

Can the use of Corporate Social Responsibility regain an organisations notoriety?

1.Introduction

This dissertation aims to analyse the radical change within the business sector to adopt new strategies beyond their overall financial aspects of the businesses operations, adopting strategies to consider social and environmental impact that their businesses activities might influence throughout society, which have labelled them within a negative light from irresponsible business practices.

The development of positive reputations and consumer attributions strives to service two main objectives, which is to help improve economic gains and secondly to address the sincere social concerns (Ellen et al, 2006).

The research will address this gap within the business sector and will seek to understand how Corporate Social Responsibility is implemented within the organisational level, and the varying factors that seem to influence its implementation. Looking at whether CSR can manage and rectify an organisations reputation.

1.1 Background and Literature Review

Since the 1990's the previous publications of CSR have not been a with out its peaks and troughs, rather than a steady rise to the knowledge that has gained over the years (De Bakker et al, 2005).

Previously, (Heald, 1970) identifies the lack of 'Corporate conscience' which dates to the 19th century first insights to a common business owner as it was imperative that a business should operate through ethical practices and honour. Social stigma would dictate the 19th century consumers attitude towards irresponsible behaviour, thus effecting the notoriety of that business.

(Wilhelm Rang, 2010) states that the legitimization of a business was to operate whilst continuously exploiting human capital and nature within society and through the businesses operations however this is below basic for any organisation to be sub-par within the 21st century, and simply just isn't enough anymore. With the stigma for the organisation to assume further responsibilities than just simply economic factors, can cause controversial debates on what an organisation's core objectives subjectify them too.

Using CSR brand building has been its biggest attraction for businesses, CSR can help affect brand identity and evolve brand influence which includes brand value, objectives and traits (Currás-Pérez, Bigné-Alcañiz and Alvarado-Herrera, 2009). Brand trust is known to have a strong correlation with satisfying consumer needs and overall satisfaction, which tends to heavily influence the brands attractiveness. Influencing consumer feelings and enhancing consumer trust is a major factor within any business, especially when a business has been negatively known for their notoriety within society.

1.2 Rationale

There are studies that interpret the use of CSR throughout a business and its implementation into the overall organisation's performance, reviewing the research shows that although many businesses comply with such standards to gain brand awareness and positive consumer attitudes it doesn't address the gap between the use of CSR to improve an organisations already tarnished reputation (Crane et al., 2008).

This project will study the gap between business trying to change the perceptions and reputation of an organisation whom already previously practices known for their irresponsible behaviour within society.

1.3 Aims and Objectives

The aim of the study is to critically analyse the use of Corporate Social Responsibility to regain an organisations notoriety within society. The dissertations objectives are as follows below:

1. To critically analyse academic literature on the implementation of Corporate Social Responsibility within an organisation's practices to change society's perception and consumer purchasing.
2. To conduct primary research in the form of an online questionnaire to address consumers behaviour that purchase products based on an organisation's reputation within society.
3. To synthesize appropriate literature and primary research to make recommendations for organisations to undertake Corporate Social Responsibility within their objectives, to achieve a cohesive relationship between consumer purchasing and societies view on the organisations brand.

2. Research Design and Methodology

Research refers to a search for knowledge, defines as a scientific or systematic search of information on a specific topic (Kothari, n.d.) resulting in correlating information to gain knowledge within the specific research area (Bhattacharyya, 2006).

Research design is a description of how the research process which has framework which includes the overall considerations that have led to appropriate methodology that is being adopted, its descriptive to how the respondents were selected and the data that has been analysed (Flick, 2011).

According to Cliff Woody, research is an academic way of refining and redefining certain problem areas. Which can be carried out by collecting, organising and evaluating the data. Empirical research is an appropriate research method when evidence is sought after to provide answers to whether certain specified factors are influencing other variables in another way. Evidence gained through empirical studies undertaken has been noted to be one if not the most powerful way to support a hypothesis (Kothari, n.d.).

