

EMPLOYEE ENGAGEMENT IN
CORPORATE SOCIAL
RESPONSIBILITY: A
COLLECTION OF ESSAYS

PHD DEFENSE
LONNEKE ROZA
8 SEPTEMBER 2016



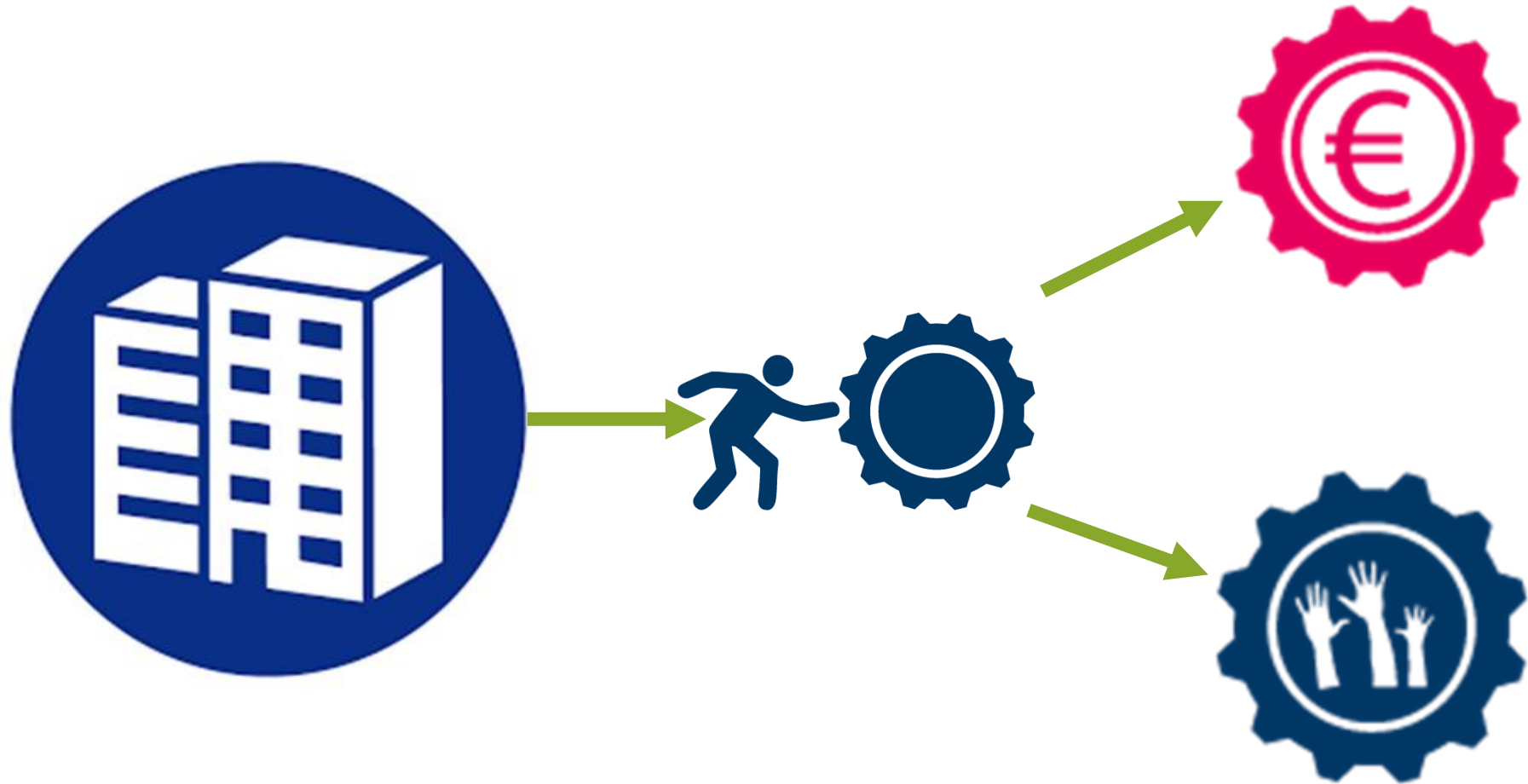


BUILDING A RESILIENT SOCIETY





EMPLOYEE ENGAGEMENT IN CSR IS TRENDING





THIS DISSERTATION:

