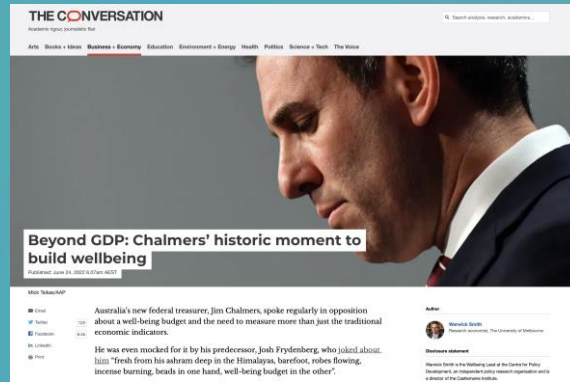


Positive Psychology & Corporate Social Responsibility

The Policy Context

- Happiness is of growing interest to governments and intergovernmental agencies around the world.
 - National and global measures
 - Public policy discourse
 - Policy pivots



Research Motivations

- Yes - Public policy matters, but what is the role and responsibility of business with regard to societal happiness?
- What can positive psychology add to extant corporate social responsibility knowledge and research?

Positive CSR

(Chia and Kern, 2021)

- A provocation to bring the two fields together and to give primacy to understanding wellbeing outcomes – subjective, objective, and interactions – as a consequence of business.
- The two fields has seemingly developed separately and has not sufficiently benefited from advances in the the other.

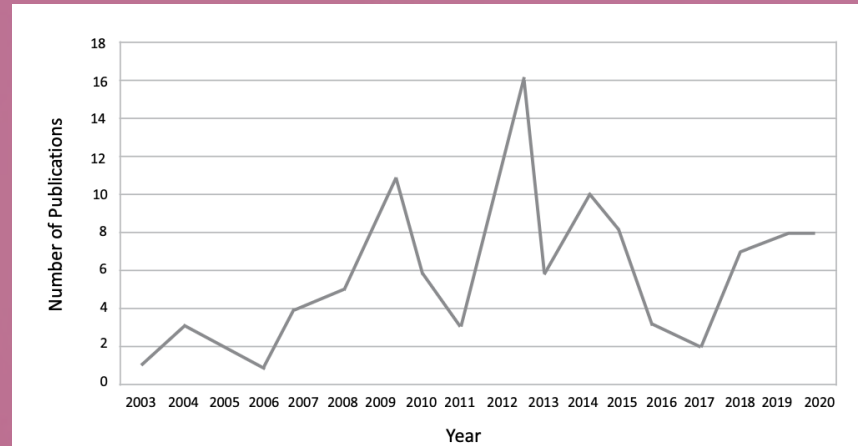


Figure 30.1 Number of articles citing positive psychology research from 2003 through 2020 within major CSR-related journals

Corporate (Business) Social Responsibility for Happiness

Contractarian Lens of CSR

- Asserts that 'social contracts' exist between businesses and society. (e.g., social license to operate).
- Terms of these 'contracts' reflect public expectations regarding the values and behaviors of organisations.

Suppose that we believe that businesses have a 'responsibility' for wellbeing and happiness, 'to whom' do they have this responsibility and 'for what'?

What are the boundaries of this responsibility?

Terms of the Social Contract?

Based on a large-scale survey of 1,300+ respondents:

- **Some** degree of responsibility exists:
 - Responsibility is greater for those from less privileged segments of society
 - Responsibility is greater for high-proximity stakeholders
- **Boundaries** include:
 - Not to harm or impede happiness
 - To enable conditions for happiness to occur
 - Exercise awareness of happiness in decision making
 - Limited by strategy purpose and resource availability
- Some **other insights**:
 - Low emphasis on supplier and shareholders stakeholder groups
 - Perceived responsibility varied by subjective and objective wellbeing.
 - Wellbeing literacy is patchy