

Corporate social responsibility and employer branding: challenges for the wine sector resulting from a bibliometric analysis

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Abstract

The greatest boom of the corporate social responsibility (CSR) concept in companies occurred in the 1990s when managers began to understand that the implementation of CSR activities requires specific attention. At that time, CSR also merged with fields such as marketing, public relations, diversity, and human resources. Based on the bibliometric analysis, the article aims to identify areas of scientific research in which the issue of CSR is addressed within the issue of employer branding (EB), with a focus on the wine sector. The findings confirm that the issues of CSR and EB have not been given enough attention so far, either in general or specifically in the wine sector. This fact reveals an interesting research gap, as current generations of the workforce demand socially responsible behavior from their potential or actual employers. The integration of CSR in employer branding thus represents a desirable strategy that could also be useful in the wine sector, which is currently facing a shortage of quality people.

Keywords: corporate social responsibility, employer branding, wine sector, bibliometric analysis, Web of Science, Czech Republic

Introduction

The concept of corporate social responsibility (CSR) has been known since the 1930s (Carlini et al., 2019). However, in recent years it has gained importance as a result of various economic, social, and environmental crises, the impacts of which are globally

much more noticeable and discussed among people mainly thanks to the phenomenon of social networking (Roper et al., 2013; Kozáková, Hudáková & Filová 2021). Thus, the issue of socially responsible behavior of companies is perceived more and more sensitively among people (Arasanmi, Krishna, 2019; Vrabcová, Urbancová & Hudáková, 2022).

Companies are increasingly using CSR activities in employer branding to attract and retain potential and current employees and engage them in CSR activities and employer branding (Spurný et al., 2021). However, there is a lack of literature synthesizing the delivery of CSR activities and employer branding to understand employee engagement in CSR activities from the employer branding perspective (Jones, Willness & Madey, 2014). In this article, the authors concluded that the reputation and attractiveness of employers are increased by the social value and engagement of employers perceived by potential and current employees as a result of CSR activities. The research results also suggest that employer branding mediates the relationship between corporate social responsibility and employer reputation and attractiveness (Binu Raj, Akbar & Subramani, 2022).

Employer branding is a relatively young concept, first defined in 1996 by Tim Ambler and Simon Barrow (Ambler, Barrow 1996). It is a set of many interconnected steps that lead to building an employer brand. Above all, it is about company culture, how employees perceive it and how they feel about it, as well as what employees can offer the company and what it can offer them (Staniec, Kalińska-Kula, 2021). The issue of building an attractive employer brand through corporate social responsibility is important also for the wine sector in the Czech Republic, which has been experiencing a shortage of quality people in recent years.

The wine sector is a specific area of agriculture. There are two main wine regions in the Czech Republic: Bohemia and Moravia. These regions are divided into sub-regions. The sustainable development of these regions depends above all on people and their approach to socially responsible business activities. For every wine business, it is important to attract and retain quality people ready to participate in the development of a socially responsible business and build an attractive business brand, including an employer brand. Linking CSR and employer branding activities can help accomplish this purpose.

Therefore, it makes sense to deal with the relationship between CSR and employer branding activities in the wine sector. Based on the bibliometric analysis, the article aims to identify areas of scientific research in which the issue of corporate social responsibility (CSR) is addressed within the issue of employer branding (EB), with a focus on the wine sector, which belongs to one of the traditional agricultural industries in the Czech Republic. Following the stated aim, four research questions were established:

RQ1: Will the bibliometric analysis confirm a significant increase in scientific interest in the issue of CSR in connection with the issue of EB?

RQ2: In which areas of scientific research the topic of CSR and EB is addressed most?

RQ3: Which journals pay the most attention to the issues of CSR and EB?

RQ4: Will the bibliometric analysis confirm a research gap on the issues of CSR and EB in the wine sector?

