CSR Proposal

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Course Code: Subject

Instructor’s Name

October 24, 2019

Corporate social responsibility (CSR) can be defined as a self-assessment business program through which a company holds itself, its stakeholders and the public, socially accountable. CSR companies evaluate themselves in all aspects of their dealings including economic, social and environmental. The engagement in corporate social responsibility means that a company is working or operating in fields that are helping the society and environment instead of having a negative impact. For a company to be successful and progressive, it needs to be accountable to itself and its stakeholders. Many companies who have adopted CSR programs have seen a steady rise in their businesses. CSR is primarily a policy that is depicted by large organizations. The presence of an organization in the market is also a factor in their contribution towards society; the more well-known and prominent a society, the more responsibility it has to be ethically perfect and set standards for its peers and industry. International Standard Organization (ISO) has released a set of rules namely ISO-26000 that help to direct an organization’s values for a qualitative CSR program.

**Representation of Company’s Values**

To carry out a CSR program, an organization is required to get involved with its employees, managers, suppliers, stakeholders, retailers, consumers and every person that is being affected by a company's product directly or indirectly. An active CSR initiative can increase respect for a company and also results in the improvement of the organization to attract more qualified persons[[1]](#footnote-1). It will help Marshall and Williams to engage their employees greatly and create better communication with them which would result in increased sales and profitability for the company. There may not be any direct formula to detect or measure the revenue generated through investment in CSR but it may:

* Promote your business
* Establish your company’s point of view
* Improve staff morale

**Company’s Values by Employees**

Employees are generally the face and representation of what a company does. CSR initiatives also help in improving the relationship between employer and employee on the organizational level. If the employees think that their boss is doing something good for the community, they are likely to do their job correctly. When employees feel that their organization is socially sharing a responsibility, they tend to feel a greater responsibility and sense of identity with the work they do. CSR helps in making the organization a top destination for talented prospective employees. A CSR program can also help in increasing employees’ creative involvement in generating new ideas.

**Brand Recognition**

Corporate social responsibility is one of the major factors that help in improving a company’s public image. Being one of the leading runners in businesses of all the major services including agriculture, chemicals, construction and consumer goods, Marshall and Williams are aware of their position and what people think of them. The first and foremost duty of an organization is to provide high-quality product, goods and services. CSR also means to take care of your stakeholders and clients. Good after-sales support, involvement in advocacies and civic causes help to improve the name and place of an organization in society as a whole. Companies that tend to focus on their social responsibility are inclined to get more attention from media and it helps them to advertise their company more efficiently. There are a lot of different examples of organizations that depict CSR programs which became models for others to follow. One such example is Starbucks, which is known for its commitment to sustainability and community welfare. They have set standards for others to follow which include the creation of a global network of farmers, construction of green buildings, contributing to community services and also initiates different college programs. They have also focused on hiring refugees as their employees and engaging their employees in future environmental leadership programs.

**Professional Growth of Employees**

CSR is an outstanding way to professionally develop your employees. Most CSR activities require proper organizational skills and resources. Through social responsibility, companies can support their employees and help them in developing their skills through proper field learning environment [[2]](#footnote-2). CSR activities also provide an opportunity for employees to develop their soft skills that are necessary for their development in an organization. Employees who participate in such initiatives tend to build teamwork and creative thinking, which can in turn help in improving the company’s organization.

**Impact on Civil Discourse**

Corporate social responsibility allows businesses to show their value and give them a chance to interact with public about the ways of their operation and choices. The progress of an organization depends on the internal and external harmony within its employees. It gives rise to mutual respect and open-mindedness towards new ideas. It is critical for the functioning as well as essential to maintain the democratic nature of an organization. In everyday organizational settings, any form of communication such as peaceful conversation, speeches, debates, which is practiced through listening [[3]](#footnote-3). Internal civil discourse in CSR refers to the information that is being shared among the employees for the successful completion of an initiative or task. External civil discourse means communication between the management, shareholders and stakeholders. CSR can help in fostering both internal and external discourse through proper communication and engagement among employees of different departments and the public that is involved with the company.

**Bibliography**

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1. Gautam Srivastava, “Impact of CSR on Company’s Reputation and Brand Image,” *Global Journal of Enterprise Information System* 11, no. 1 (2019): 8–13. [↑](#footnote-ref-1)
2. Fatima Annan-Diab and Barbara Jensen, “Customer Value Perception: Understanding Customer Response to Company’s CSR Initiatives,” in *The Dynamics of Corporate Social Responsibility* (Springer, 2017), 53–70. [↑](#footnote-ref-2)
3. Grigoris Giannarakis, “The Determinants Influencing the Extent of CSR Disclosure,” *International Journal of Law and Management* 56, no. 5 (2014): 393–416. [↑](#footnote-ref-3)