Designing a method for integrating Corporate Social Responsibility into the organizational and ICT dimensions

Guest Lecture Method Engineering

Audrey Sie | 21 – 02 – 2019

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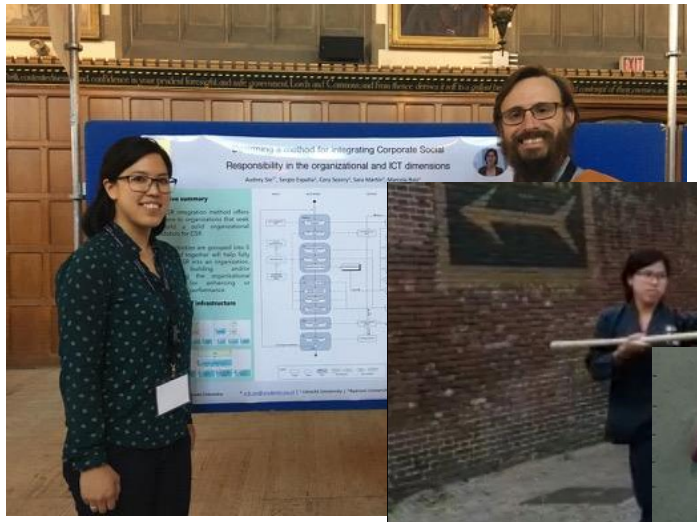
Today’s agenda

- Introduction Audrey
- Introduction thesis topic
- Engineering the method
- Method validation
- Conclusion
- Brain tickler

Introduction Audrey



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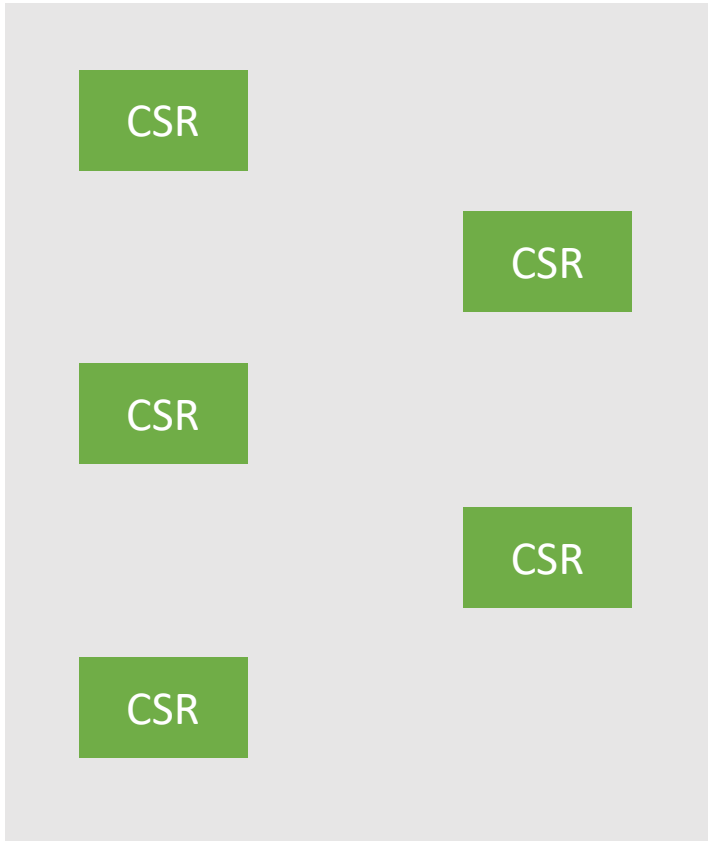
Introduction thesis topic

