



Corporate Social Responsibility: What is it, and Why Does it Matter?

Andrew Currey

The University of Tennessee: Haslam College of Business



Abstract

In an increasingly competitive business environment, employers are also competing to attract the right talent. Many of these employers are also promoting their company's corporate social responsibility (CSR) efforts and achievements. This study sought to understand if such efforts affected their ability to attract young talent. Gaining an understanding of what job attributes are most important to graduating college students and how CSR impacts their decisions to work for a particular company is important for recruiters in attracting the right talent. To achieve this understanding and insight, I used a quasi-experimental survey methodology to conduct my research. Survey participants were randomly given a hypothetical job offer scenario with varying CSR and salary dimensions. My survey was distributed to undergraduate business students. Results from the survey suggest that CSR does, in fact, influence job offer acceptance decisions. There was a higher mean score for the likelihood of accepting a job offer from a company that demonstrated a commitment to CSR despite a lower salary offering compared to a job offer with little indication of CSR and a higher salary offering.

CSR Today

CSR is most commonly defined as:

"A concept whereby companies integrate social and environmental concerns in their business operations and in their interaction with their stakeholders on a voluntary basis."



Survey Distribution

- Quasi-experimental Survey Method, using four scenarios in which salary and CSR vary in each scenario (Low-High)
- Target Group: College Students who are currently or recently have been in the job market
- Focus on undergraduate business students.
- Total Responses (99)
 - 41 male
 - 56 female
 - 2 undisclosed
- Previous Work Experience
 - 75 Yes
 - 22 No
 - 2 undisclosed
- Accepted Post-Graduation Job Offer
 - 28 Yes
 - 69 No
 - 2 undisclosed

References

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Contact

Andrew Currey
(901) 603-3598
acurrey9@vols.utk.edu

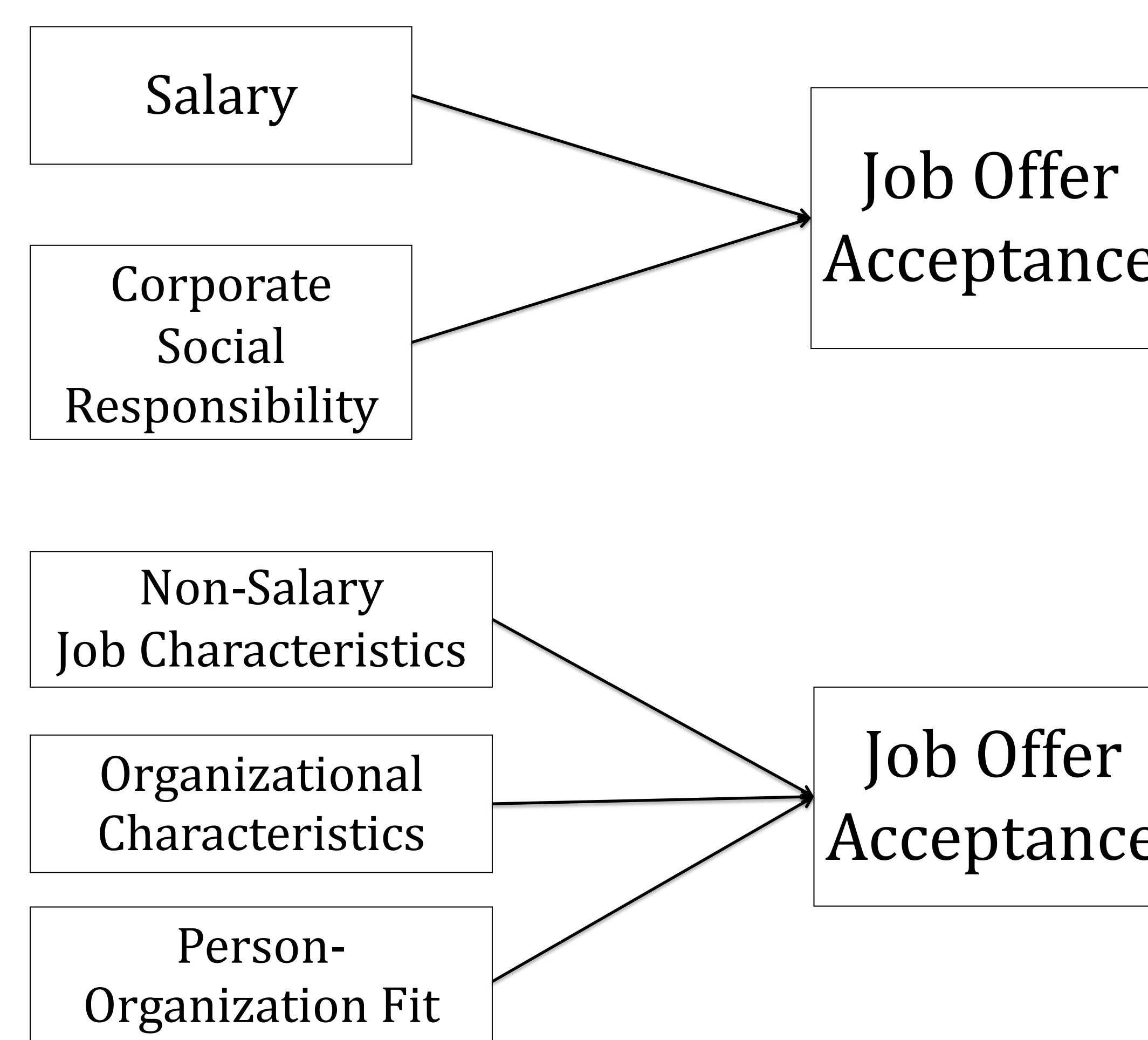
Introduction

The current research seeks to understand the factors that go into a job-seeker's decision to accept a job upon graduation. In particular, issues of organizational culture and an individual's fit with that organization are examined, while controlling for salary and CSR factors.

Organizational Culture and Fit:

One of the difficulties faced by researchers in the human resources profession is quantifying intangible characteristics and traits. The Organizational Culture Profile (OCP) that was developed in 1990 by two college professors addresses this issue. The OCP item set consists of 54 attributes that help determine person-organization fit.

Model



Results

Salary/CSR	Factor Analysis	
High Salary Low CSR	Low Salary Low CSR	High Salary High CSR
<div>Salary</div> <div>Corporate Social Responsibility</div> <div>4.29 avg</div>	<div>Non-Salary Job Characteristics</div> <div>0.027 sig</div> <div>2.97 avg</div>	<div>Person-Organization Fit</div> <div>0.092 sig</div> <div>6.04 avg</div>
Low Salary High CSR	Low Salary High CSR	High Salary Low CSR
<div>Salary</div> <div>Corporate Social Responsibility</div> <div>4.81 avg</div>	<div>Non-Salary Job Characteristics</div> <div>0.098 sig</div> <div>4.81 avg</div>	<div>Non-Salary Job Characteristics</div> <div>Organizational Characteristics</div> <div>Person-Organization Fit</div> <div>4.29 avg</div> <div>NO sig</div>