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An Analysis of Corporate Social Responsibility Websites: Seafood Production and Environmental Degradation

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Research Question:

How do corporations in the seafood production industry communicate and quantify their environmental standards using the Dow Jones Sustainability Index (DJSI) and other commissions on CSR web pages?

Methodology:

Content analysis:

- Biodiversity - ecosystem-based approach, habitat considerations, species awareness
- Technology - aquaculture, species population monitoring
- Sustainability Indexes - DJSI and others
- Commissions - UNEP, etc.
- Partnerships - WWF
- Other content - own slogan, original educational content

CSR:

Social Responsibility for organizations: "Operating a business in a manner that meets or exceeds the ethical, legal, commercial and public expectations that society has of business."

CSR does more than shape Millennials' brand perceptions ...

What to buy or where to shop (84 percent)

Where to work (78 percent)

Which stocks or mutual funds to invest in (64 percent)

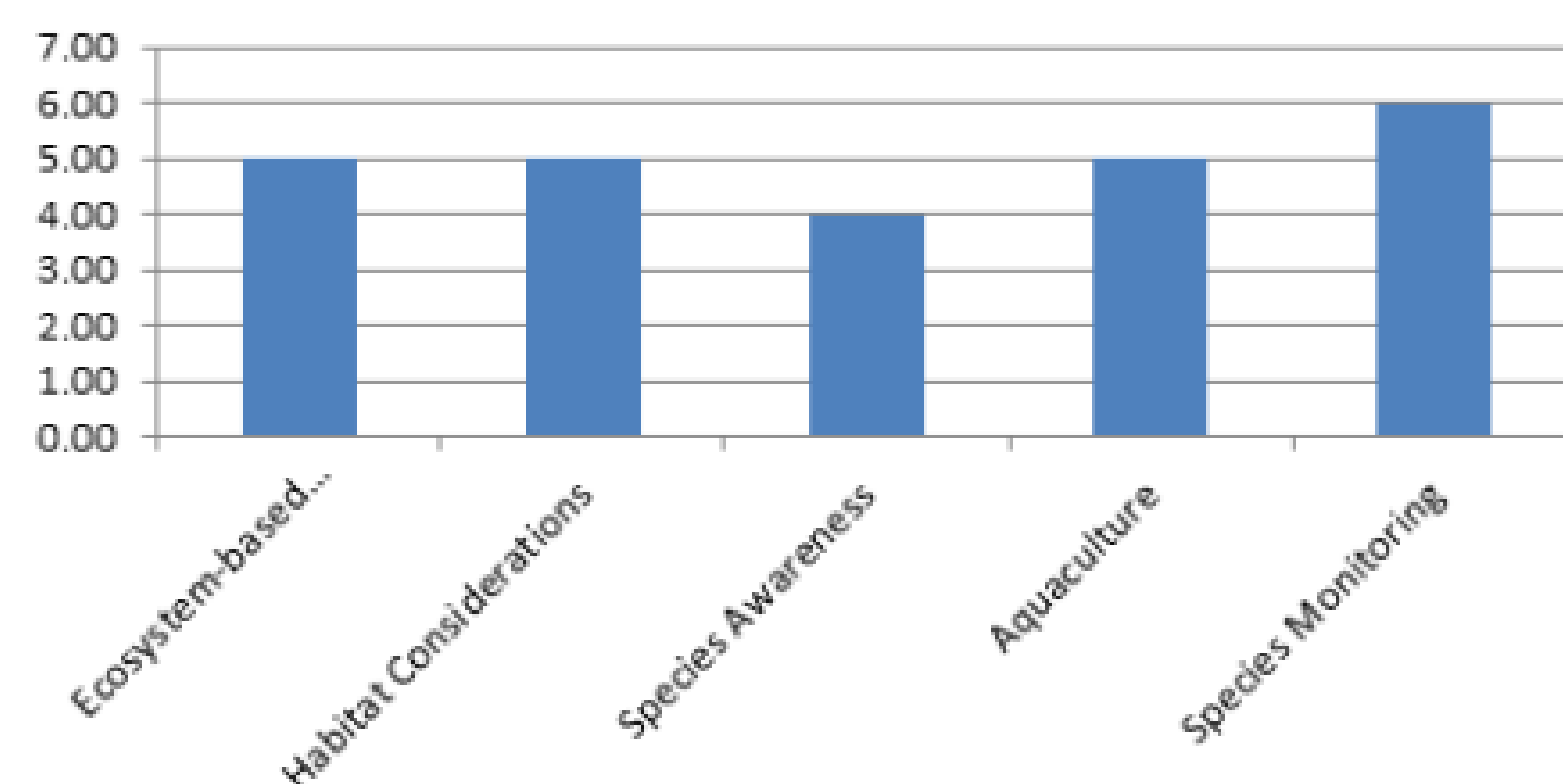
Which products and services to recommend to people (82 percent)