CSR = **Corporate Social Responsibility**

Introduction thesis topic

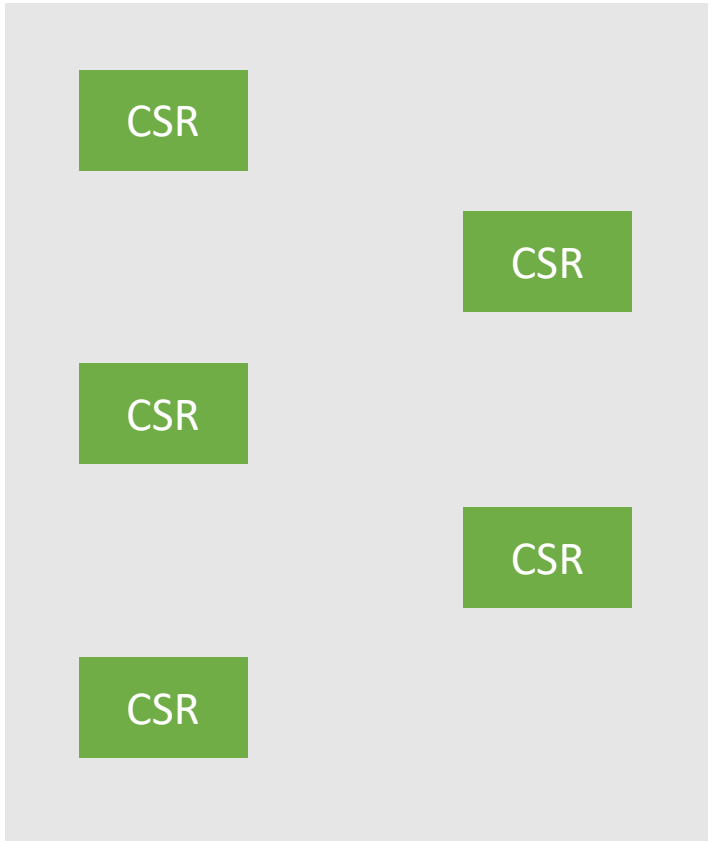
Current situation



Fragmented approach

Introduction thesis topic

Current situation



Fragmented approach

Desired situation

Integrated approach

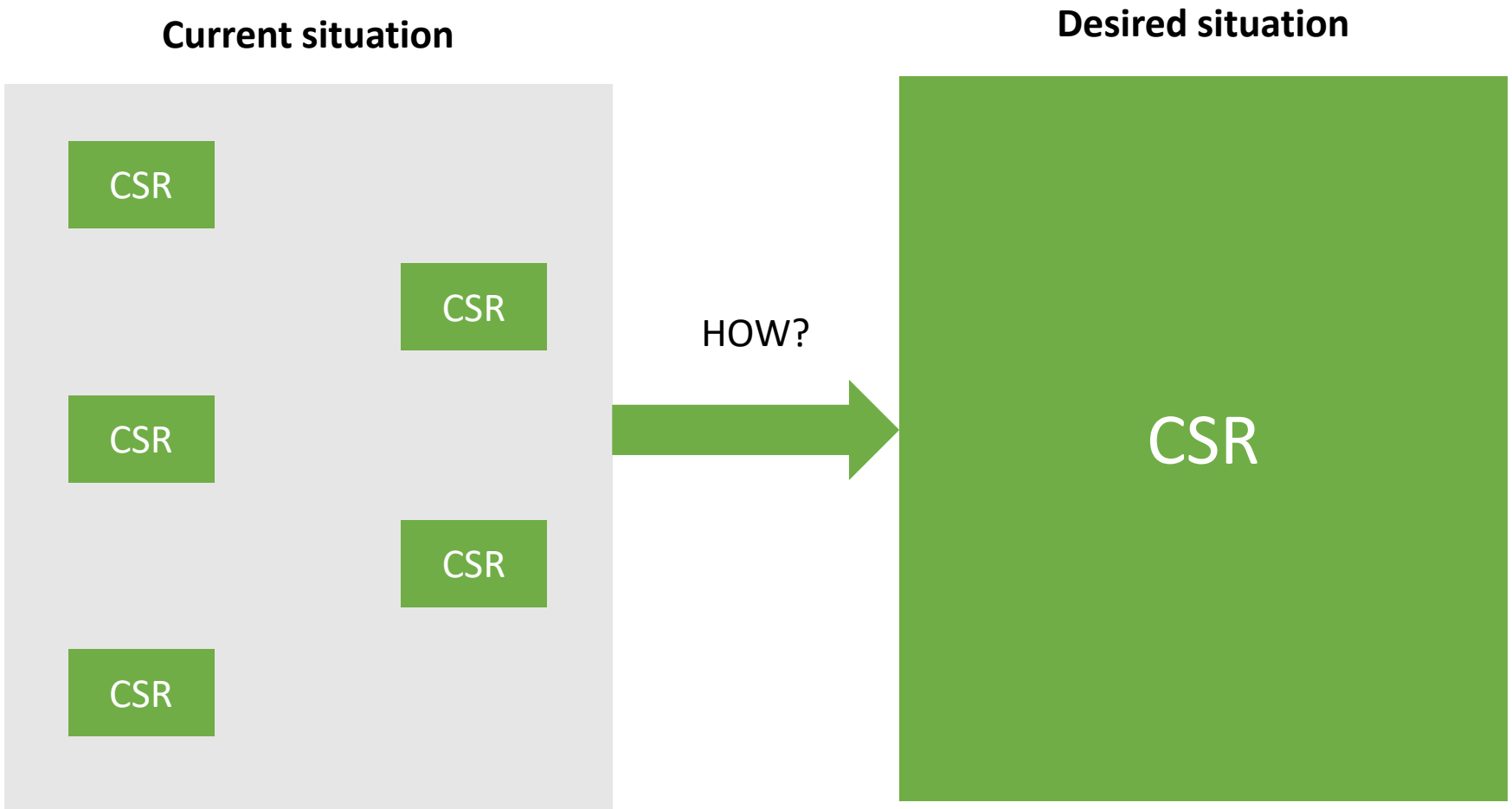
Introduction thesis topic

What is integrated CSR (iCSR)?

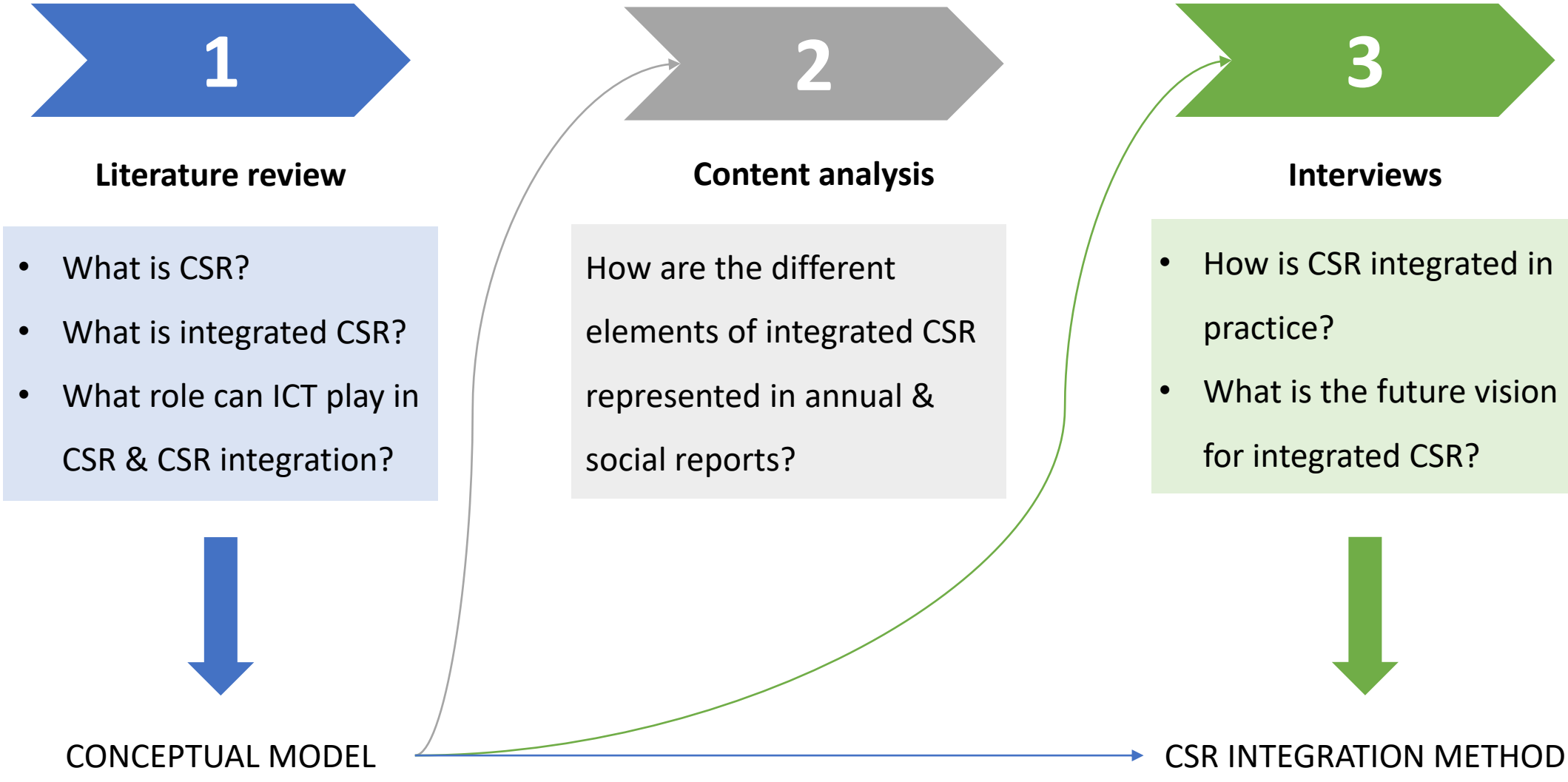
"Integrated CSR indicates that CSR is a part of an organization's **identity**, is incorporated in the **corporate strategy** and in **every level** – i.e. strategic, tactical, and operational level – of an organization, and is supported by **measurement** and **management applications**."

