

Assessing Employee Engagement in Corporate Social Advocacy Practices

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Introduction

Corporate social advocacy (CSA) focuses on the corporation advocating for broader societal issues (political, social, or environmental) by taking a stand and/or attitude toward an issue. CSA engages the voice of the corporation, becoming representative of the employees working within it.

It is important to assess how these employees are engaged in the conversation of corporate social advocacy practices and what that means to them.

Objectives

GOAL: To evaluate the perceptions and understanding of corporate social advocacy practices within companies today, and how these practices impact and involve employee engagement.

1. Assess current CSA practices
2. Promote a consistent understanding of CSA
3. Analyze CSA practices across various organizations

Methods

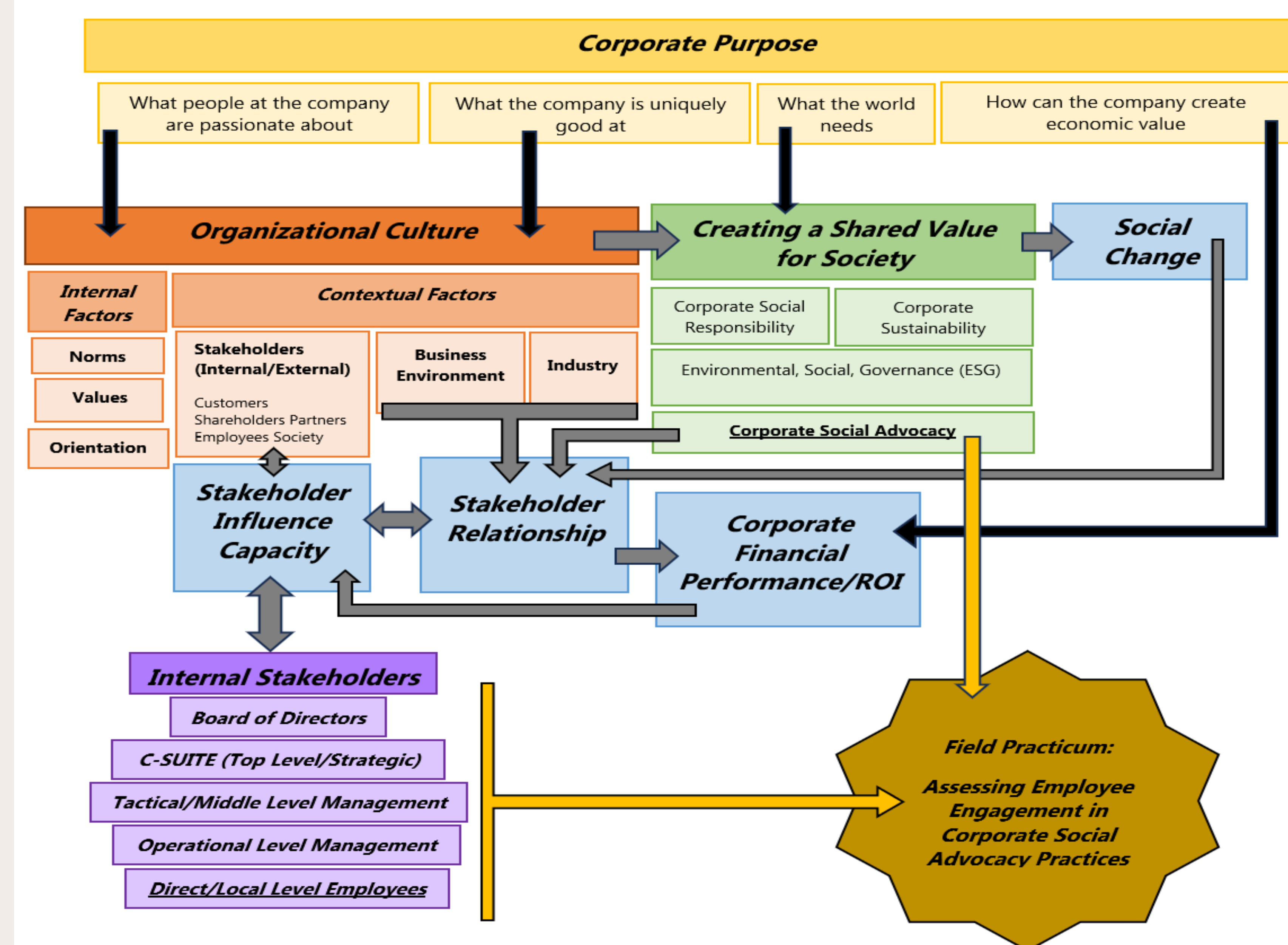
CSR Insights Survey
8 In-depth semi-structured interviews with ESG professionals in 6 different industries