EMPLOYEE ENGAGEMENT IN CORPORATE SOCIAL RESPONSIBILITY





RESEARCH QUESTIONS

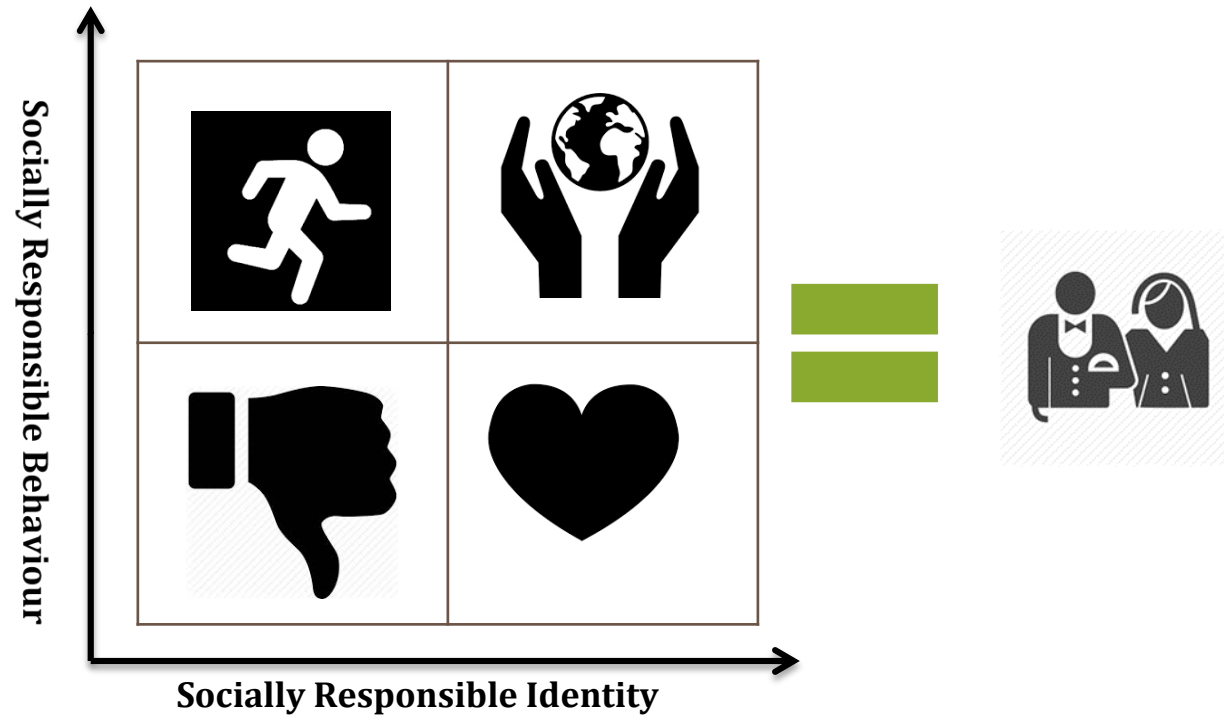
Main research question: what are the antecedents, interventions and consequences of employee engagement in Corporate Social Responsibility?

- **What is the role of CSR in the relationship between employees and employers?**
 - How can CSR managers design programs effectively?
- **How can we explain why people engage and why others refrain from such behavior?**
 - How can companies stimulate employee engagement in CSR?
 - What are the characteristics and patterns of employees engaging in CSR?
 - What is the influence of a company to engage people in society?
- **What are the consequences for non-profit organisations?**
 - How can non-profit managers manage these contemporary resources?



CSR AND THE EMPLOYEE-EMPLOYER RELATIONSHIP (1)