- Sie, España, Searcy, Ruiz, Martín (2019)

Introduction thesis topic



Introduction thesis topic



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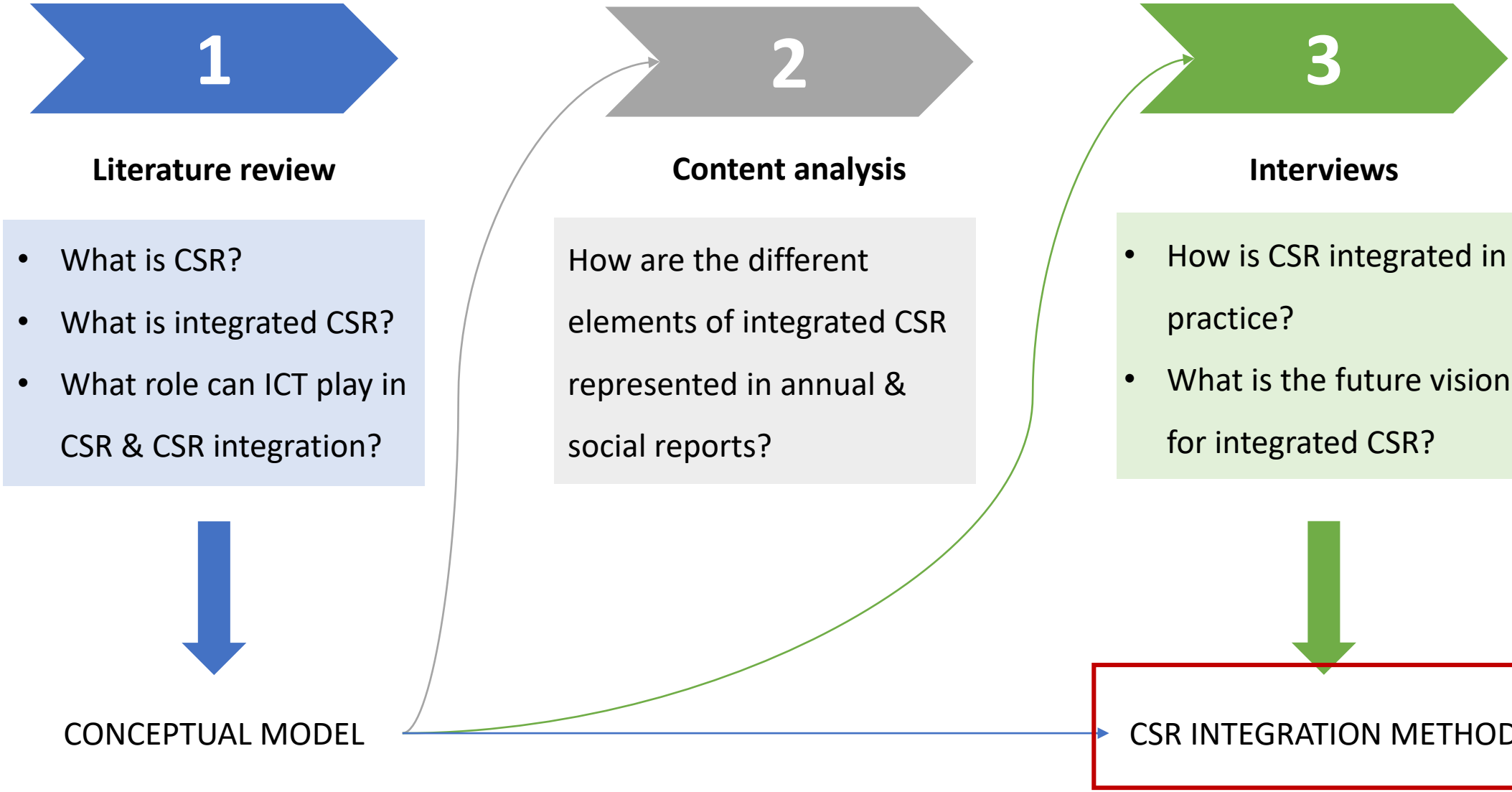

Engineering the method

	Maon et al. (2010)	Maon et al. (2009)	Guadamillas-Gómez et al. (2010)	Asif et al. (2013)
1 Develop CSR	x			
1.1 CSR cultural reluctance phase	x			
1.1.1 Dismissing	x			
1.2 CSR cultural grasp phase	x			
1.2.1 Self-protecting	x			
1.2.2 Compliance-seeking	x			
1.2.3 Capability-seeking	x			
1.3 CSR cultural embedment phase	x	x	x	
1.3.1 Caring	x	x	x	
2 Integrate CSR	x	x	x	x
2.1 Strategize	x	x	x	x
2.1.1 Assess purpose		x		
2.1.2 Establish vision and working definition for CSR		x		
2.1.3 Assess current CSR issues		x		
2.1.4 Develop strategic plan for CSR integration		x	x	x
2.1.5 Develop performance indicators				x
2.1.6 Implement management systems			x	x
2.2 Move (Do & Check)	x	x		x
2.2.1 Implement strategic plan		x	x	x
2.2.2 Implement integrated procedures				x
2.2.3 Communicate about CSR commitments and performance		x		
2.2.4 Evaluate CSR integration				x
2.3 Refreeze		x		
2.3.1 Institutionalize CSR		x		x

