Final Report

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Project Title: *Environmental and Social Responsiveness of Organizations: An Examination from Employer Branding Perspective*

1.1 Project Summary

The purpose of the study is to examine the environment and social responsiveness (ESR) of organizations in relation to employee attraction and engagement. This study explored this question from both organizational and employee perspectives, including future employees, using a series of interviews with each category. The broad study outcomes will help understand the value of ESR practices from multiple angles and provide guidelines to organizations on how to link ESR and employee engagement, and employer branding.

1.2 Project Outcomes and Impacts

The main objective of the project was to gain a better understanding of organizational Environment and Social Responsiveness (ESR) initiatives and how different stakeholders perceive these from employee attraction and engagement perspectives. The data collection was done using interviews with organizational representatives, individuals who are currently employed, and post-secondary students as future employees. Organizational representatives provided insights regarding current practices of ESR and HRM, and their inter-connectedness from the organizations' perspective. Current and future employees provided information regarding job- and organizational choice, personal values in relation to ESR, and current and expected engagement at the workplace in relation to ESR. The project was intentionally designed for the involvement of undergraduate students as research assistants (URA). Two URAs were heavily involved in data collection, preparation, and analysis. Study findings have been presented at multiple academic conferences, and a manuscript is currently being developed for academic journal submission. The findings are of value to the organizations, especially in providing guidance to link their ESR initiative to employee attraction and engagement.