

ONLINE CSR COMMUNICATION OF ALBANIAN COMPANIES: AN INVESTIGATION OF THE COMMUNICATION FEATURES

Art Shala¹, Genc Alimehmeti², Visar Sylaj³

¹Department of Marketing, University of Tirana, Email: artshala@gmail.com

²Department of Management, University of Tirana, Email: genc.alimehmeti@unibo.it

³Faculty of Linguistic, University of Bologna, Email:visar.sylaj@gmail.com

Abstract

According to Schultz et al (2013), communication messages related to responsibly caring about the society could respond to welcoming feedback among stakeholders. Hence, organizations around the world have been considering to further empower their presence and communication in a social context. In contrast, for a company that is striving to compensate for the mediocre products or services that consumers perceive they offer, entering into a socially responsible campaign has proven to be risky (Dincer & Dincer, 2010). The fact of misleading or persuading consumers to change their beliefs towards their performance can harm the organizations image and capital. Therefore, entering into a CSR initiative which corresponds with the organization values has proven to be a successful element in the long-run. This study investigates the online CSR communication of 94 companies over a total number of 1.224 companies classified as very important by the national register of companies. It aims to explore the Albanian current situation of online CSR communication and show what communication features are used, the coverage of the CSR structure and its presentation.

Keywords: *CSR, Corporate image, Social responsibility, Communication*