Engineering the method

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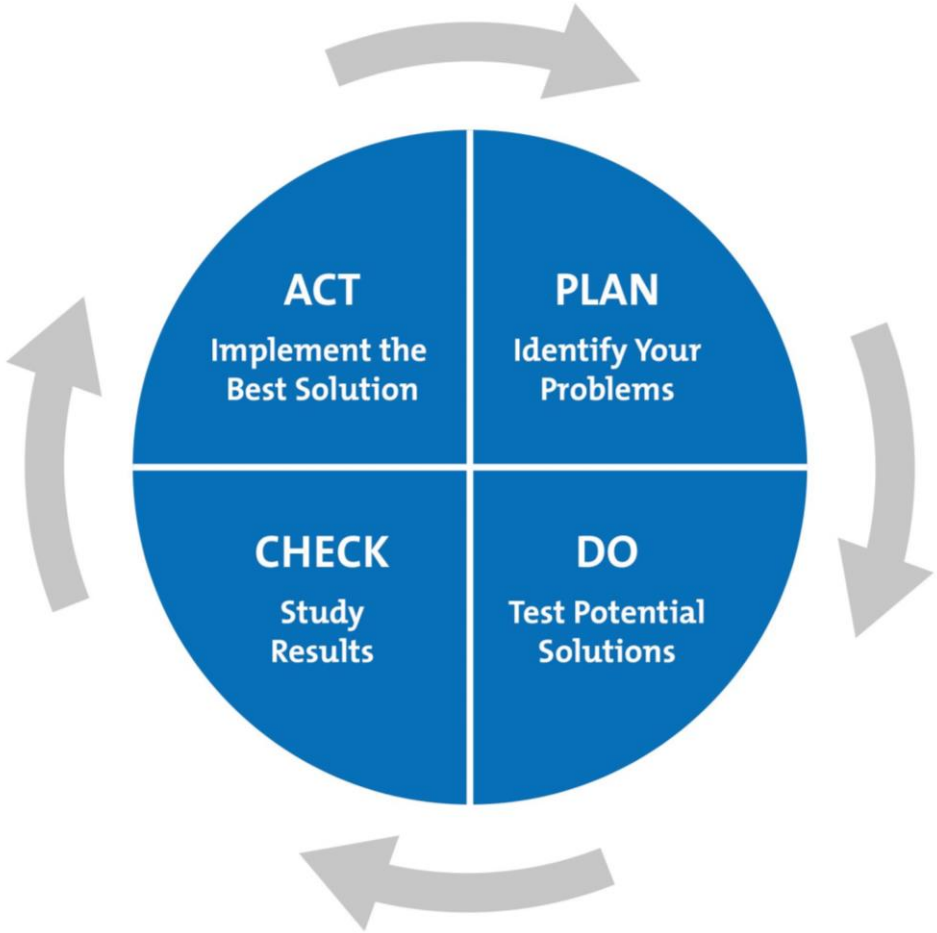
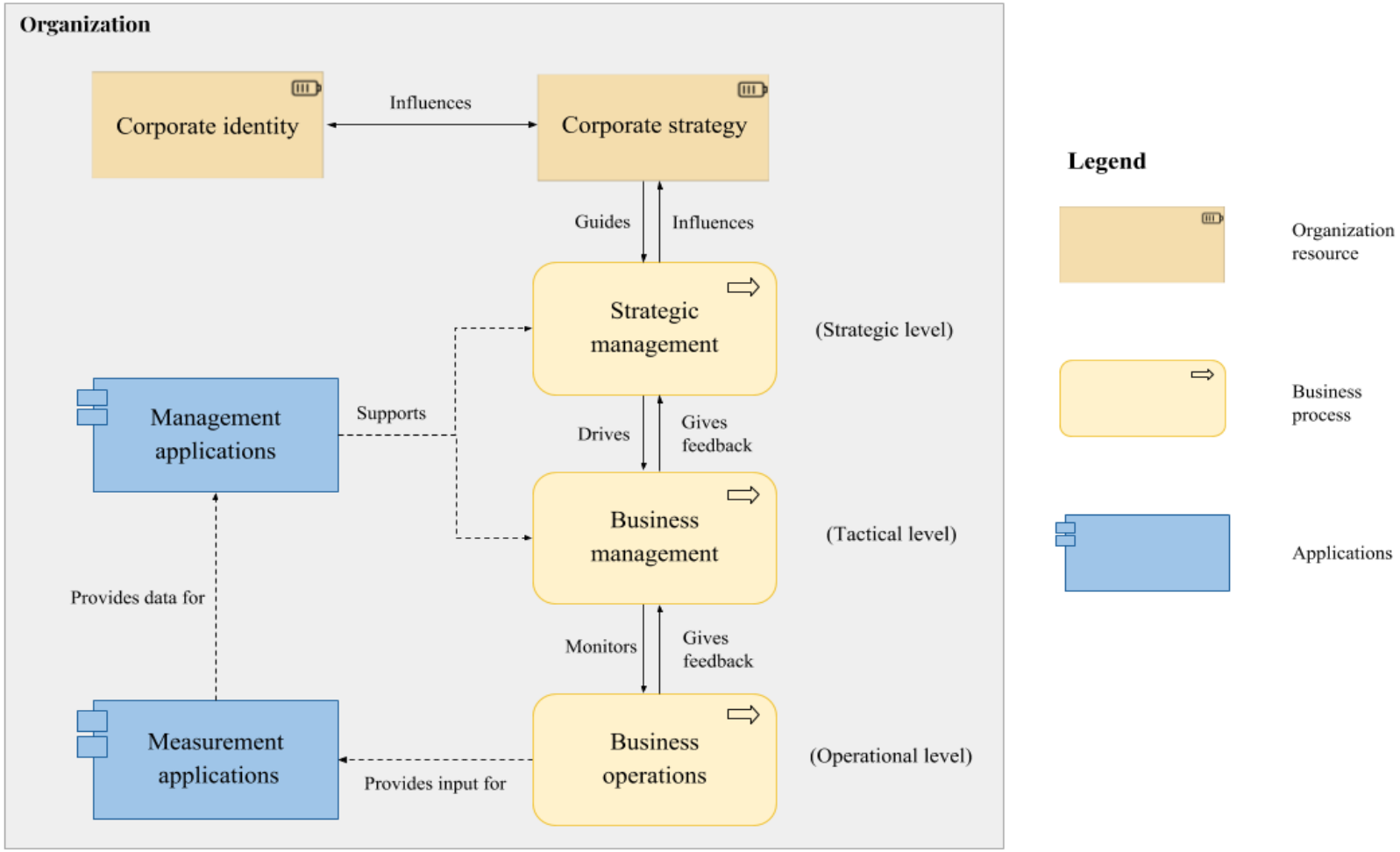


Brinkkemper, S. (1996). Method engineering: Engineering of information systems development methods and tools. *Information and Software Technology*, *38*(4 SPEC. ISS.), 275–280

