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Master's thesis
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Title	CLICK HERE FOR OUR RESPONSIBILITY How do Finnish MNCs communicate their CSR on corporate websites?		
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Abstract

The topic of Corporate Social Responsibility (CSR) has become one of the most important issues in international business. In the world of globalization especially multinational corporations (MNCs) are expected to take actions towards sustainability and responsibility. CSR has been linked to competitive advantage in terms of better company image and even better financial performance, however in order to benefit from CSR companies need to succeed in effectively communicating their responsibility to different stakeholders. The Internet provides companies opportunities to communicate their responsibility to stakeholders. The most used way of MNCs to communicate their CSR is through their corporate websites.

The research question for this thesis is: *How do Finnish MNCs communicate their CSR on corporate websites?* This research question is divided into four subquestions:

- How accessible is the CSR information on corporate websites?
- What are the reasons for CSR stated on corporate websites?
- How are concrete actions linked to CSR communicated?
- In terms of the TBL, which of the components of sustainable development are emphasized?

The research question and subquestions were answered through analyzing the content and structure of websites of four Finnish MNCs operating on international consumer product and services markets. The research was conducted as a content analysis through the methods of observation and coding.

According to this research, the background of MNCs, such as industry and strategic priorities, affect the messages companies deliver to stakeholders. Furthermore it was discovered that Finnish MNCs communicate their CSR in principle on somewhat of a general level. In order to intensify communication of CSR, companies would need to integrate CSR into strategy. Also the interaction between marketing and communication operations should be developed further.

Key words	Corporate social responsibility, CSR, stakeholders, communication, Internet, multinational corporations
Further information	