

16th Corporate Responsibility Research Conference (CRRC)

Theme: Corporate Social Responsibility in Times of Global Crisis

Sub-theme 3: Social Sustainability and CSR - Equity, Diversity, Connectivity and Quality of Life

HOW DO SPANISH COMPANIES FACE THE COMPLIANCE OF SDG 5 AND 10 IN THE WORK ENVIRONMENT AFFECTED BY COVID-19?

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Theoretical Background: Workplace has undergone a profound transformation due to the pandemic derived from COVID-19, but it does not paralyze the time horizon established to improve the sustainable development goals (SDG) committed for the year 2030. The SDGs related with the creation of an inclusive workplace are number 5 -gender equality- and number 10 -reduction of inequalities- (United Nations, 2020). Workforce diversity is a multidimensional concept that could be defined as "an important collective research phenomenon of different aspects of diversity such as demographic diversity, cultural diversity, informational diversity, organizational diversity and cognitive diversity" (Yadav and Lenka, 2020). According to stakeholder theory, companies must expand the managers' vision beyond profit-maximizing functions and include the interests and demands of all groups. **Research Questions:** This work has the purpose of making a content analysis based on the information published in the annual reports of Corporate Social Responsibility of Spanish companies to know the actions developed to meet the goals of SDG 5 and 10. Likewise, we can answer the question: "Q1: What are the actions developed by companies to meet the goals of SDG 5 and 10? Are there differences in how the targets for these SDG have been addressed?". CSR actions make sense when stakeholders value or legitimize these actions. One of the best ways to know it is through the valuation of intangible assets, specifically the corporate social performance. This reasoning leads us to pose the second research question: "Q2: Are actions to guarantee equality valued by stakeholders through a greater corporate reputation?". **Method and Results:** In order to answer the questions posed in this work, the content analysis technique will be applied, collecting the actions carried out in the 100 companies with the highest corporate reputation in Spain according to the MERCO reputation ranking in 2019 (last available year of CSR reports). With the panel of data extracted, two numerical indicators will be generated, one aimed at increasing gender equality, and the other at reducing inequalities. Finally, the results obtained with an explanatory multiple linear regression model will allow us to answer whether actions aimed at equality have a positive impact on corporate reputation.

References:

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United Nations, (2020). Policy Brief: The impact of COVID-19 on Women. Available: https://www.un.org/sites/un2.un.org/files/policy_brief_on_covid_impact_on_women_9_april_2020.pdf