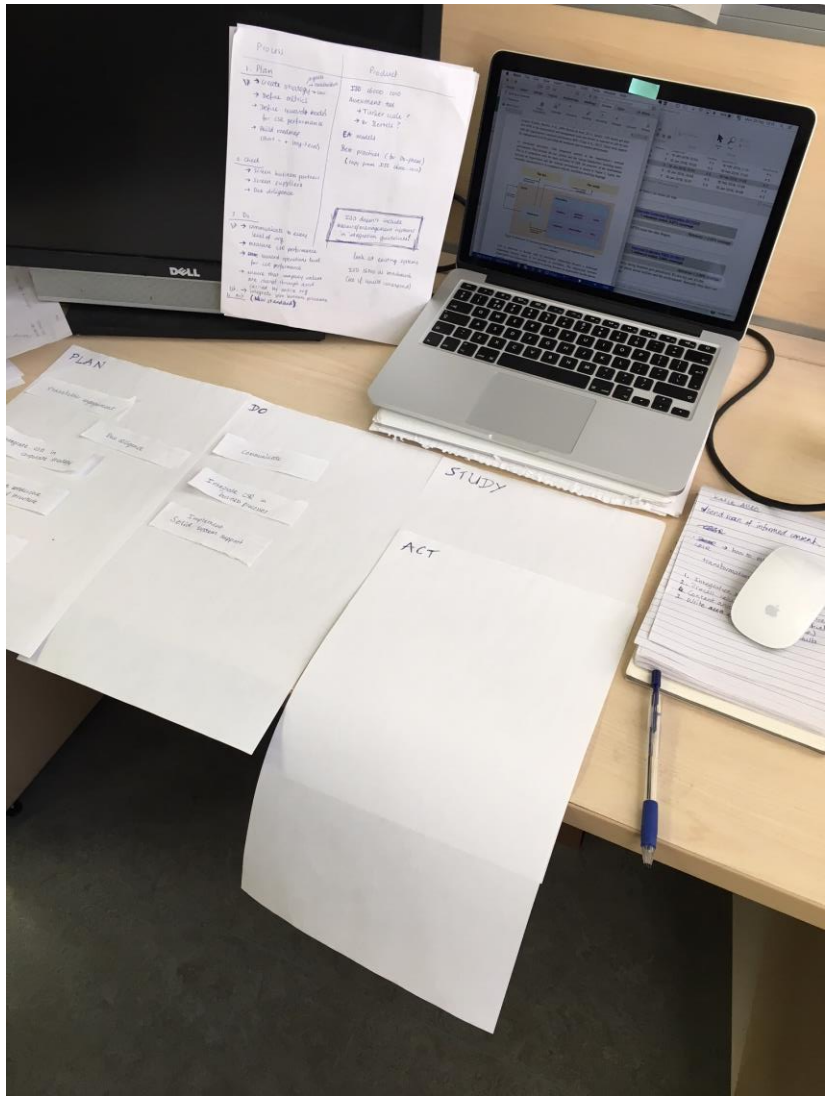
Brinkkemper, S., Saeki, M., & Harmsen, F. (1999). Meta-Modelling Based Assembly Techniques for Situational Method Engineering. *Elsevier*, 24(3), 209–228.

