

# Online Displays of Corporate Social Responsibility:

The Impact of Individual & Website Design Factors on Recruitment Outcomes

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# ● Corporate Social Responsibility

○ Umbrella term which refers to a business entity's attention to and fulfillment of responsibilities at various levels:



## **Philanthropic**

Contributes resources to the community; improves quality of life



## **Environmental**

Encourages employees to conserve energy and resources



## **Economic**

Profitable – the foundation of all other forms of CSR



## **Legal**

Obeys requirements placed on organization by the law

## ● Research Questions

- 1. What type of CSR content, when presented online, will have the strongest positive impact on an organization's image and recruitment effectiveness?
- 2. Is there a benefit to communicating CSR information via SNSs in addition to the traditional corporate website?

## ● Methodological Design

- 2 x 5 Factorial (Online Medium x CSR Type)

	No CSR (Control)	Philanthropic CSR	Environmental CSR	Economic CSR	Legal CSR
Website (WS)					
FB and WS					

- Sample: 400 Amazon mTurk workers
  - 40 workers per condition
  - Based on power analysis ( $f = .25$ ,  $\alpha = .05$ ,  $\beta = .10$ )

## ● Predictor & Outcome Breakdown

### Outcome variables were created to assess:

- Overall perception of CSR
- Overall organizational attractiveness
  - Job pursuit intentions
  - General attractiveness
  - Perceived prestige

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### **Example Question** - *Intentions to Pursue*

- “If this company invited me for a job interview, I would go.”



# Results

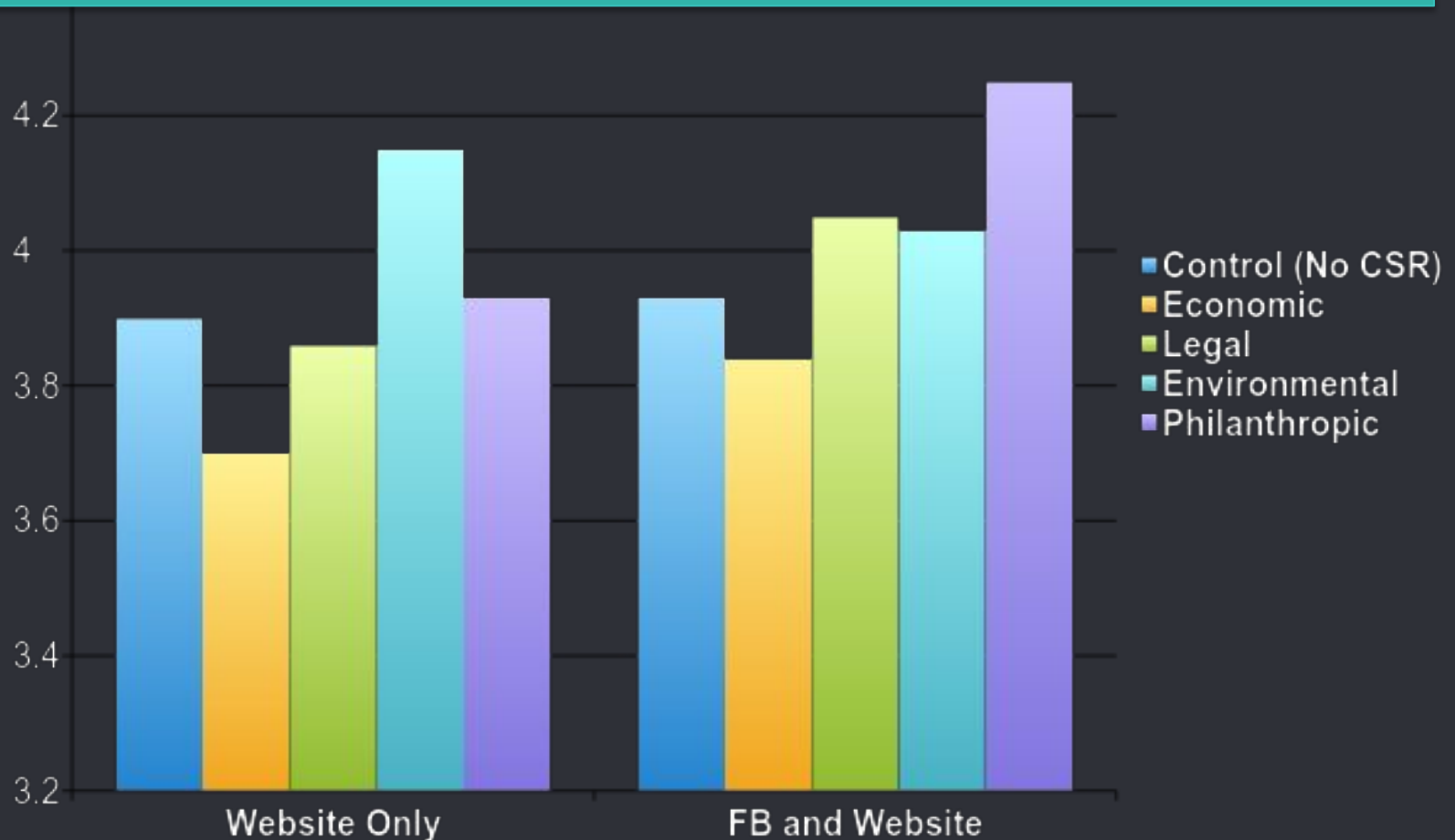
- Means: CSR & Org Attractiveness by Medium