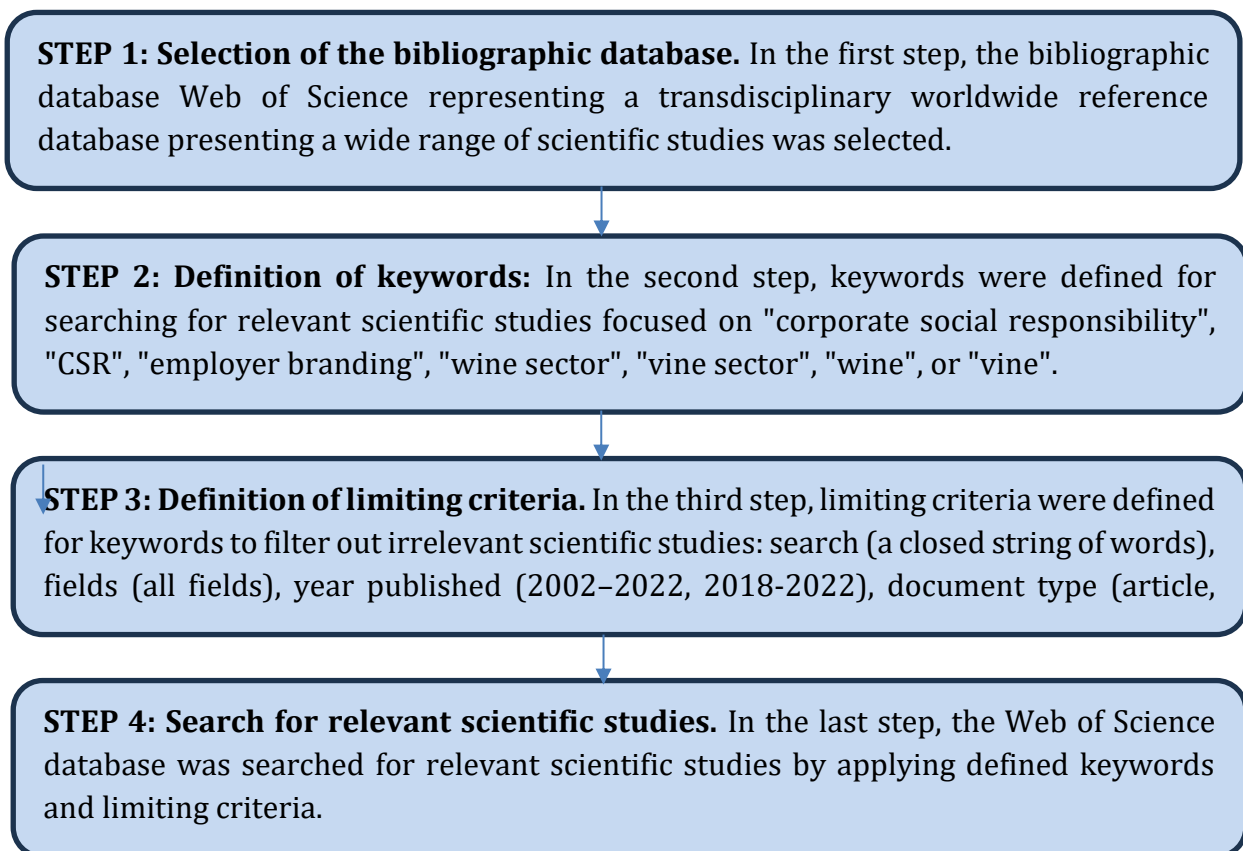
Methods and Data

The article deals with areas of scientific research in which the issue of corporate social responsibility (CSR) is addressed within the issue of employer branding (EB), with a focus on the wine sector. To achieve the aim of the article, a bibliometric analysis of scientific articles in the Web of Science database was used.

A bibliometric analysis is an effective method to find trends in specific areas of research and identify relevant studies for further qualitative research, where the studies and trends are worked on in greater detail (Jacimovic et al., 2021). Examining scientific studies published in any field of science at regular intervals is of great importance both for determining the level of development in a given field and for determining which topics and questions the authors mainly focus on (Matsimbe et al., 2022).

The bibliometric analysis on the issues of corporate social responsibility (CSR) and employer branding (EB) in the wine sector was carried out in the following steps:

Figure 1: flowchart of the methodological procedure



Results

To identify areas of scientific research in which the issue of corporate social responsibility (CSR) is addressed within the issue of employer branding (EB), with a focus on the wine sector, scientific studies were searched in the Web of Science database for the period 2002-2022 and 2018-2022 (see Table 1).