Seafood Processing:

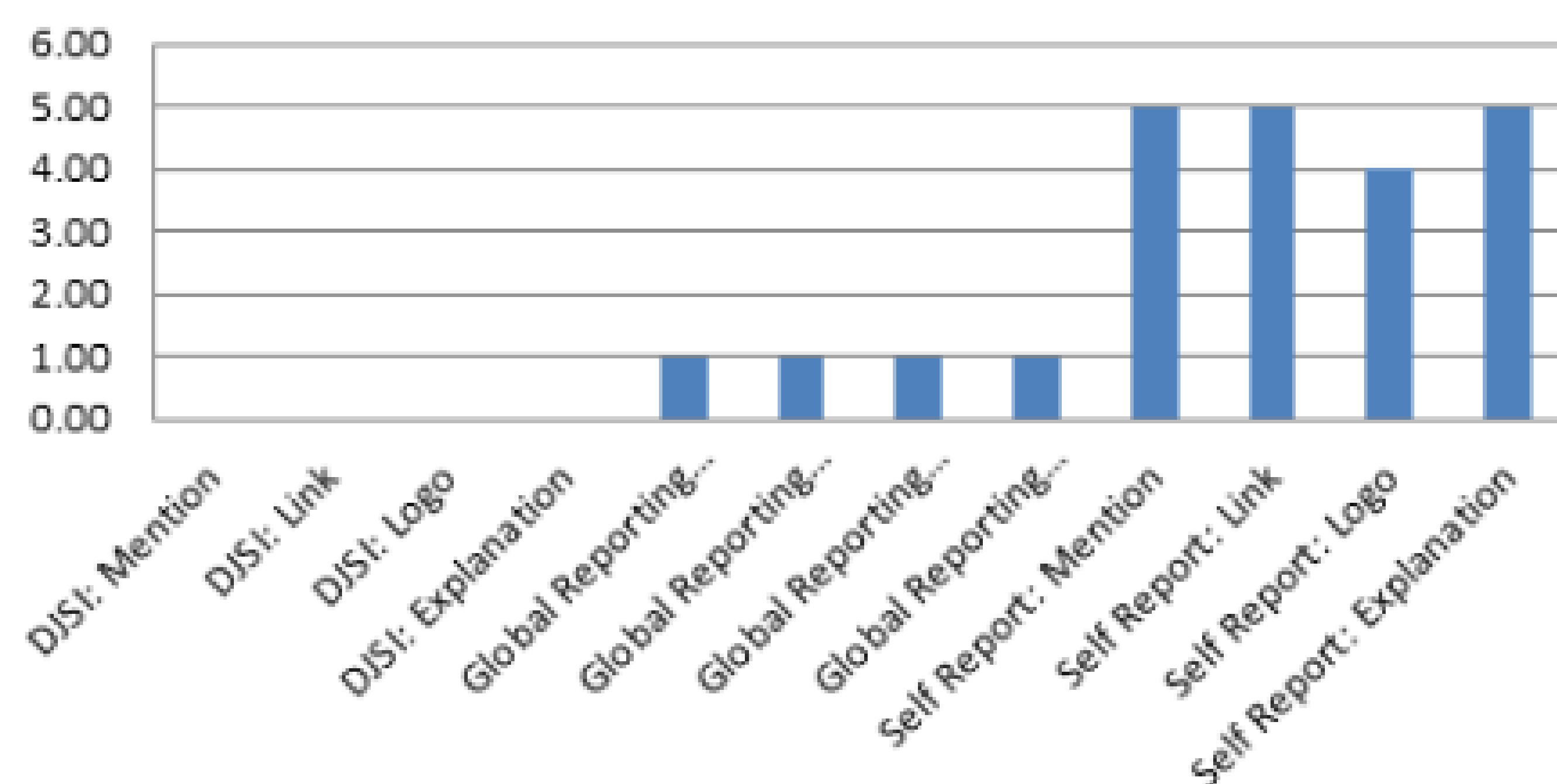
Involved in canning, smoking, salting, drying, freezing and packing fish and shellfish.