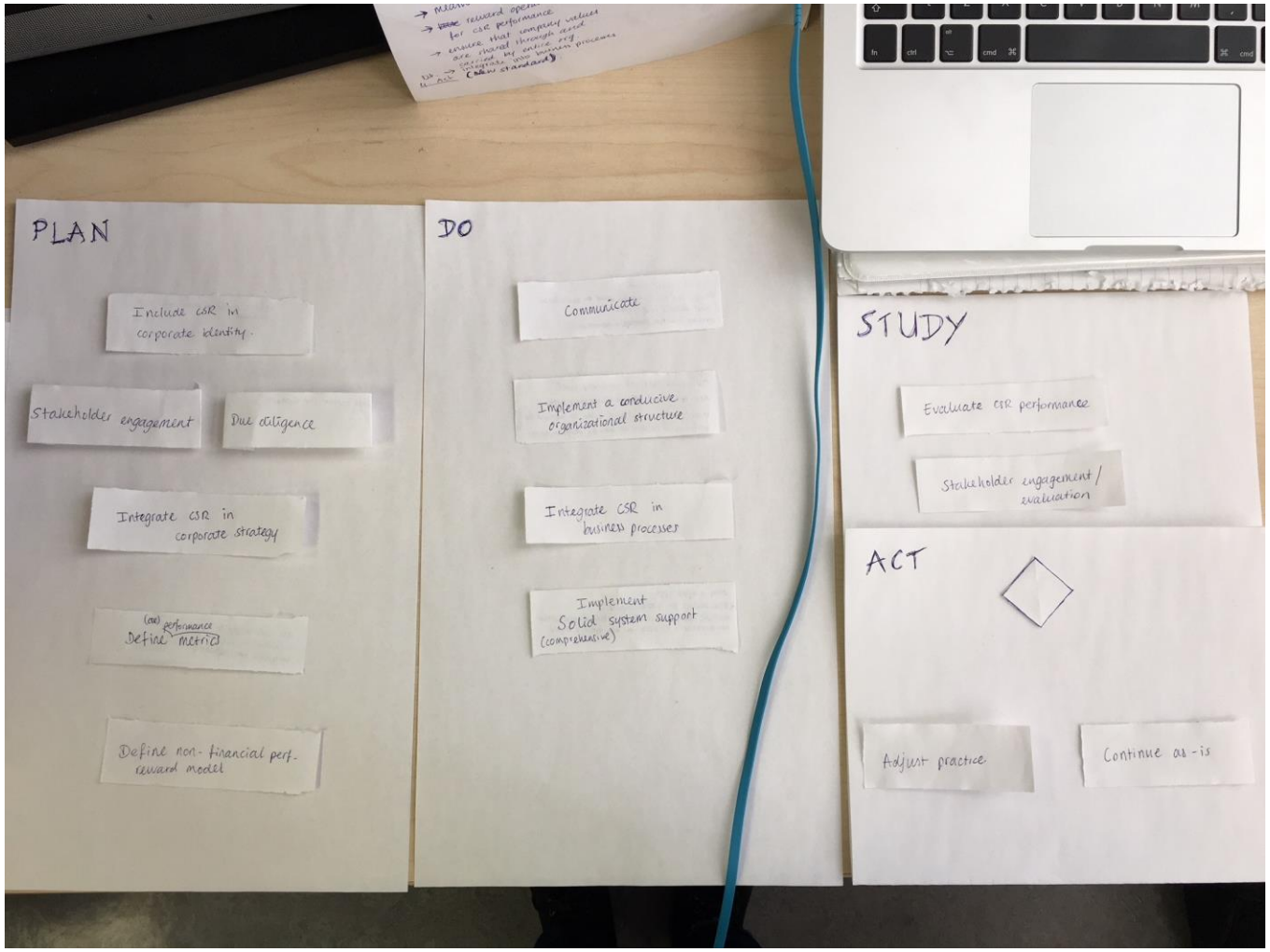
Engineering the method

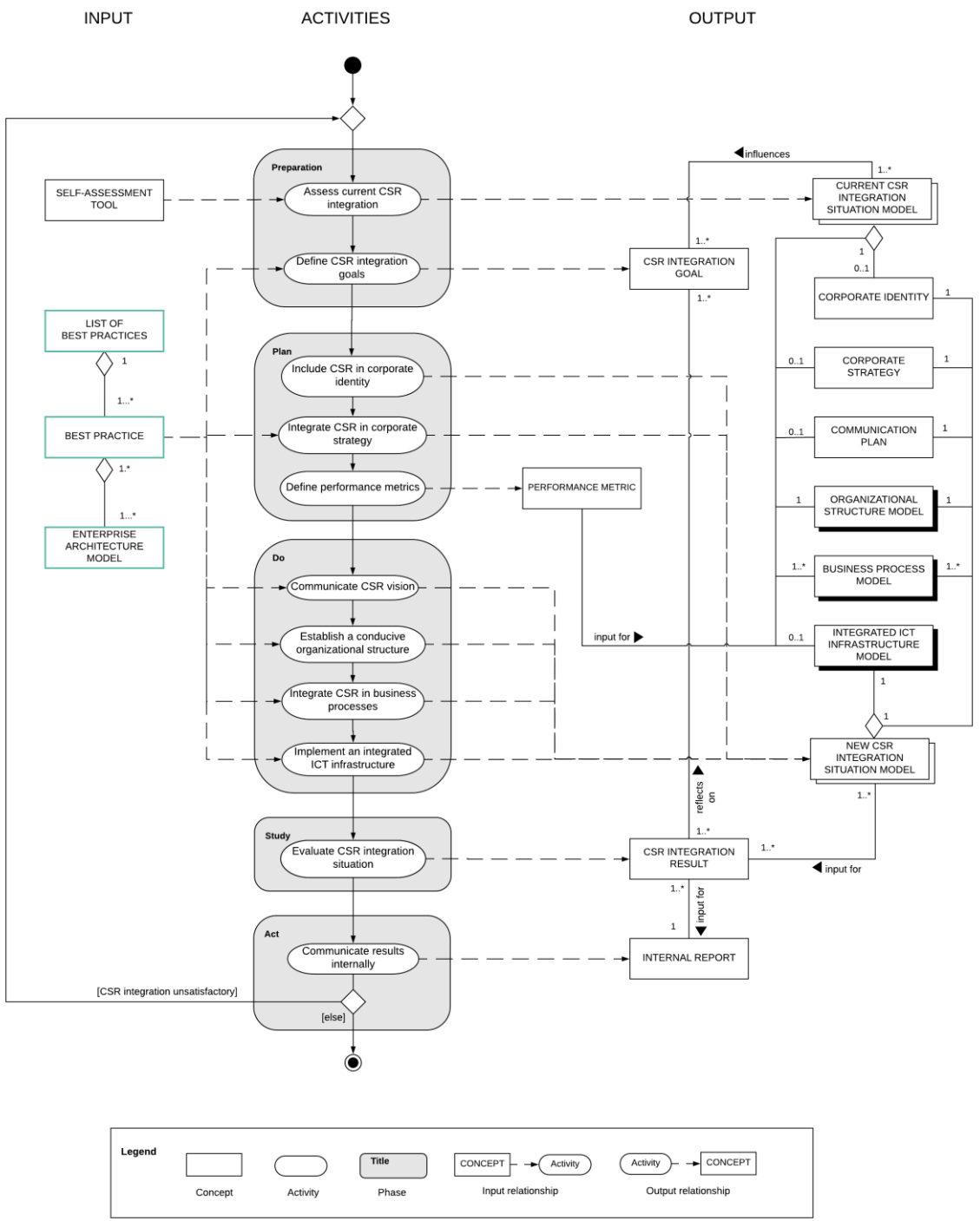
Conceptual model

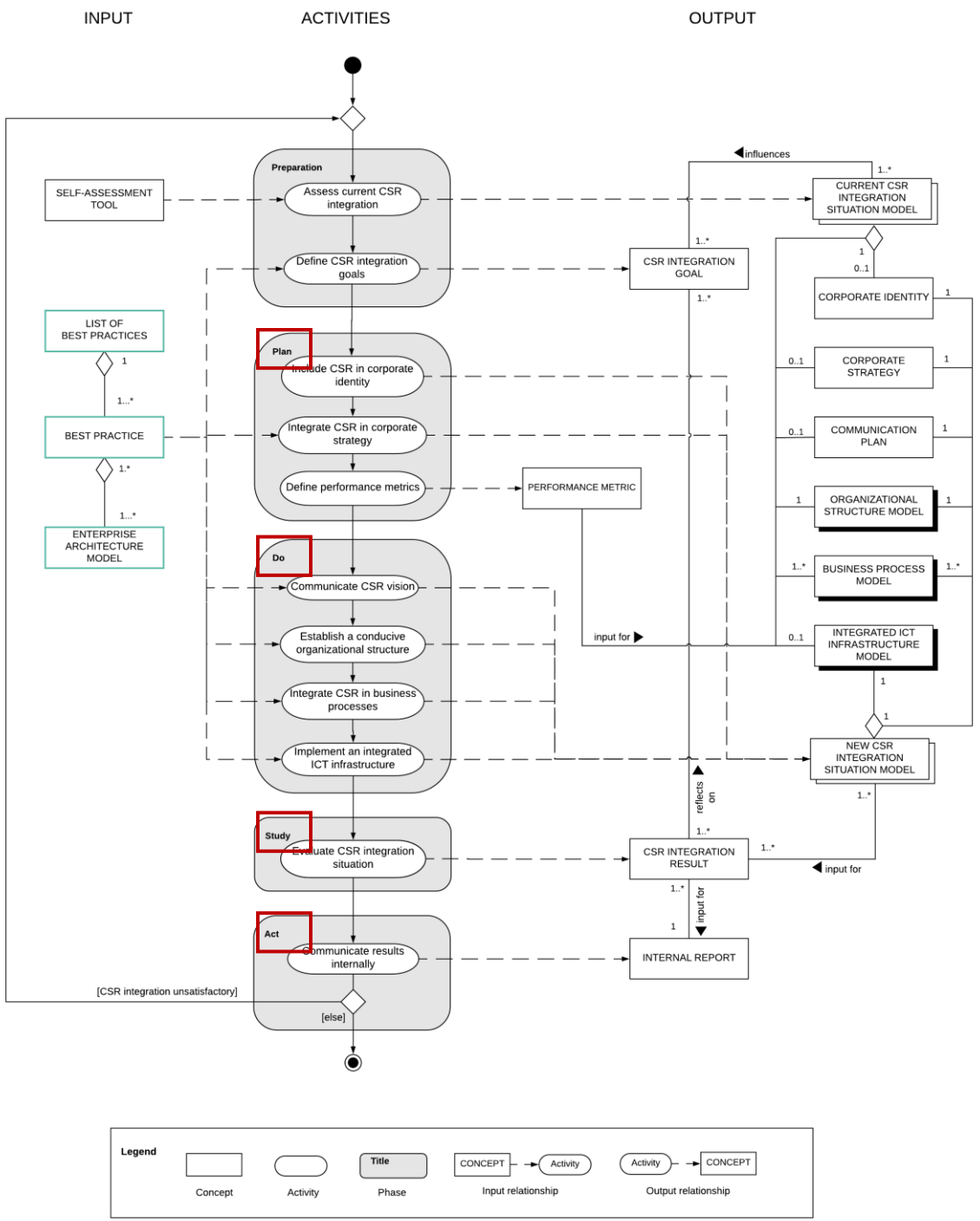


Engineering the method

