

The case of proactive work, genuine interest, and engagement of a French financial services group with its employees and customers towards CSR

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Abstract

This paper presents exploratory research on how a French financial services group can achieve the objective of Corporate Social Responsibility (CSR). We aim to explore how the company works with its stakeholders towards sustainability, namely which actions the firm undertakes, and which resources it mobilizes. We draw on the Activity-Resource-Actor (ARA) model. We conducted a content analysis based on the secondary data. We find that the company is genuinely committed, and this commitment is beneficial for its performance. While many other companies see the Corporate Social Responsibility (CSR) as an obstacle to their business, we find that actions taken (see analysis part) and resources mobilized (see analysis part) towards CSR by the company led to performance improvement. CSR managers can engage with employees and customers to identify the activities and resources that they need to undertake to improve sustainable performance.

Subject Areas: *Business-to-Business Marketing, Finance, Market Analysis and Response, Organization Relationships*

Track: Social Responsibility & Ethics