Tab. 1: Bibliographic records on various queries in the Web of Science database

Search code	Query	2002-2022	2018-2022
A	Corporate Social Responsibility or CSR	56,044	24,943
B	Employer Branding	447	283
C	"Wine Sector" or "Winer*"	10,609	3,967
AB	Corporate Social Responsibility or CSR and "Employer Branding"	40	24
AC	"Corporate Social Responsibility" and "Vine Sector" or "Vine*"	34	22
ABC	Corporate Social Responsibility or CSR and "Employer Branding" and "Vine Sector" or "Vine*"	0	0

Source: calculated by authors, access 2023/05/07

Code A: There were a total of 56,044 scientific studies related to Corporate Social Responsibility or CSR in the period 2002-2022, mainly from the fields of Business (13,516), Management (11,498), Environmental Studies (5,946), Environmental Sciences (3,890), Economics (3,612), Business Finance (3,355), and Ethics (2,811). The scientific studies were published mainly in the USA (11,531), China (8,772), India (6,464), England (4,811), Australia (2,972), Germany (2,364), and Italy (2,323). In the period 2018-2022, 44.5% of all scientific studies (24,943) were published, which proves the growing interest in this issue (see Graph 1).

Code B: There were a total of 447 scientific studies related to Employer Branding in the period 2002-2022, mainly from the fields of Management (228), Business (160), Economics (49), and Industrial Relations Labor (37) and from India (66), Germany (44), Poland (35), England (34), USA (26), and Czech Republic (15). In the period 2018-2022, 63% of all scientific studies (283) were published, which proves the growing interest in this issue (see Graph 1).

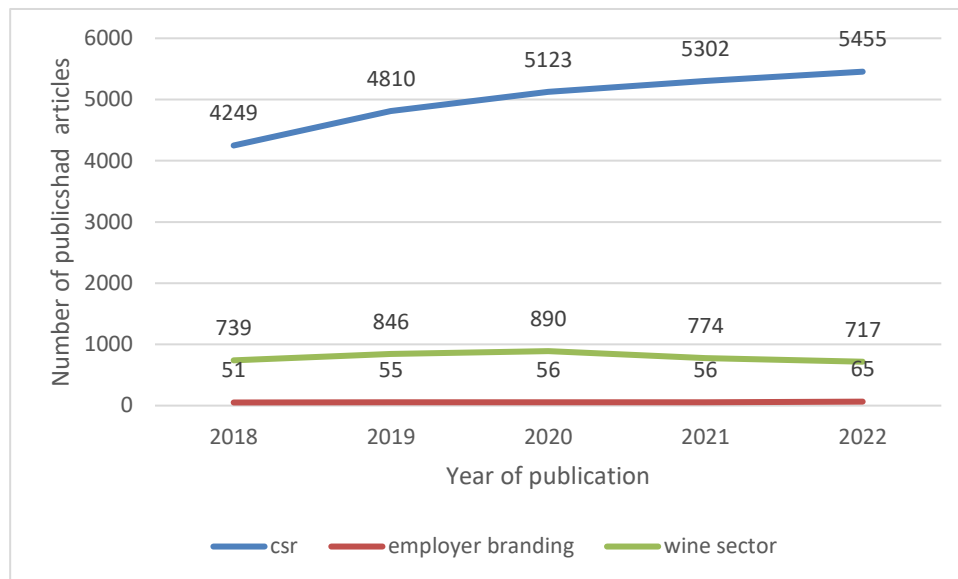
Code C: There were a total of 447 scientific studies related to "Wine Sector" or "Winer*" in the period 2002-2022, mainly from the fields of Food Science Technology (1,582), Oncology (1,274), Physic Particle Fields (1,211), and Environmental Science (654) and from the USA (5,117), Spain (2,961), Italy (2,682), France (2,144), Germany (2,068), and Czech Republic (1,123). In the period 2018-2022, 37% of all scientific studies (3,967) were published (see Graph 1).

Code AB: There were a total of 40 scientific studies related to Corporate Social Responsibility or CSR and "Employer Branding" in the period 2002-2022, mainly from the fields of Business (23), Management (13), Economics (10), and Environmental Studies (5) and from India (7), Poland (7), Czech Republic (4), Spain (4), and Germany (3). In the period 2018-2022, 60% of all scientific studies (24) were published (see Graph 1).