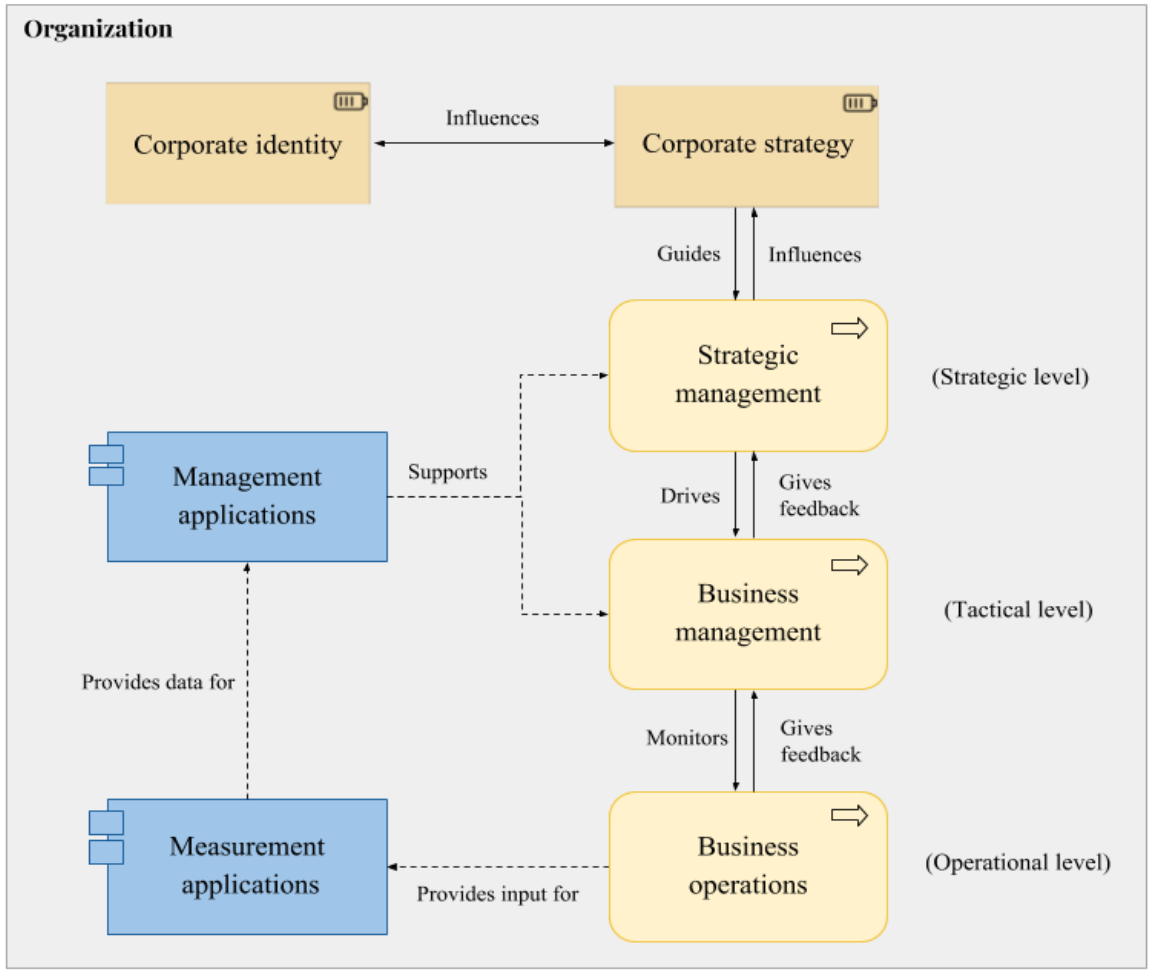


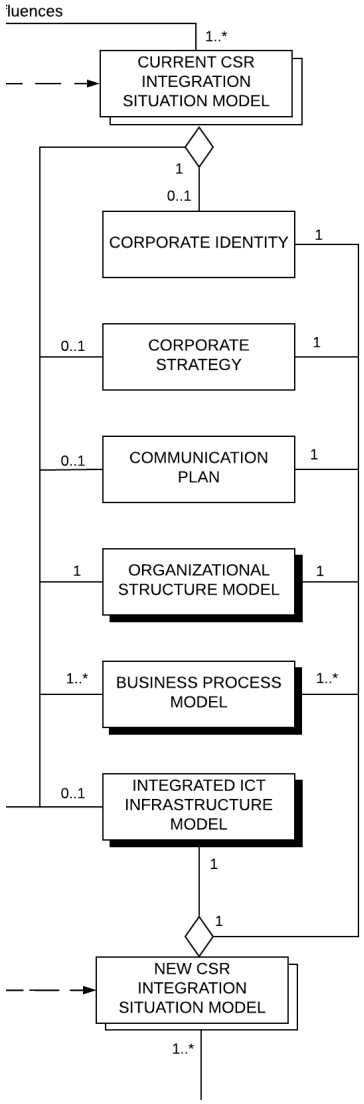






Engineering the method





Method validation

“The model makes sense at high level”

