

Corporate Social Responsibility Towards Employees – Analysis of Slovenian and Foreign Good Practices

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Corporate social responsibility is defined as the social obligation of companies that is beyond the motive for maximizing profits. It is also the responsibility of companies to society in regard to the wider circle of stakeholders than just to shareholders. In spite of numerous definitions of social responsibility in the literature, it is relatively rare to focus on the responsibility of organizations to their employees. It is therefore not surprising that in many companies, human resource professionals do not pay enough attention to the socially responsible attitude towards employees. Considering that in Slovenia the structure of companies is dominated by small and medium-sized enterprises, it is discussed that this might influence the implementation of corporate social responsibility towards employees. Especially in small companies there may not be human resources specialists, therefore human resource practices are often reactive, related to what is required by law, but are not formalized in corporate social responsible practices.

The consequences of implementing corporate social responsibility towards employees are multifaceted and have many empirically confirmed benefits, such as greater employee performance, higher business performance, higher reputation and perceived company's attractiveness, attracting more talented candidates for employment, increased employee engagement and lower likelihood of burnout at work as well as more positive employee attitudes towards company. Moreover, employees in socially responsible companies also respond more swiftly and flexibly to corporate changes and difficult situations in the life of a company.

The paper offers an overview of good practices in the field of corporate social responsibility towards employees. Slovenian as well as foreign good practices are presented and analysed. Methodology for selection of good practices is also presented. Among selected good practices, the majority is stemming from the companies. In addition, good practices from national and foreign projects, aiming to increase corporate social responsibility towards employees are presented as well. The analysis of good practices is based on six aspects of corporate social responsibility towards employees, namely recruitment and human resource selection, human resource retention, performance appraisal & reward system, training and development, work adjustment and the attitude of leaders to workers.

We conclude that there are many opportunities for companies for investing in their social responsibility towards employees. Even with simple and free measures companies may achieve positive results if only they perceive corporate social responsibility towards employees as a perspective for their further development.

Keywords: corporate social responsibility towards employees, human resources, good practices, Slovenia.