Code AC: There were a total of 34 scientific studies related to "Corporate Social Responsibility" and "Vine Sector" or "Vine*" in the period 2002-2022, mainly from the fields of Business (14) and Environmental Studies (9) and from Italy (11), Spain (7), USA (5), France (4), England (3), and Czech Republic (1). In the period 2018-2022, 65% of all scientific studies (22) were published (see Graph 1).

Code ABC: There were no scientific studies related to Corporate Social Responsibility or CSR and "Employer Branding" and "Vine Sector" or "Vine*" in the period 2002-2022.

Graph 1: Bibliographic records on various queries in the Web of Science database



Source: authors

In response to the first research question "Will the bibliometric analysis confirm a significant increase in scientific interest in the issue of CSR in connection with the issue of EB?" (RQ1), it could be stated that there is a significant increase in scientific interest in the issues of corporate social responsibility and employer branding.

In response to the second research question "In which areas of scientific research the topic of CSR and EB is addressed most" (RQ2), it could be stated that in business, management, economics, and environmental studies.

In response to the third research question "Which journals pay the most attention to the issues of CSR and EB?" (RQ3), table 2 presents journals in which the searched scientific studies were published the most. The data are presented according to the search codes A, B, C, AB, and AC.

Tab. 2: The most significant journals by the number of articles

Order	Journal (number of articles)				
	Code A	Code B	Code C	Code AC	Code AB
1	Sustainability (1,820)	India (73)	USA (5,122)	Italy (11)	India (7)
2	Journal of Business Ethics (1,758)	Germany (48)	Spain (2,964)	Spain (7)	Poland (7)
3	India (6,635)	England (35)	Italy (2,686)	USA (5)	Czech Republic (4)

Code A – Corporate Social Responsibility or CSR
Code B – Employer Branding
Code C – "Wine Sector" or "Winer*"
Code AB – Corporate Social Responsibility or CSR and "Employer Branding"
Code AC – "Corporate Social Responsibility" and "Vine Sector" or "Vine*"

Source: authors according to the Web of Science database on 2023/05/07

Within the AB code including scientific studies related to Corporate Social Responsibility or CSR and “Employer Branding” a content analysis was carried out, because few scientific studies have been published in this area so far, and therefore it was analyzed which specific issues the authors of the scientific studies dealt with.

Tab. 2: countries from which most articles on the topic have been published

Order	Journal (number of articles)				
	Code A	Code B	Code C	Code AB	Code AC
1	USA (11,733)	Sustainability (12)	J. of Clinic Oncology (394)	Corporate Communications (2)	British Food Journal (5)
2	China (9,100)	Journal of Product and Brand Manage- ment (11)	Physical Review (383)	Corporate Social Responsibility and Environmen- tal mgmt (2)	Developing in Marketing Science (5)
3	Corporate Social Responsibility and Environmental Management (1,265)	International Journal of Organizational Analysis (11)	Journal of High Energy Physics (362)	Sustainability (1)	Sustainability (5)

Code A – Corporate Social Responsibility or CSR

Code B – Employer Branding

Code C – “Wine Sector” or “Winer*”

Code AB – Corporate Social Responsibility or CSR and “Employer Branding”

Code AC – “Corporate Social Responsibility” and “Vine Sector” or “Vine*”

Source: authors according to the Web of Science database on 2023/05/07

The authors found mostly deal with the strategy of using corporate social responsibility within employer branding (Bharadwaj, Yameen, 2021), the connection of the concepts of corporate social responsibility and employer branding (Matuska, Sałek-Imińska, 2014), the synergistic use of the concepts of corporate social responsibility and employer branding (Carlini et al., 2019), the limited use of corporate social responsibility within employer branding (Puncheva-Michelotti, Hudson & Jin, 2018), the dimensions of employer branding, including corporate social responsibility (Nguyen, Nguyen, 2021), the impacts of employer branding on employees (Bendová, Štěpánková & Kaneva, 2017), or the benefits of employer branding for employers (Saini, Saini & Kumar, 2021).

In response to the fourth research question "Will the bibliometric analysis confirm a research gap on the issues of CSR and EB in the wine sector?" (RQ4), it could be stated that currently there are not enough scientific studies dealing with the connection of the concepts of corporate social responsibility and employer branding, and not at all in the wine sector. This is a clear research gap.