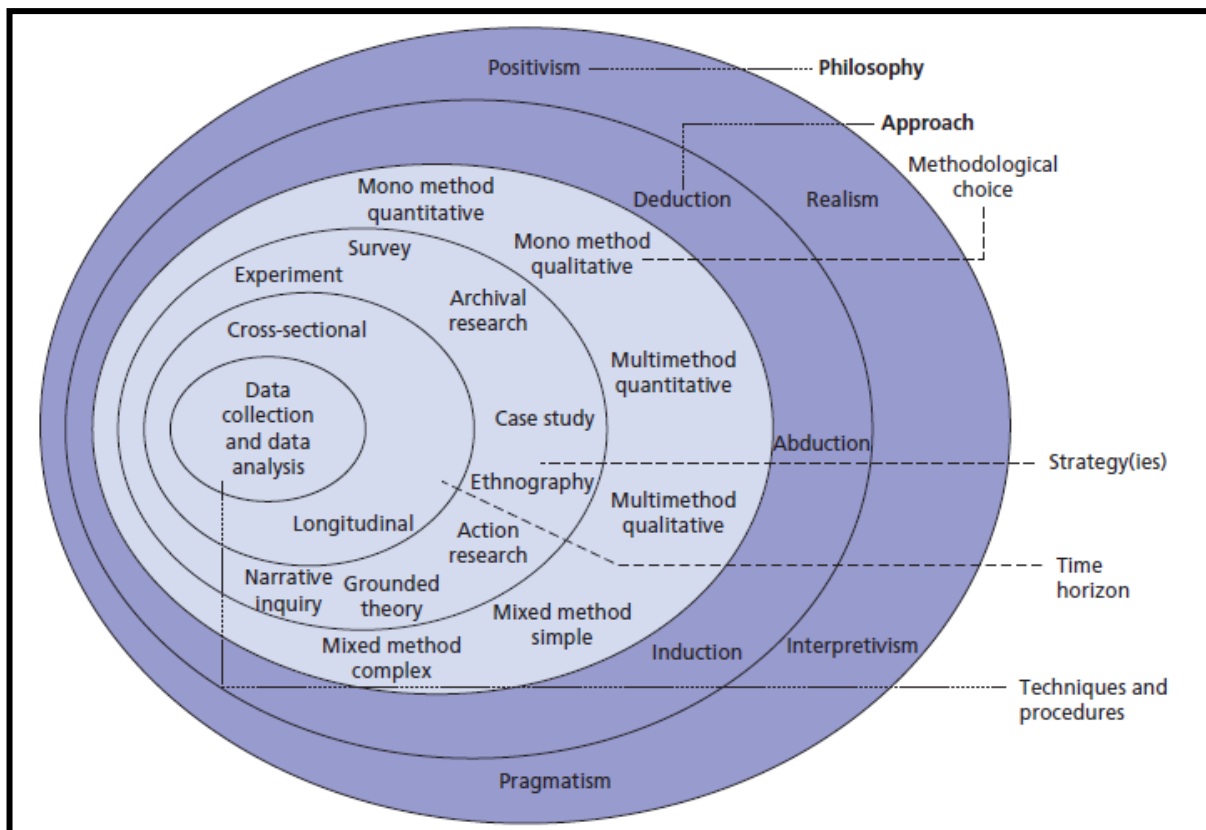


Figure 2.1 The Research Onion. (Based on Saunders et al's Diagram, 2009)

The representation of the research onion method was developed by (Saunders et al, 2007) as a descriptive way to understand the varying stages which the research must follow when using this method to formulate an effective methodology within the research. Therefore, the researcher would use of an online questionnaire to gather the quantitative data as it allows a much larger sample focus than a qualitative method would be able to generate.

2.1 Paradigm

A paradigm is defined as a pattern or model that helps to investigate and understand what is being investigated. This study will adopt the positivism philosophy, which defines as a method that uses a structured framework which consists of larger quantitative samples

(Howell, 2013). This paradigm method fits in with the researcher's quantitative research questionnaire, to gain large amount of data to be revised with the dissertation topic.

2.2 Sample

Sampling can be defined as selecting a large group of individuals which make up the generic population, to observe and estimate a specific factor that is generic to most of the population (Thompson, 2013).

Within this study the researcher will select participants that are over the age of eighteen to partake within the questionnaire, the sample will consist of one hundred participants to reflect the consumer attitudes of society. The larger the sample size the more reliable to data will consist of all individuals within society.