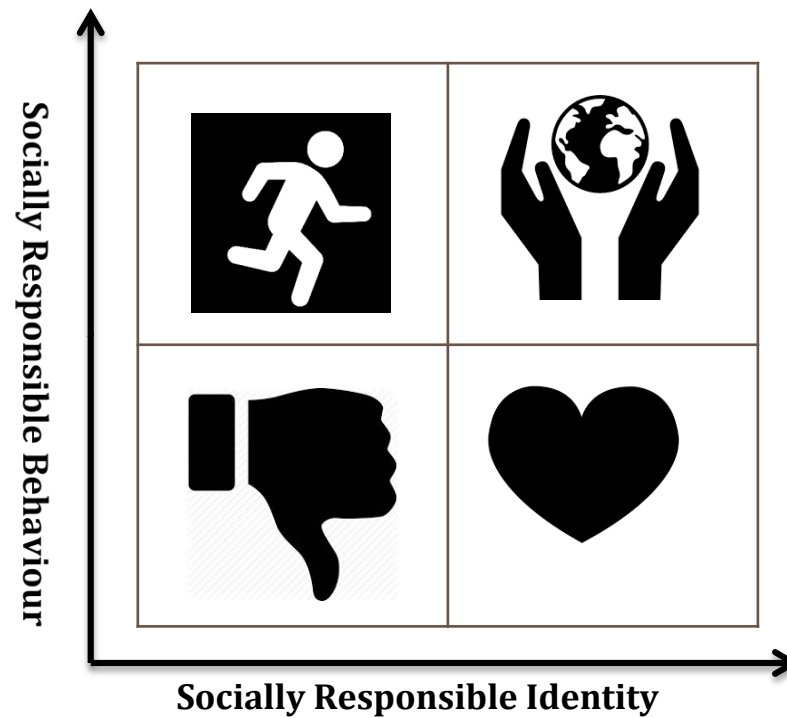
Employers and employees





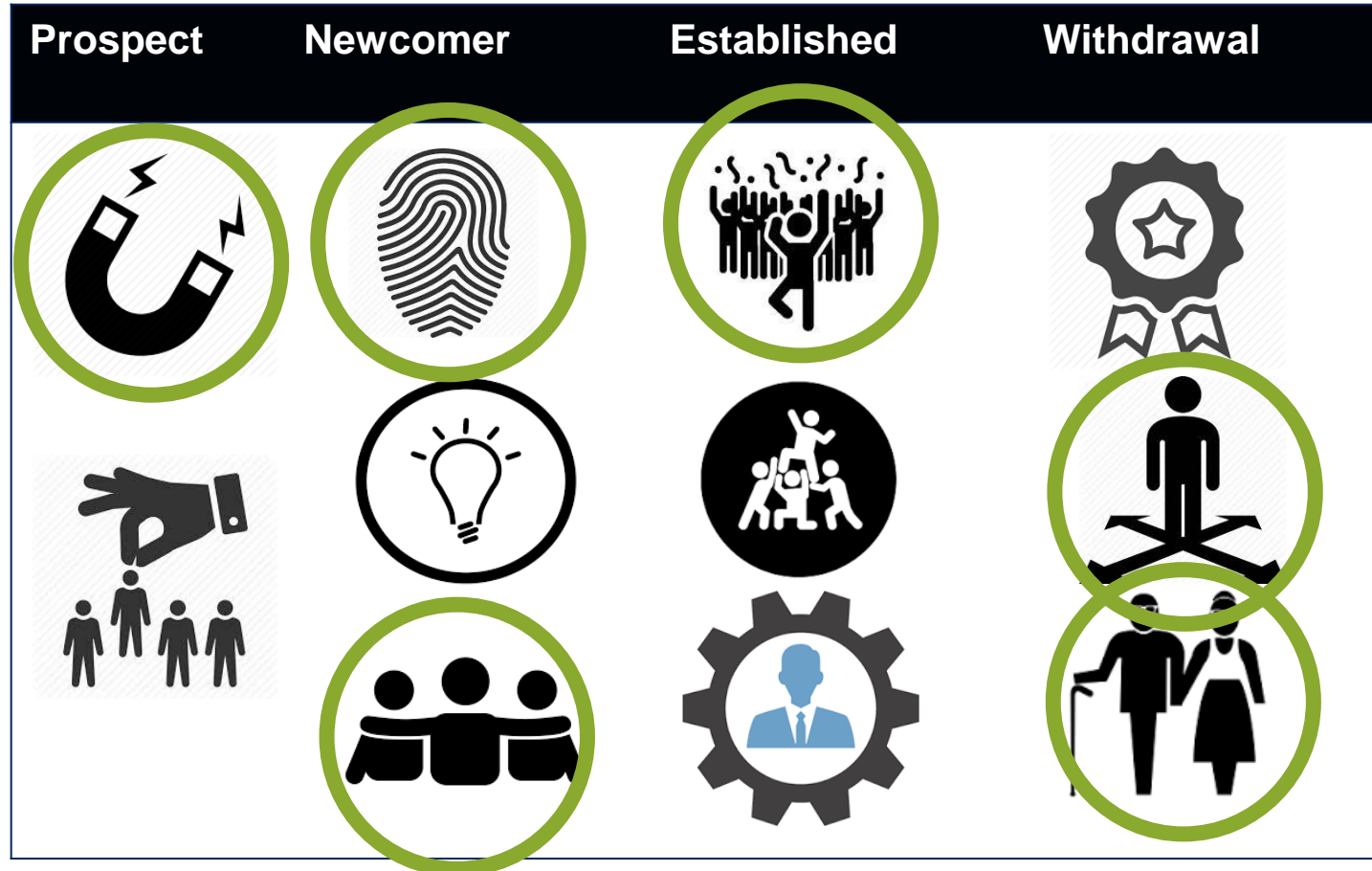
CSR AND THE EMPLOYEE-EMPLOYER RELATIONSHIP (2)

