



Corporate Social Responsibility Efforts are Recognized by Employees in Australia

Research conducted by the Kenexa® Research Institute (KRI) evaluated Australia workers' perceptions of their organizations with regard to corporate social responsibility.

Corporate social responsibility (CSR)—a strategic corporate initiative that has been receiving an increased amount of attention—provides more benefits to an organization than simply reducing costs by recycling and giving back to the community. Actively participating in CSR efforts is related to higher employee engagement levels and more favorable views of senior management.

Results in Australia indicate that an organization's CSR efforts also positively affect an employee's personal outlook on the future, satisfaction with his or her job and confidence in the company's future. Employees who rate their organization as having a strong CSR culture outscored those who viewed their company's CSR activities as weak on each of these key indicators. Furthermore, employees who work in a strong CSR culture are more favorable toward their colleagues' willingness to do the very best for the organization, and have more favorable views of their company's ability to motivate people to work hard and put in extra effort.

Favorability regarding their organization's CSR initiatives varies notably across industries. Workers in the banking, financial and accounting/legal service industries have the most favorability, while workers in retail and transportation services are the least favorable.

Executives, senior managers and those in clerical positions have more favorable views of their employer's support for CSR, while equipment operators and those in the crafts/skills trades have the least.

Database Overview

The Kenexa WorkTrends™ database is a comprehensive normative database of employee survey results with comparisons on topics including leadership, employee engagement and customer orientation from workers in Australia, Brazil, Canada, China, Germany, Japan, India, Mexico, The Netherlands, Russia, Switzerland, the United Kingdom and the United States.

Study Details

The WorkTrends survey questions were designed specifically to evaluate how workers view their organizations with regard to corporate social responsibility initiatives. The questions asked were:

- My company does a good job of contributing to the communities in which we live and work.
- My company's commitment to social responsibility (e.g. community support, protecting the environment, etc.) is genuine.
- My company's corporate social responsibility efforts have increased my overall satisfaction with working here.

Opinion items were rated using a 5-point Likert-like scale. The percent favorable is the percentage of people who chose either of the two most positive answers (typically "strongly agree" or "agree").

The CSR Index is calculated by averaging the percentage of favorable responses across these three items. This results in a single score that reflects the overall strength of an organization's corporate social responsibility culture as perceived by its employees.

Figure 1: Views of Senior Manager

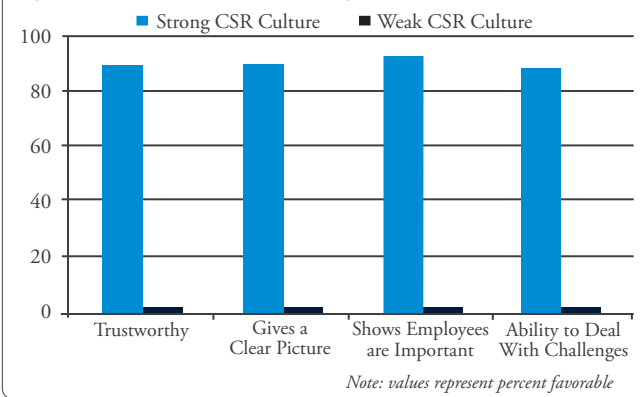


Figure 2: Employee Engagement

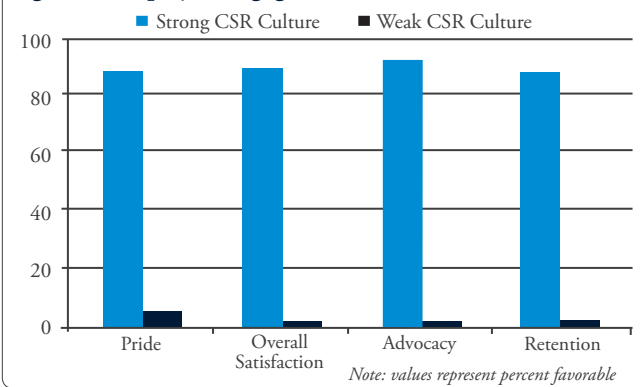


Figure 3: Key Performance Indicators

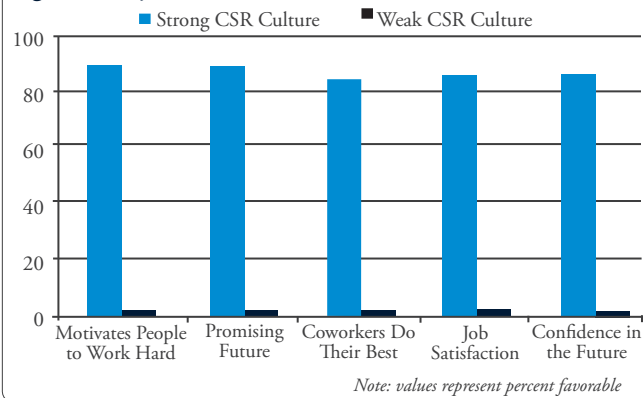


Figure 4: CSR Index by Job Function

Job Function	Percent Favorable
Executive/Senior Manager	88
Clerical	77
Manager/Supervisor	75
Sales/Service	72
Professional/Technical	67
Crafts/Skilled Trades	67
Operative/Labourer	47

Figure 5: CSR Index by Industry

Industry	Percent Favorable
Banking Services	91
Financial	83
Accounting/Legal	82
Healthcare Products/Pharmaceuticals	80
Government/Public Administration	77
Light Manufacturing	74
Communication Services/Utilities	73
Mining	72
Hi-Tech Manufacturing	71
Construction/Engineering	71
Healthcare Services	70
Heavy Manufacturing	70
Business Services	68
Education	66
Retail/Wholesale	65
Food Industry Retail/Wholesale	59
Transportation Services	50
Restaurant	N/A
Hotel/Lodging Services	N/A
Personal Services	N/A
Agriculture/Farming and Forestry	N/A

About Kenexa

Kenexa provides business solutions for human resources. We help global organizations multiply business success by identifying the best individuals for every job and fostering optimal work environments for every organization. For more than 20 years, Kenexa has studied human behavior and team dynamics in the workplace, and has developed the software solutions, business processes and expert consulting that help organizations impact positive business outcomes through HR. Kenexa is the only company that offers a comprehensive suite of unified products and services that support the entire employee lifecycle from pre-hire to exit.

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