

The Impact of Corporate Social Responsibility on Employee Engagement: a Study in a Selected Company in Mexico

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ABSTRACT

This diploma thesis aims to explore the relationship between Corporate Social Responsibility (CSR) and Employee Engagement (EE) in a selected Mexican company. This study seeks to examine employees' perceptions of CSR and its impact on their engagement. Using a quantitative approach, the study collected data from 115 employees through an online survey and analyzed the results using the IBM SPSS program. The findings indicate a positive correlation between CSR and EE, with engaged employees more likely to participate in CSR practices. These results suggest that incorporating CSR into business strategies can benefit both stakeholders and employees. This study highlights the importance of CSR and its ability to positively impact employee engagement.

INTRODUCTION

Corporate Social Responsibility is increasingly important in today's business environment, as companies recognize the impact they have on their communities and environment. While previous research has focused on external factors, this thesis aims to examine how CSR affects employees' engagement in a selected Mexican company. The theoretical and practical parts of the study will provide a background for understanding the link between CSR and employee engagement, and the results will inform recommendations for improving CSR initiatives.

RESEARCH QUESTIONS

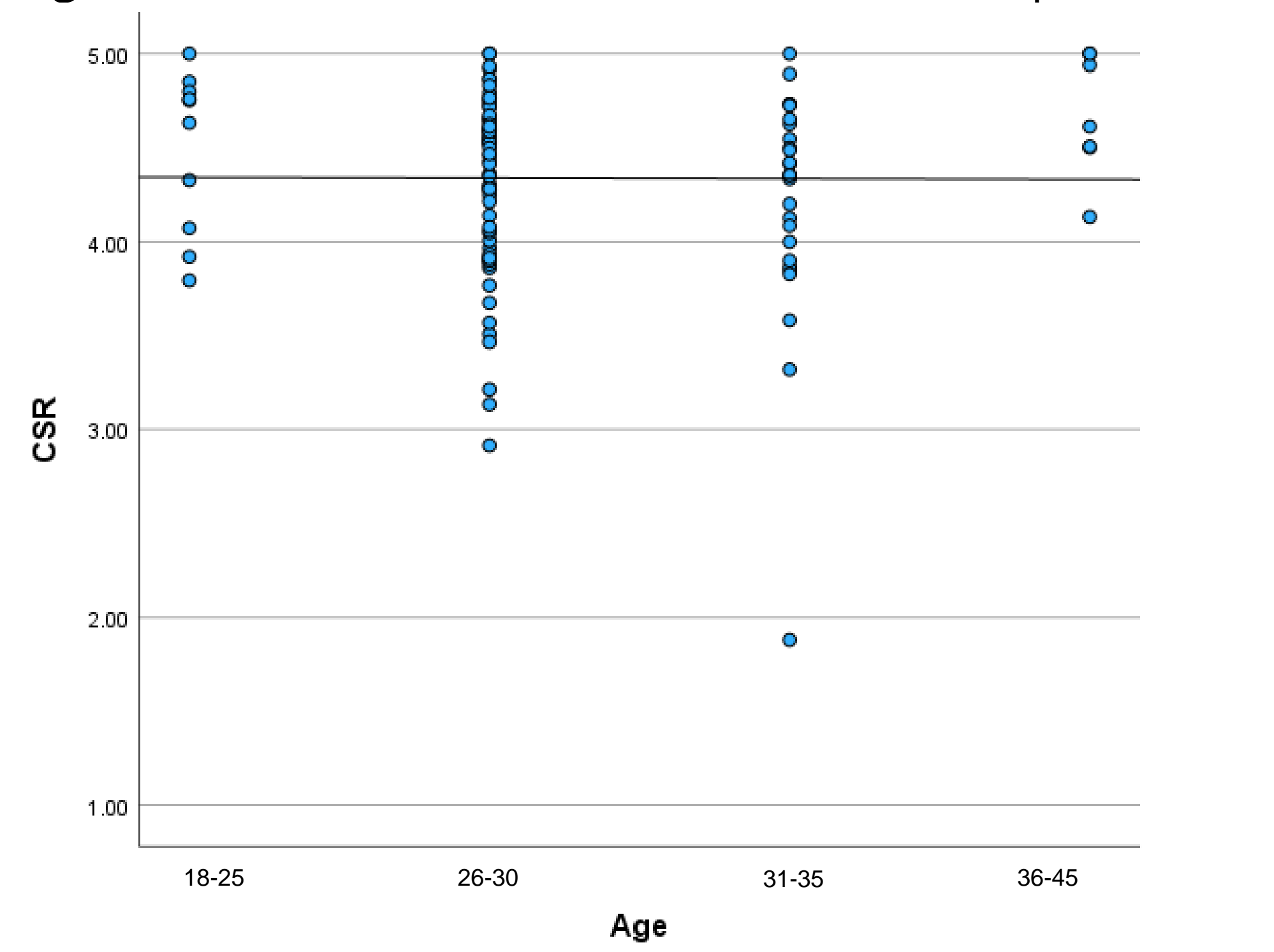
- Are employees aware of the CSR policies in the company?
- Is there a relation between CSR and Employee engagement?
- What is the importance of Corporate Social Responsibility for employees?
- Role CSR could play as a potential Human Resources (HR) tool to engage employees.

