

International Factors Impacting Corporate Social Responsibility at STEM Organizations

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Corporate Social Responsibility (CSR) has gained significant attention over the past decade and continues to grow as a rising global effort in STEM organizations across multiple industries. Many countries have a longstanding history of practicing CSR and have adopted or adapted the Western model of corporate volunteerism. However, little research has been conducted to determine cultural factors that impact this practice such as volunteer motivation, satisfaction, and project types. This study explores the CSR efforts of, Eli Lilly and Company (Lilly), whose annual day of service provides employees across the globe the opportunity to serve various organizations and their communities through diverse projects. This research aims to determine the influence of culture dimensions and societal norms on multiple aspects of Lilly's volunteer efforts such as the acceptance of the practice and perspectives of volunteers.