Corporate Social Responsibility, Sustainability, and Ethical Public Relations

Strengthening Synergies with Human Resources

By

Donnalyn Pompper
University of Oregon, Eugene, OR, USA
Contents

Preface ix
Foreword xiii

CHAPTER 1 Picking at an Old Scab in a New Era: Public Relations and Human Resources Boundary Spanning for a Socially Responsible and Sustainable World
Donnalyn Pompper 1

CHAPTER 2 Organizations, HR, CSR, and Their Social Networks: “Sustainability” on Twitter
Jeremy Harris Lipschultz 35

CHAPTER 3 Nonprofit Social Responsibility and Sustainability: Engaging Urban Youth through Empowerment
Lauren Bradford 53

CHAPTER 4 Overcoming Regional Retention Issues: How Some Michigan Organizations Use CSR to Attract and Engage Top Talent
Erin Heinrich 89

CHAPTER 5 Corporate Social Responsibility, Volunteerism, and Social Identity: A Case Study of Cotopaxi
Rulon Wood, Julia Berger and Jessica Roberts 123

CHAPTER 6 A Study of University Social Responsibility (USR) Practices at Rwanda’s Institut Catholique de Kabgayi
Marie Paul Dusingize and Venantie Nyiransabimana 143
CHAPTER 7  Corporate Social Responsibility: Johnson & Johnson Creating Community Relations and Value through Open Social Innovation and Partnership across Sub-Saharan Africa
Moronke Oshin-Martin 167

CHAPTER 8  Examining Public Relations' Role in Shaping Organizational Culture, with Implications for PR, HR, and CSR/Sustainability
Pamela G. Bourland-Davis and Beverly L. Graham 199

CHAPTER 9  Hiring Programs for Military Veterans and Athletes Use HR and PR to Demonstrate Human Dimension of Corporate Social Responsibility
Pauline A. Howes 221

CHAPTER 10  Failure to Activate: EpiPen, Legitimacy Challenges, and the Importance of Employee CSR
Ashli Quesinberry Stokes 243

CHAPTER 11  Inspiring Employees through CSR: Lessons from a Gambling Giant
Jessalynn Strauss 271

About the Authors 287
Index 293