responsibility (CSR, also called corporate sustainability, sustainable business, corporate conscience, corporate citizenship or responsible business) is a type of international private business self-regulation.

Chapter 9 : 5 Examples of Corporate Social Responsibility in Companies | Involve

Corporate Social Responsibility, or CSR for short, is the idea that a company should be socially involved with the environment around itself. This can range from engaging in nonprofit causes, to bettering the community, or creating stronger connections between employees.