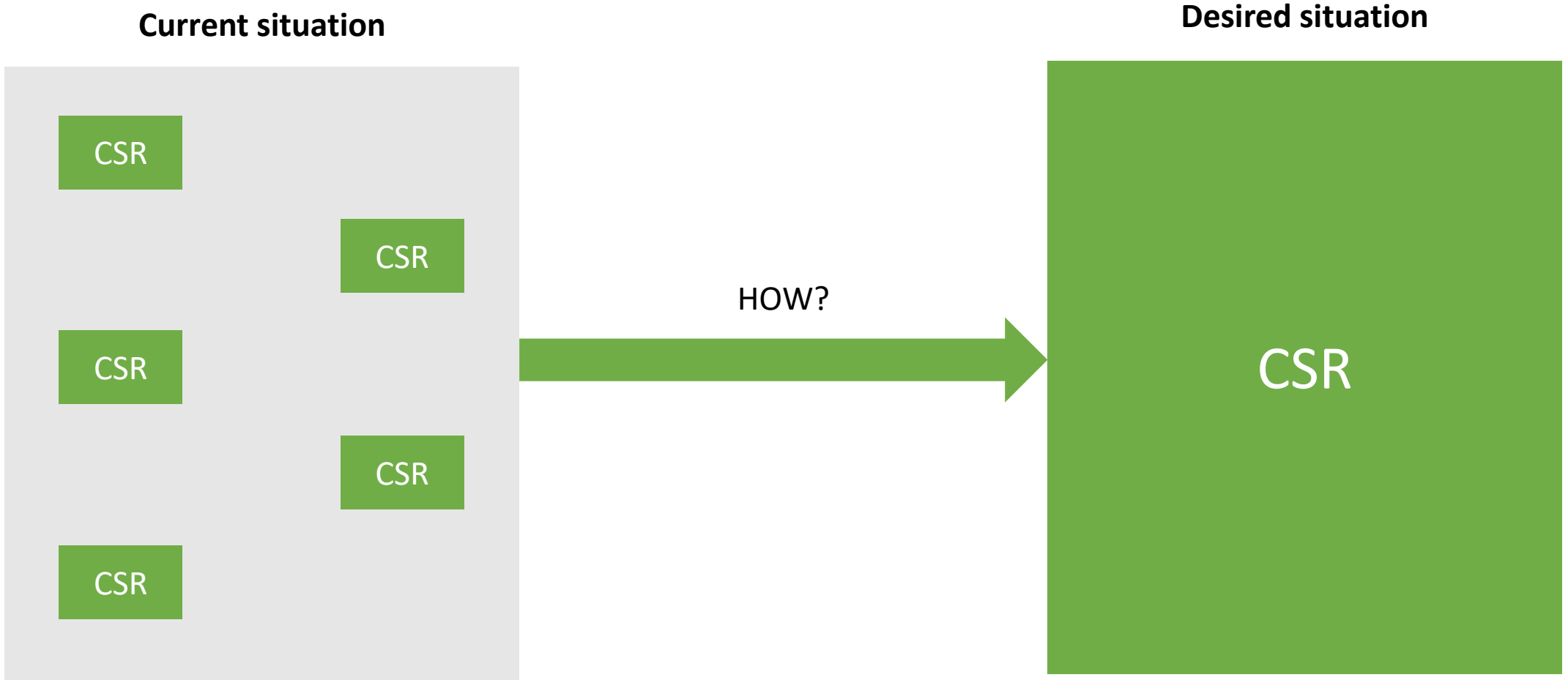
“This looks great”

“Use simpler words”

Method validation

Method change	**Total**	**Removed**	**Changed**	**Inserted**
Total changes	10	1	7	2
Motivation	-	Replaced by another activity	Unclear names, inaccurate names, wrong order	Activity as a replacement, and the corresponding CONCEPT

Conclusion



Conclusion

Current situation

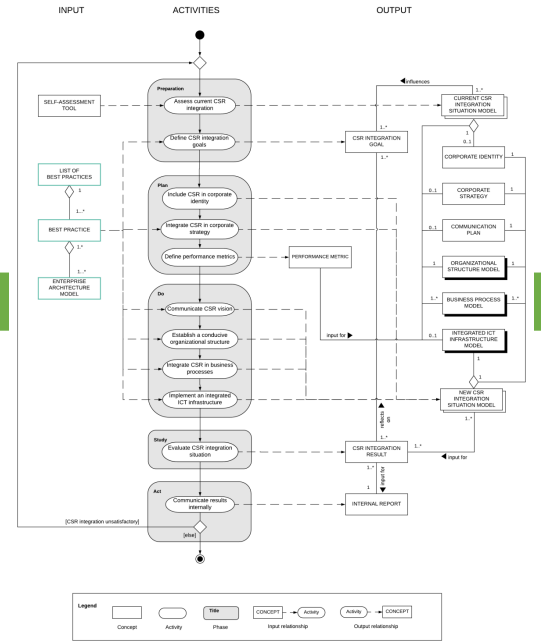
CSR

CSR

CSR

CSR

CSR



Desired situation

CSR

Conclusion

Personal reflection on choosing the PDD-notation for my method

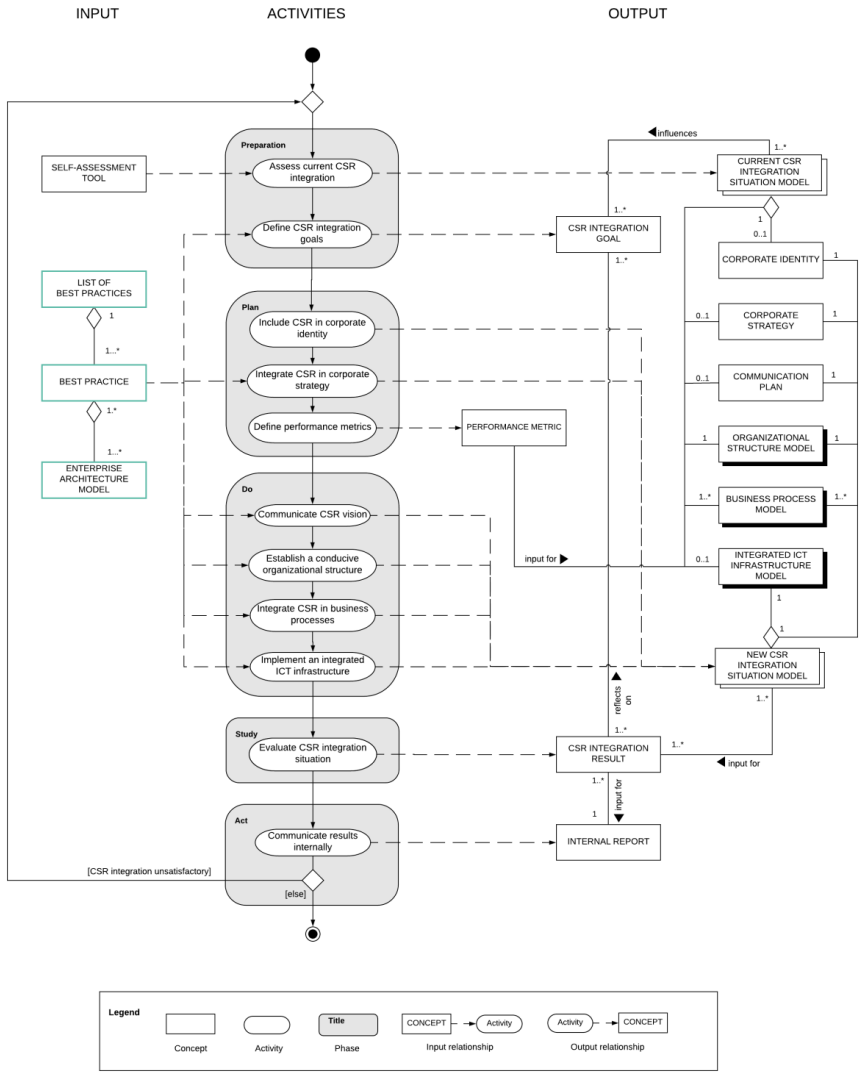
\+ Intuitive to create

\+ Intuitive to read

\+ Relatively concise

! There is a tipping point after which a PDD becomes illegible

! At a first glance, a large PDD can scare off the reader



Brain tickler

Reality vs. Readability

How would you balance **content** adjustments

and method **readability**?