

A CROSS-NATIONAL COMPARISON OF THE RELATIONSHIP BETWEEN HUMAN VALUES AND REACTION TO CSR ANNOUNCEMENTS

Sathiadev Mahesh
University of New Orleans, USA
SMahesh@uno.edu

Marek Pawlak
The John Paul II Catholic University of Lublin, Poland
marek.pawlak@kul.pl

Abstract:

This paper reports on an ongoing cross national study of the interaction between human values and reaction to corporate social responsibility announcements. Studies have been conducted in US, Taiwan, Italy, Poland and Bulgaria, in which 1277 management students participated. This study uses the Shalom-Schwartz higher values theory to identify the human values of respondents. The goal of the study is to discover the relationship between human values and the response to corporate CSR announcements. Results from earlier studies using this instrument in Asia and Europe suggest that only conservative-minded people respond clearly negatively to CSR announcements, and they constitute only a small percentage of the population. In this paper, we include results from a metropolitan U.S. college, and discuss the differences in reaction to CSR announcements.

Keywords: Human values, CSR announcement, reaction to CSR announcement, Shalom-Schwartz theory