Acknowledgments

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Contextual-Conceptual Framework



Adapted from Ketschau, 2017; Barnett, 2005; Joly, 2021

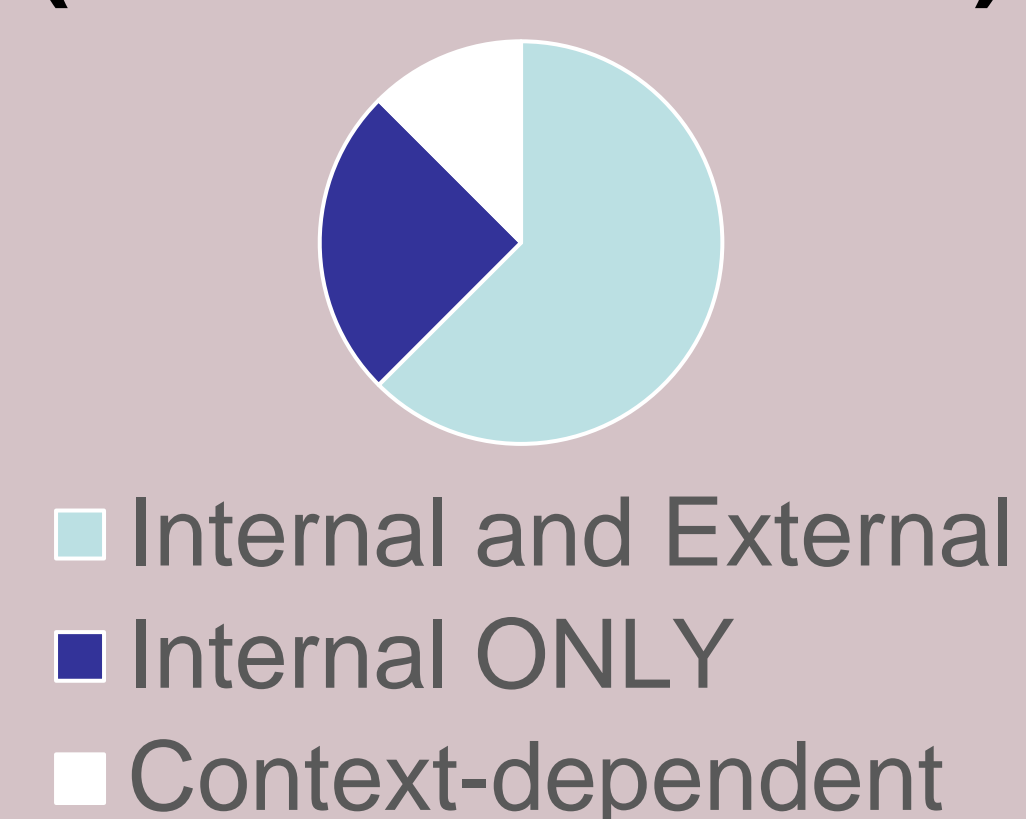
Yellow: components that make up corporate purpose.

Orange: includes internal and contextual factors, stakeholders, business environment and industry.