2.3 Collection Method

The researcher will conduct an online questionnaire through the means of an online survey website called Survey Monkey, through a subscription which allows to gather from large amounts of recipients accumulating large amounts of data. This will be distributed through a series of online channels to engage with as many participants as possible.

The data collection will be best suited to method of research to engage with consumers and help to collect the data within a sustainable and practical method. Which will allow the researcher to analyse the participant answer patterns and trends, to formulate a reflective consumer attitude when purchasing from notoriety branded organisations.

2.4 Limitations

The research will face limitations such as time constraints to conduct primary research within to be able to analyse the collected data and able to access resources within the time frame. With the time frame, the research will be subjected to a smaller participant pool that will not represent the population but will however gain an insight to a percentage of the demographic population.

The research will attempt to minimize the limitations of the time frame through the means of producing a Gantt chart to help time management and gain as much research within the small-time frame.

2.5 Ethical risks

There will be minimal ethical risk within this research as all participants of the survey will remain confidential within a secured online survey distributor. Also, all participants will all be over the age of eighteen and partaking within the survey will be completely voluntary based.

3.Resources and Planning

3.1Resources

Theoretical resources and researched secondary data will help to provide the researcher with knowledge and understanding through the dissertation. Extensive research within the topic area, will help to gain insight to produce primary research.

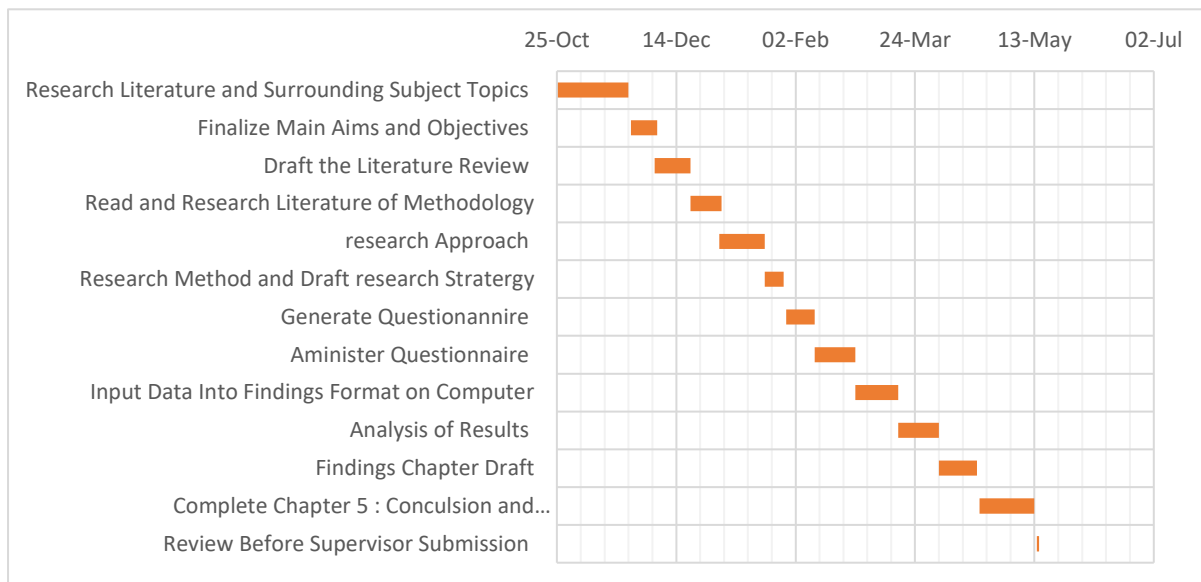
Using online journal articles and researched books through the library and internet resources will help to provide secondary data. Whilst the appropriate primary research will be carried out using an online survey questionnaire, along with a reliable data analysis software will be used throughout the research analysis.

3.2 Time scale

Henry Lawrance Gantt developed the Gantt chart as a visual tool to show scheduled and progress throughout projects, thus it has been accepted as a visual aid within a short time scale as a project management tool that is a radical concept used daily throughout society (Gantt, 1919).

Therefore, the researcher will use the Gantt Chart as a visual aid to help the short time scale which is considered the researchers limitation. Using the Gantt Chart, the research will be able to meet data collection deadlines and the dissertation submission.

3.3 Gantt Chart



4. References

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