



Corporate Social Responsibility Public Perception Quotient

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Sub-areas of CSR and CSiR for CSRPPQ.com

CSR and CSiR involve activities directed at stakeholders, individuals or groups that can affect a company or can be affected by a company. The sub-areas of CSR and CSiR address the numerous stakeholder groups spanning all areas of society. Each of these subareas can differentially affect a consumer's perception of the firm.

Community. CSR activities that can inform consumer perception of the firm's effects on the community include donations to local charities and matching employee donations, employee volunteer activity, and support of local education or housing initiatives. Firm community CSiR activities include those activities that result in putting local companies out of business, as well as lowering property values, quality of life, employee wages and benefits.

Diversity. CSR activities that can inform consumer perception of the firm's impact on diversity include hiring, promoting, and employing in positions of power, people of color, women, LGBT individuals, and other minority or underrepresented groups. Firm diversity CSiR activities include lack of hiring, promoting, and employing in positions of power, people of color, women, LGBT, and other minority or underrepresented groups.

Employee. CSR activities that can inform consumer perception of the firm's effects on employees include employee training programs, allowing the presence of workers' unions, strong worker safety programs, and additional benefits such as good pay, health insurance, and vacation time. Firm employee CSiR activities include use of child labor, job outsourcing, negative interaction with workers' unions, and negative employment issues (e.g., low pay, lack of benefits, poor schedules, lack of advancement opportunities, or only part-time employment).

Environment. CSR activities that can inform consumer perception of the firm's effects on the environment include green buildings, use of renewable energy, reducing carbon emissions, reducing/reusing/recycling, environmental certification, and planting trees. Firm environmental CSiR activities include excess packaging and material usage, pollution, or manufacturing products that are difficult to recycle.

Human Rights. CSR activities that can inform consumer perception of the firm's impact on human rights include supporting indigenous tribes and ensuring its supply chain does not abuse its workers. Firm human rights CSiR activities include engaging in business in locations with human rights abuses, censorship, or limits on freedom of expression.

Products/Customers. CSR activities that can inform consumer perception of the firm's effect on products and customers include commitment to product safety and innovation, creating products that minimally harm the environment, or substantially improve access to healthcare, finance, communications or nutrition. Firm product and customer CSiR activities include false advertising, legal issues with customers, and creating low quality, unsafe, or unhealthy products.

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CSRPPQ.com is dedicated to collecting consumer perceptions regarding the social responsibility and irresponsibility activities of large U.S.-based business-to-consumer companies. For more information please contact Dr. Christopher Groening, Associate Professor of Marketing, Kent State University, 330-672-3927, cgroenin@kent.edu.