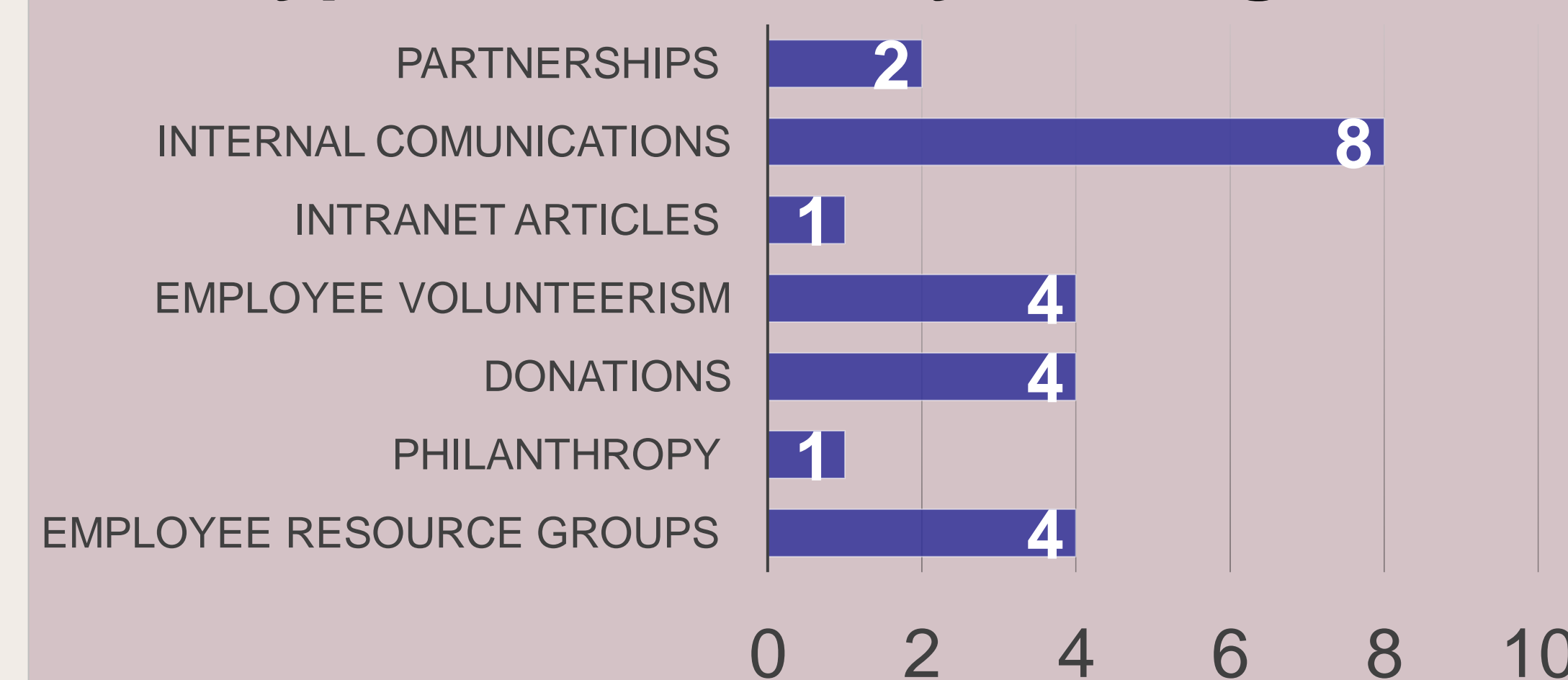
Green: organizational culture influences company engagement in support of making positive social change.

Blue: the relationships considered for the business case for CSR.

Advocacy (Internal/External)



Types of Advocacy Strategies



Results

Advocacy Practices & Considerations

- All companies tied to corporate purpose
- Considerations:
 - Internal versus External advocacy
 - Political nature of CSA
 - Public Image
 - Authenticity and Consistency
 - Differing stakeholder interests

Corporate Responsibilities

- Top 3 Priority Issues include:
 - Diversity, Equity, and Inclusion (DEI)
 - Environmental Sustainability
 - Community Engagement

Employee Engagement Strategies



Conclusions

Engagement: Balancing stakeholder interests
Impact: Lack of consistency in measurement
Purpose: Imperative for appropriate practices

Why should companies advocate?



Obligation to advocate

