

Demonstrating the Jesuit charisms through corporate social responsibility

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Corporate Social Responsibility (CSR)

- 86 percent of consumers worldwide believe the business community must align corporate interests with society's interests (Edelman goodpurpose study, 2010).
- 66 percent of global consumers will pay more for sustainable products (Nielsen sustainability imperative study, 2015).
- Organizations engaged in corporate social responsibility (CSR) are mindful of the public interest and intentionally include it in their corporate decision-making.
- How do the Jesuit charisms align with corporate social responsibility?

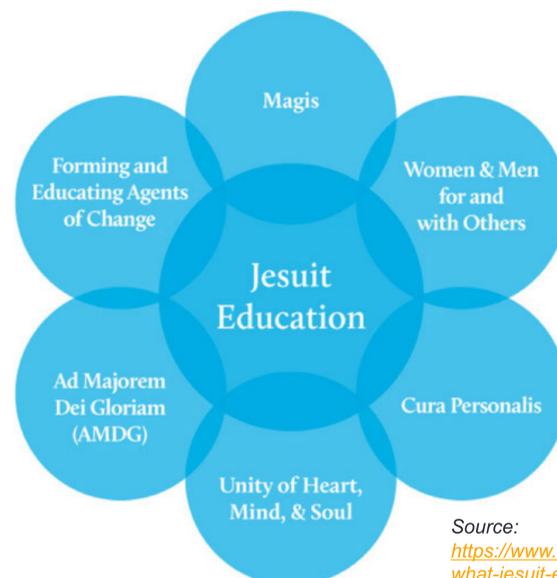
Activity for undergraduates

- Instructor provides an overview of CSR and the Jesuit charisms.
- Students divide into teams to investigate a business that practices CSR. Students present their findings and discuss the Jesuit charism most closely aligned to the CSR effort.
- Students then complete a written reflection based on the following prompt:
As a public relations professional, what are the benefits of infusing the Jesuit charisms into your work, particularly as it relates to CSR?

Activity for online doctoral students

- Instructor begins the lesson with a video introduction, providing an overview of corporate social responsibility (CSR).
- Students read the designated CSR articles and review the Jesuit charisms.
- Students then complete a discussion board conversation based on the following prompt:

Using an example from a current event or from your own workplace, discuss an organization that engages in corporate social responsibility (CSR). What strategies does the organization employ? How effective are the efforts? What ties does corporate social responsibility have to the Jesuit charisms? As a leader, what might you do to engage stakeholders in corporate social responsibility?



Source: <https://www.creighton.edu/about/what-jesuit-education>