Discussion

The bibliometric analysis of scientific studies on the issues of corporate social responsibility (CSR) and employer branding (EB), with a focus on the wine sector, revealed that issues are receiving increasing attention.

The first conceptual framework of the employer branding was created by Backhaus, Tikoo (2004). In this framework, the authors emphasized three fundamental directions for building an employer brand – employer brand associations, organizational identity, and organizational culture. Employer brand associations lead to employer image and employer attraction. Organizational identity and organizational culture lead to employer brand loyalty, which results in employer productivity. By this, the authors showed significant benefits of employer branding for the employer. Similarly, Saini, Saini & Kumar (2021) concluded that employer branding activities lead to three main benefits for the employer – increasing awareness of the employer brand, increasing the attractiveness of the employer, and differentiating the employer from competitors. However, companies still use little of the potential of CSR activities to improve their employer brand.

Puncheva-Michelotti, Hudson & Jin (2018) found that CSR communication in job advertising as part of employer branding is generally limited. It is mostly an ad-hoc practice that focuses on employee participation and development. Even large companies with a CSR department use their CSR image surprisingly little to attract job seekers. However, employer branding can be seen as one of the effective strategies for attracting and retaining talent, and the involvement of CSR activities can significantly help in this. It was demonstrated by Nguyen, Nguyen (2021), who identified several dimensions that create employer branding. The most important is corporate social responsibility, followed by career growth, work-life balance, personal development, and teamwork.

Today's employers are under increasing pressure to be competitive and socially responsible (Santana, Morales-Sánchez & Pasamar, 2020). Connecting the concepts of employer branding and corporate social responsibility thus represents a suitable strategic tool (Matuska, Sałek-Imińska, 2014). An appropriate strategy of using corporate social responsibility within employer branding allows to improve the employer's reputation for both current and future employees (Bharadwaj, Yameen, 2021). Corporate social responsibility improves the company's image, which is reflected in greater employee engagement (Bendová, Štěpánková & Kaneva, 2017) as well as in the higher interest of potential job seekers (Jones, Willness & Madey, 2014).

On the other hand, delivered CSR activities may not always lead to positive employee reactions. The reason is often inappropriate CSR activities that do not support employee motivation and engagement (Donia et al., 2019). In general, it is necessary to prevent employee dissatisfaction with the employer's CSR activities, which can negatively affect the employer's reputation and attractiveness (Tetřevová, 2017).

Understanding all the above facts related to the issues of corporate social responsibility and employer branding is important especially in light of the current situation in the labor markets when current generations of workforce highly demand socially responsible behavior from their potential or actual employers. The integration of corporate social responsibility in employer branding thus represents a desirable strategy that could be useful for most employers challenging an actual or potential shortage of quality people.

Conclusion

Carrying out a bibliometric analysis of scientific studies in the Web of Science database, the article identified areas of scientific research in which the issue of corporate social responsibility is addressed within the issue of employer branding, with a focus on the wine sector. The findings revealed a significant increase in scientific interest in the issues of corporate social responsibility and employer branding, but also a significant research gap on the issues of corporate social responsibility and employer branding, especially in the wine sector.

The findings revealed a clear research gap for further research. More attention should be paid to the connection between the concepts of corporate social responsibility and employer branding as well as to the positive and negative impacts of various corporate social responsibility and employer branding strategies and activities. This could help companies to attract and retain needed employees.

Potential limitations of the findings are in the limited scope of the bibliometric analysis, focusing only on scientific studies in the Web of Science database related to corporate social responsibility and employer branding, with a focus on the wine sector in the Czech Republic, in 2002-2022 and 2018-2022. The findings could be refined by future primary analysis focused on the issues of corporate social responsibility and employer branding across industries.

Acknowledgment

The output is supported on the basis of a project supported by project IGA 4/2023-M entitled The meaning and application of social responsibility in selected companies by Bratislava University of Economics and Management, internal grants IGA KEM-2023-03 provided by AMBIS University and the Research and Development Support Agency on the basis of Contract no. APVV-21-0363 entitled "Restrictions and limits of performance measurement methods in local self-government - the problem of heterogeneity of service provision" and KEGA-Project no. 033SPU-4/2022- Functional, innovative and digital education in Tourism Marketing.

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