



summary master thesis

Topic: The role of Corporate Social Responsibility in Employer Branding
Research Question: How can the role of CSR in employer branding for large family businesses in Southern Germany and Western Austria be described?
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1 problem definition

- talented employees and executives are becoming more significant (Suliman & Al-Khatib, 2014) and for job-seeking persons and employees CSR is increasingly important

2 results



- CSR's great **potential** benefits for strengthening the EB is recognized
- but only half of the businesses **use** CSR for increasing Employer Attractiveness (CSR plays a subordinate role in EB)
- CSR **activities** in EB are methods to increase employees' work-life balance, training opportunities and make CSR part of the corporate culture (but no concrete methods)
- CSR-related information are used for **communication** in recruiting, but no concrete CSR activities or values are communicated to potential and current employees yet

3 recommendations for family businesses

- Increase use of CSR activities for attracting and retaining employees!
- Implement a more targeted and effective approach to CSR communication!
- **Stay authentic** – CSR activities should ring true and not for greenwashing purposes!

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