Environmental issues: Overfishing, habitat destruction.

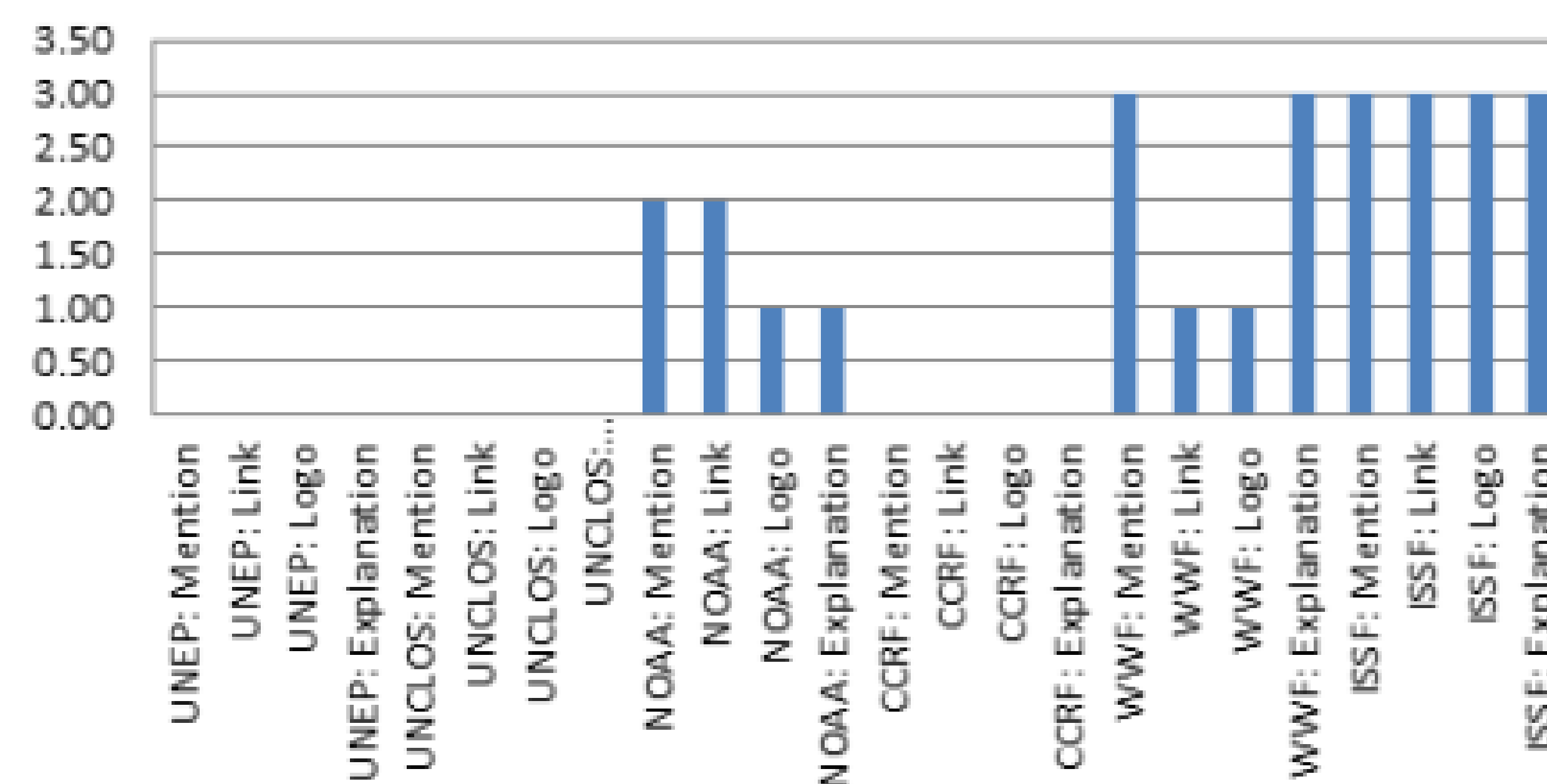
Environmental Issues Discussed



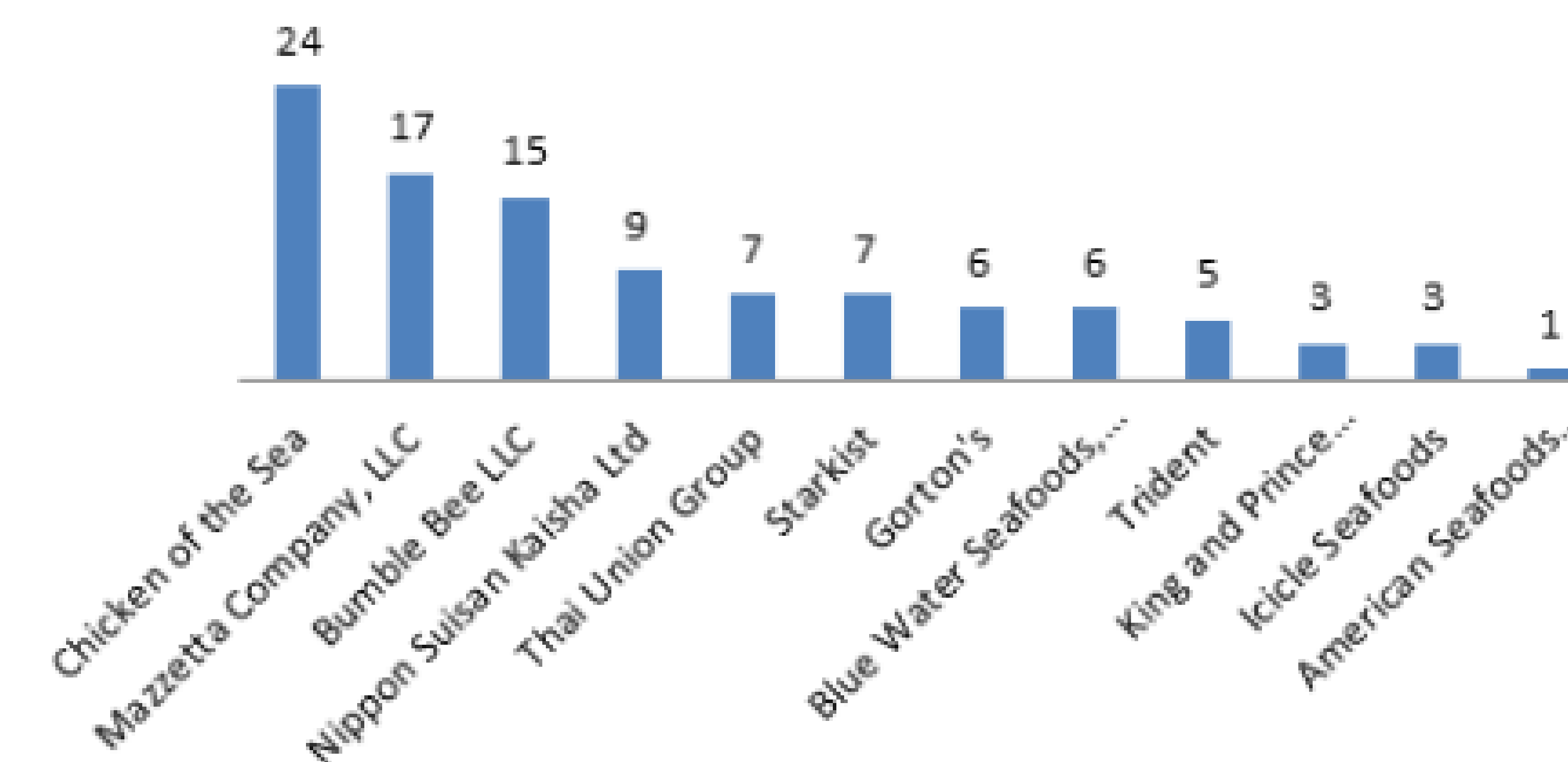
Sustainability Indexes



Commissions and Partnerships



Totals by Website



What this means...

- None used DJSI
 - Many had self report systems: more research is needed to determine if these were more specific to seafood processing or if they were graded on more lenient standards
- Not much discussion of commissions
- Not enough discussion of industry-specific issues

Suggestions for Seafood Processing Industry:

- Unbiased, standardized measurement. Best example of this is DJSI, but other transparent, neutral ways of measurement are also good.
- Clearly communicate CSR efforts on web pages – graphs, logos, all information regarding outside partnerships easily findable

Future Research Suggestions:

- Take a closer look at self-report systems. Judge based on unbiased indexes such as DJSI
- Qualitative research into why corporations find CSR important, context of CSR adoption (ex: past crises, pressures from stakeholders, etc.)
- Compare CSR efforts to economic performance in seafood processing industry