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<input type="checkbox"/>	Doctor's thesis

Subject	International Business	Date	14.2.2012
Author(s)	Outi Lehtinen	Student number	
		Number of pages	116 + 3
Title	Integrating corporate social responsibility with value creation. Small Finnish interior textile companies in focus		
Supervisor(s)	D.Sc. Niina Nummela, M.Sc. Mari Ketolainen		

Abstract

Corporate social responsibility (CSR) has become a hot topic in today's business world. However, there has been confusion about what it really means and how it should be implemented. From the company perspective CSR is mainly interesting in case it creates value for the company itself. Nevertheless, all the company's stakeholders should be taken into consideration in order to implement 'true CSR'. The traditional way of CSR is to have voluntary actions in ecological, social and economic responsibilities and it has mainly been non-strategic activity. In this study, CSR is understood merely as *social* responsibilities, whereas corporate responsibility (CR) indicates all three aspects. CSR can also be seen as strategic (SCSR), which makes it a tool for the company to create value for the firm and its stakeholders at the same time. The main purpose of this research is to **analyze the integration of corporate social responsibility with value creation in small Finnish interior textile companies**. The main purpose is divided into three sub-purposes:

- To define what the features of strategic corporate social responsibility are
- To analyze how and to whom CSR creates value in the Finnish interior decoration business
- To investigate how small Finnish interior textile companies implement their CSR.

In order to achieve these purposes, a wide range of scientific literature has been looked through and many articles and researches have been used to create a theoretical framework. This theoretical approach helped to reach the first sub-purpose. The actual research included two phases: First, a pilot research was executed with two qualitative expert interviews and it helped to analyze how CSR creates value in the Finnish interior decoration business. In the second phase primary data was collected with a qualitative semi-structured interview in a small interior textile company, *Design Eija Rasinmäki*. This data was accompanied with secondary data about another interior textile company, *Tikau*. The second phase also achieved the third sub-purpose.

The findings of this study reveal that the traditional CSR is today changing to strategic CSR. SCSR is long-term and systematic activity and it aims at creating value for the company as well as its stakeholders. In the Finnish interior decoration business, value is created mainly for the company, its employees, its customers and the society at large, and value creation is seen as the quality of the products, customer loyalty, ensuring good working conditions and employment. The two instrumental case companies revealed that CSR is implemented especially by employing poor people in order to help the whole community and by ensuring good salary and safe working conditions. Both companies also found good quality as an important value for the customer, which creates value further for the firm. In conclusion, CSR *can* create value in small interior textile firms but it demands well-planned and long-term actions – thus strategic responsibility.

Key words	(Strategic) CSR, value creation, small Finnish interior textile companies
Further information	In this research CSR mainly refers to social aspect only.