METHODOLOGY

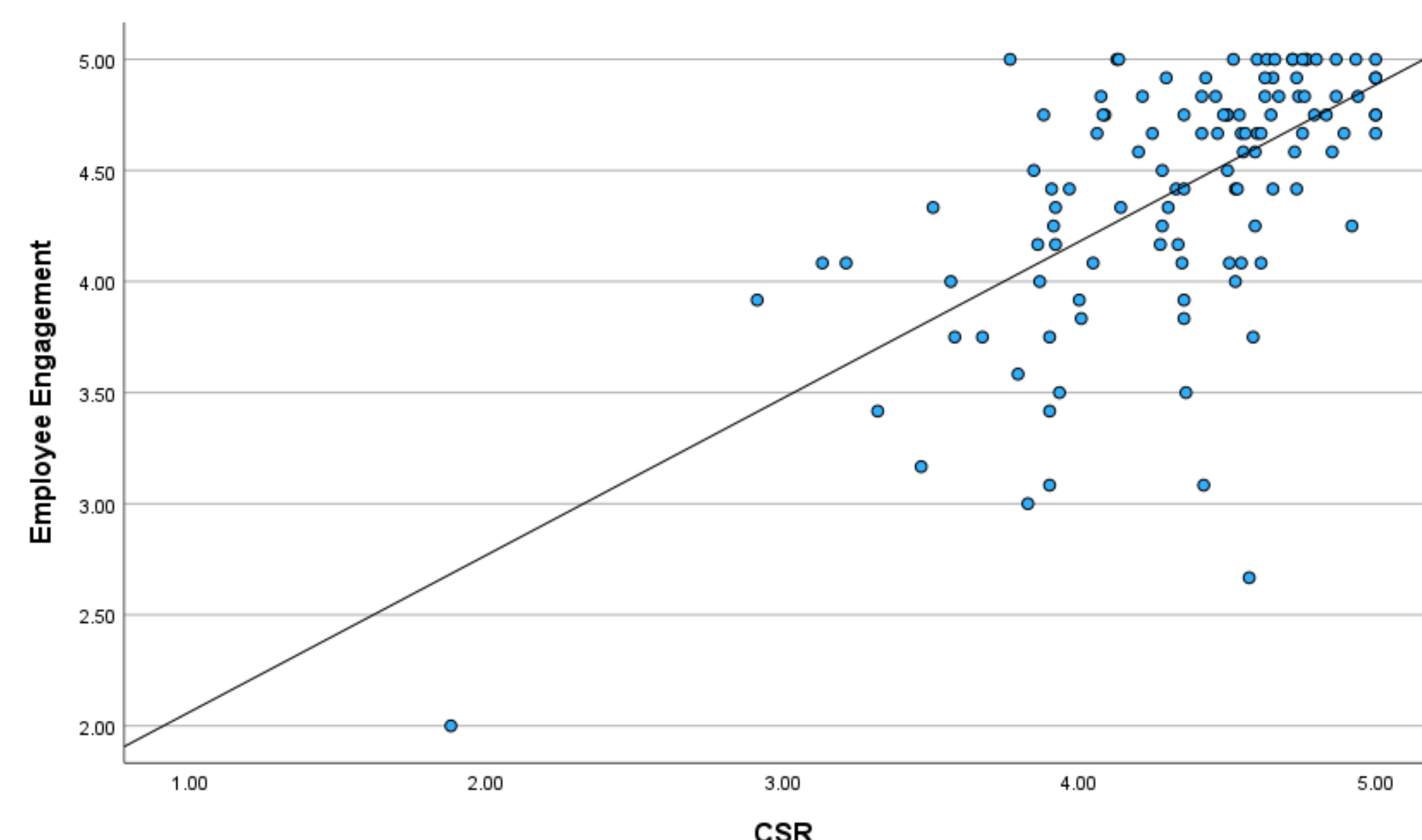
The methodology used in the thesis paper was a quantitative research approach, aiming to gather crucial data for analysis to provide management recommendations. A web-based questionnaire was distributed to a population of 160 employees of Johnson Controls in Monterrey, Mexico, using probability sampling to secure better reliability of the findings. The questionnaire was divided into three sections, where participants filled their socio-demographic background and graded statements using a Likert scale. Primary data was collected through the survey, while secondary data was obtained from the company's annual and non-disclosure reports, providing final recommendations. The data was collected from February 13, 2023, to March 3, 2023, later downloaded to an Excel file and entered to IBM SPSS software for its analysis.