Perceived CSR, but not org attractiveness, was significantly greater for those who viewed both FB and web pages rather than just web pages



## ● Means: Org Attractiveness by CSR Type

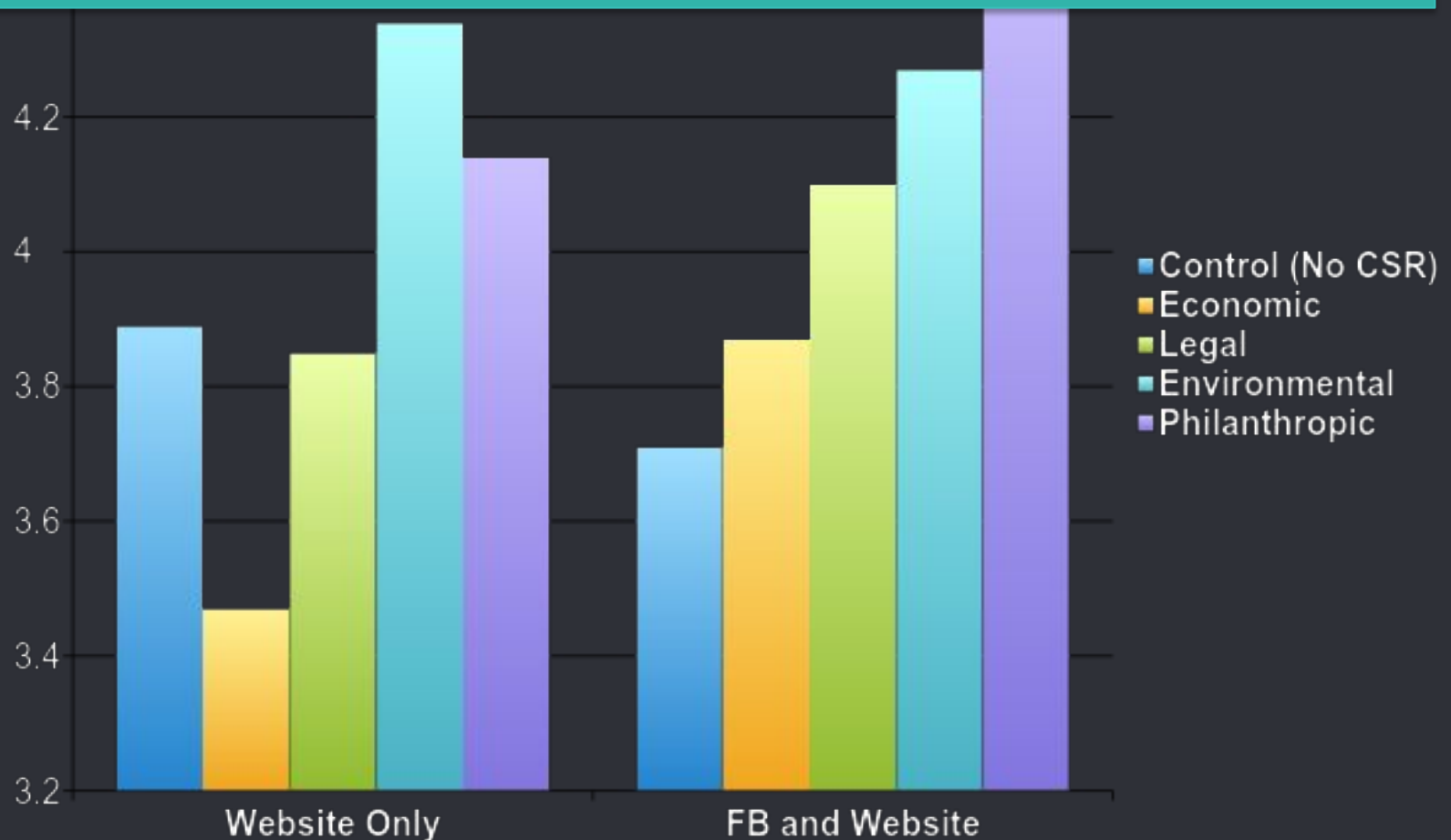
There were no significant differences in org attractiveness based on CSR type for those in the FB and website, or website-only, conditions