Employers and employees





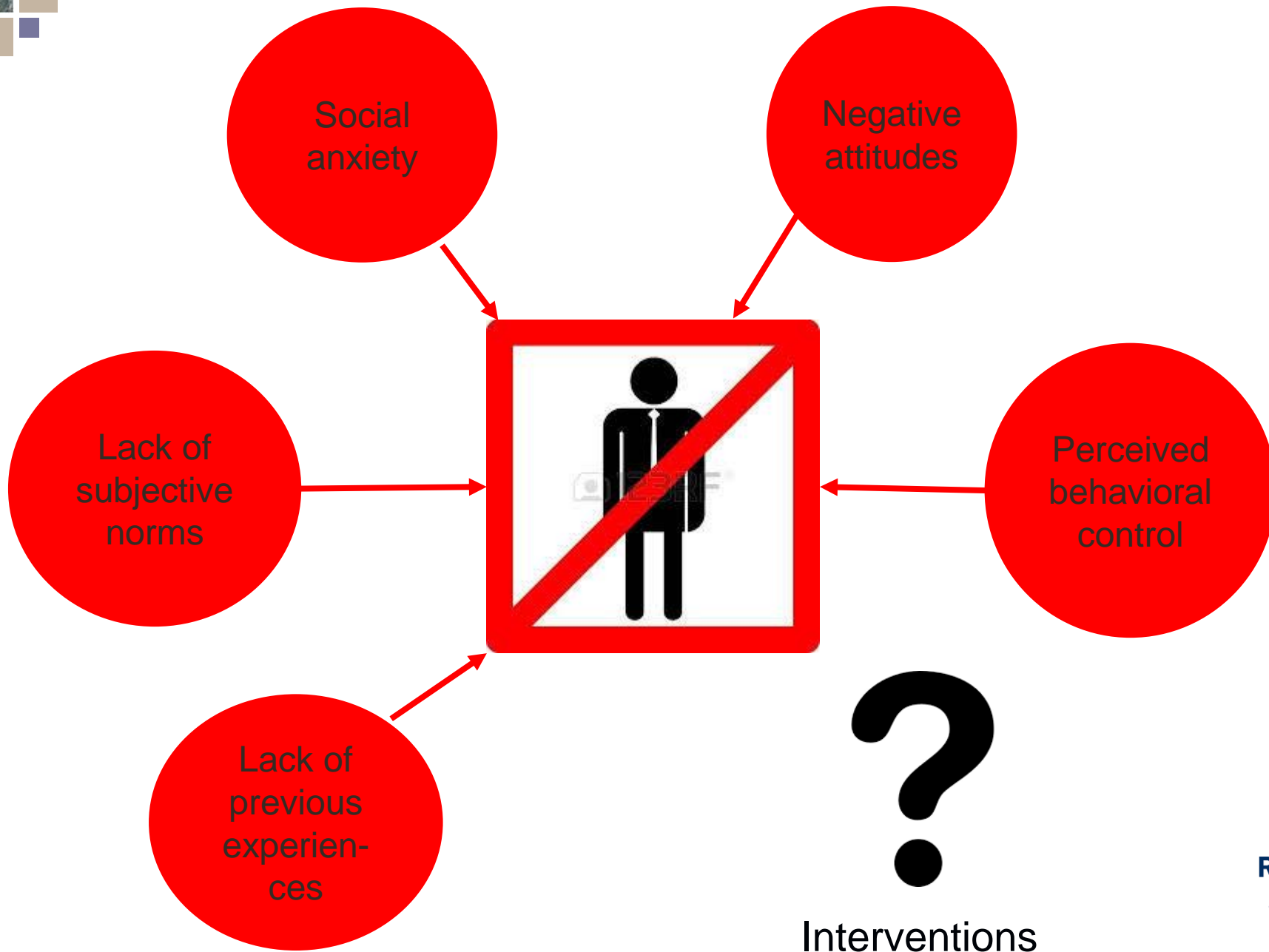
CSR AND THE EMPLOYEE-EMPLOYER RELATIONSHIP (2)



Employer initiated and employee initiated CSR



ENGAGING EMPLOYEES IS HARD





SOCIAL CASE



A green rounded rectangle containing four icons: a green 3D bar chart with an upward arrow, a black gear with a white star, a blue gear with a white box, and a pink gear with a white Euro symbol.



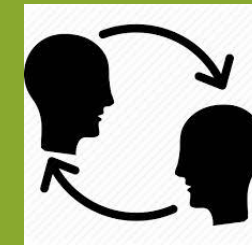
A green rounded rectangle containing four icons: a group of people giving thumbs up, a black silhouette of one person helping another over a barrier, a black silhouette of a person with question marks above their head, and a black silhouette of a head with blue gears inside.



CHALLENGES TO MANAGE



Interventions





FINAL WORDS



www.rsm.nl/maatschappelijkebetrokkenheid



LET THE DEFENSE BEGIN

THANK YOU

