



Building CSR and Ethical Values into Organizational Culture

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From Concept to Movement

Corporate Social Responsibility, or CSR, and ethical practices have evolved from a nice-to-have element to a business imperative for organizations today.

Legal and regulatory compliance continue to be a critical focus, but have now become the minimum expectation of all stakeholders, from investors to workers to the community. Ethical behaviors, transparency, and decisions and actions that benefit the greater good are also a focus – the bar has been significantly raised.

Walking the principles of CSR and ethics must be a deliberate effort to be socially responsible and leverage resources in a manner that helps all stakeholders, especially the disadvantaged and those in needs, subsequently raising up society to a higher level.

Future Research Directions

There continues to be a need for research exploring the extent to which organizations consider CSR strategies around pressing social justice, humanitarian and environmental issues, both domestically and globally.

Additionally, further research regarding the benefits of a well-supported CSR strategy on the workforce would be valuable in terms of better understanding the impact of working for an organization fully committed and engaged in CSR on job satisfaction, engagement, performance, and retention.



Key Findings in CSR/Ethics Research

Organizations are responsible for their decisions and actions now more than ever before. CSR should not be perceived as a drain to an organization, but rather:

- a means for increased customer retention
- a conduit for an engaged workforce
- a facilitator of innovation and learning
- a unique differentiator that distinguishes the organization from its competitors
- an opportunity to enhance organizational brand and reputation across all stakeholder groups

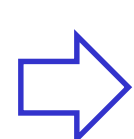
Why does this matter?

According to the Better Business Journey, 88% of consumers responded in a survey that they would be more likely to buy from a company that supports and engages in activities to improve society.

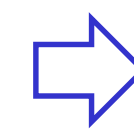
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Organizational Culture



CSR & Ethics



Value Practices