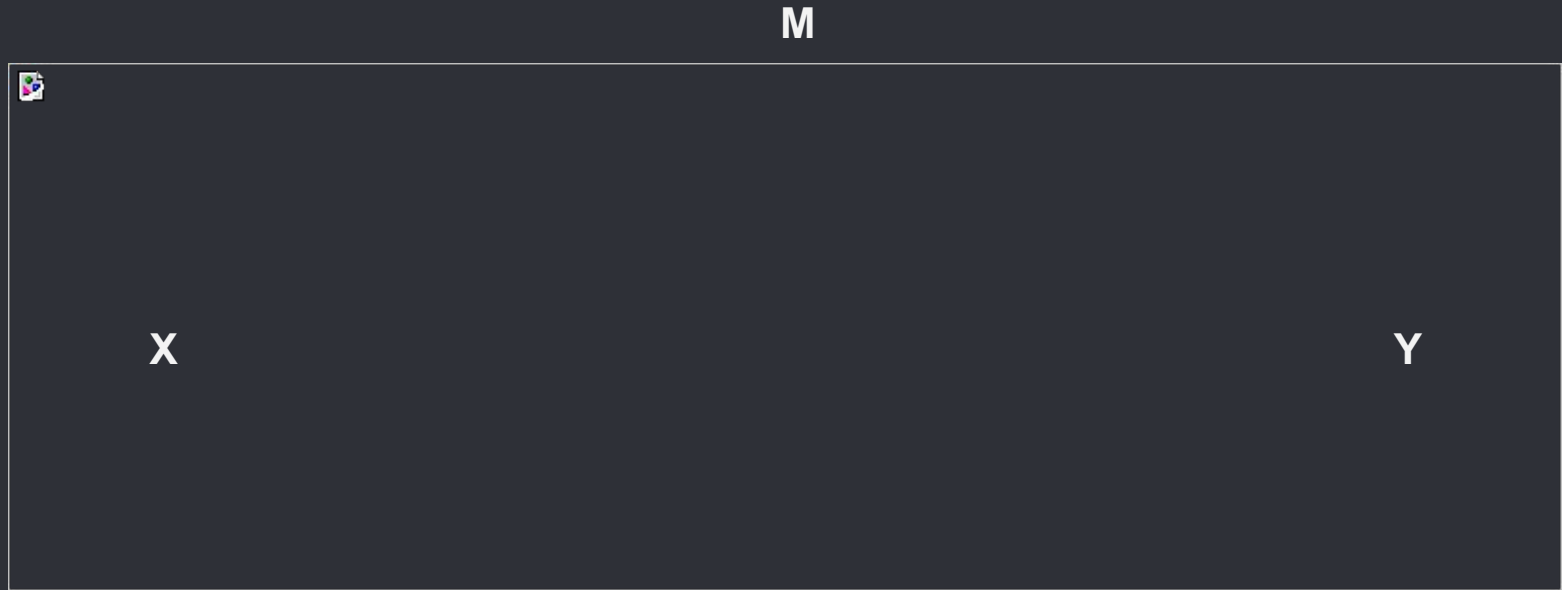


## ● Means: Perceived CSR by CSR Type

**Perceived CSR varied significantly by CSR type** for individuals in the FB and website, and website-only, conditions



- Results - FB + WS by CSR Type



*CSR Type Presented  
(Reference = Control)*

*Direct Effects*



*Effects of X on M*



*Indirect Effects*



Philanthropic	$b = -.17$	$b = .82^*$	$b = .49^*$
Economic	$b = -.18$	$b = .16$	$b = .09$
Environmental	$b = -.24$	$b = .57^*$	$b = .34^*$
Legal	$b = -.11$	$b = .34^*$	$b = .30^*$

## ● Discussion

1. What type of CSR content, when presented online, will have the strongest positive impact on an organization's image and recruitment effectiveness?
2. Is there a benefit to communicating CSR information via SNSs in addition to the traditional corporate website?

	Philanthropic CSR	Economic CSR	Environmental CSR	Legal CSR
Website (WS)	$b = .15$	$b = -.29^*$	$b = .30^*$	$b = -.04$
FB and WS	$b = .49^*$	$b = .09$	$b = .34^*$	$b = .30^*$



Thank you!