RESULTS

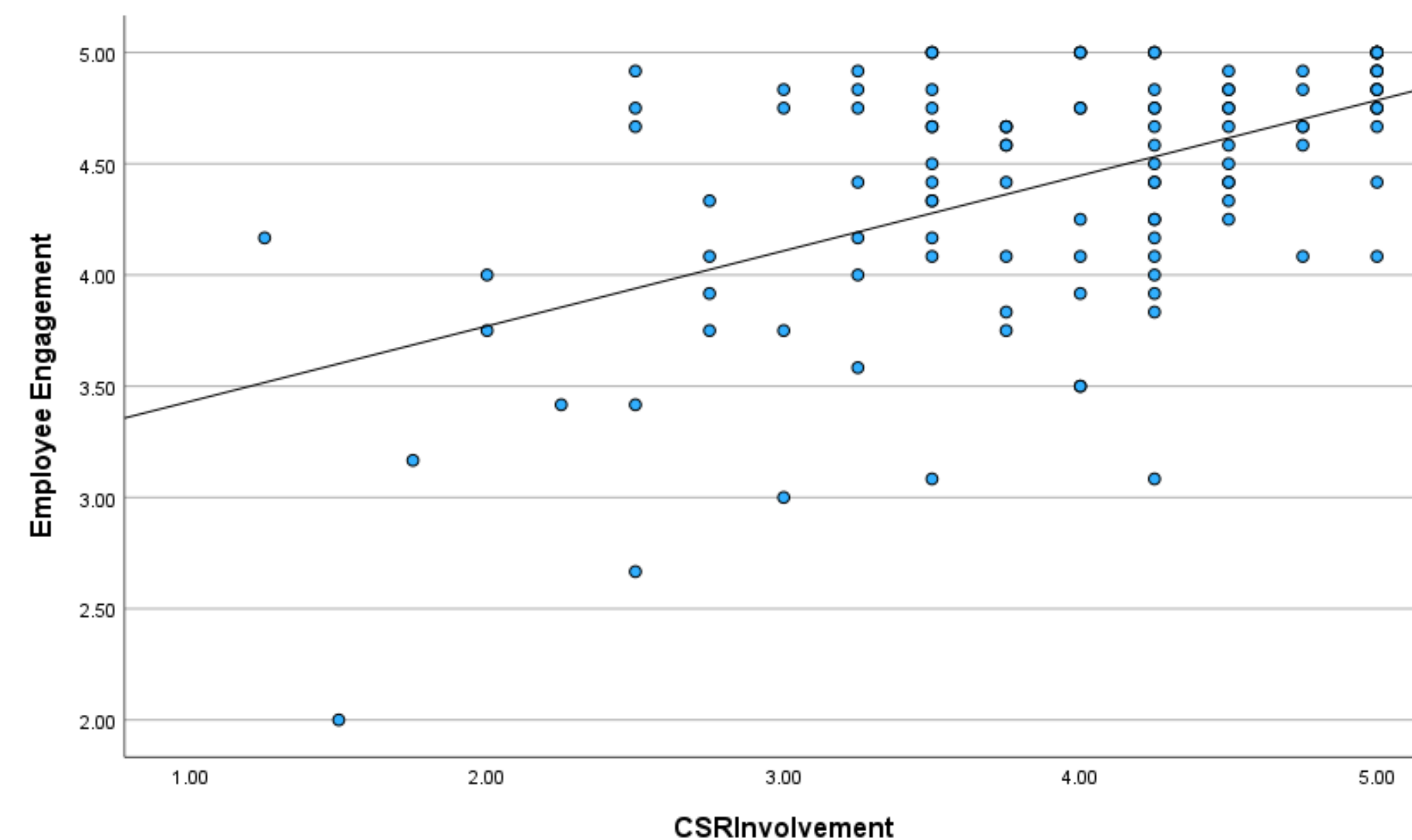
H1. Younger generations are more likely to place a greater value on CSR initiatives at their workplace.



H2. There is a positive relation between CSR and Employee Engagement.



H3. Engaged employees are more likely to participate in CSR activities.



DISCUSSION & RECOMENDATIONS

The results indicate that there is a positive relationship between CSR performance and personal perspectives and employee engagement, as well as a positive relationship between Employee Engagement and CSR involvement. Further research is needed to examine the relationship between CSR initiatives and other factors that may influence employee engagement and participation in CSR activities, such as job satisfaction, leadership, and organizational culture. The study suggests five recommendations for initiatives that can be implemented in the company based on the results.

1. Company-wide volunteer day.
2. Employee Wellness Programs.
3. Mentorship program between employees and disadvantaged youth in the local community.
4. Optimize energy and water usage in the company buildings.
5. Data security and privacy initiative that emphasizes the importance of protecting customer and employee data.

CONCLUSION

The paper explores the link between Corporate Social Responsibility and Employee Engagement in a Mexican company, demonstrating how CSR can positively impact employee engagement and enhance the company's overall performance. The effective utilization of CSR practices can improve social and environmental impact, enhance employee engagement and motivation, and meet goals while driving sustainability. Limitations of the study are acknowledged, and suggestions for further research are given, such as exploring the impact of different types of CSR initiatives on employee engagement, as well as the role of company culture and leadership in promoting engagement. Overall, this document emphasizes the importance of incorporating CSR initiatives into a company's overall strategy to keep their workforce engaged and motivated, as Human Capital is a company's greatest asset.

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