

Summary of PhD thesis

The impact of corporate volunteering on employer brand

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Corporate volunteering emerged in the United States at the beginning of the 20th century and is where it has the longest tradition. It refers to policies or programs through which organizations encourage employees to use their time and competence for joint activities outside the organization that benefit society and the environment. Within the framework of employee volunteering, the employer provides support for the implementation of such activities, and often initiates projects in this area, considering it as one of the ways to develop the idea of CSR. Employee volunteering is distinguished by its proactive nature, which distinguishes it from more passive forms of corporate social responsibility, such as donations to specific causes, and at the same time can be an excellent way to encourage employees to understand the CSR values espoused by the organization.

Increasingly, the term employer branding (EB), referring to employer branding, is appearing in academic literature and business practice. Unfortunately, there is still little academic literature that discusses issues related to contemporary, current challenges of this process - in the Scopus database, the number of publications devoted to employer branding as of September 2022 was only 340. The concept of employer branding focuses on creating a positive image of the organization as an employer whose choice is or would be attractive to potential employees - *an employer of choice*. It also works the other way around: through employer branding activities, the employer often has the opportunity to select candidates and choose “the best of the best” - to attract and engage employees in an increasingly competitive labor market, many companies have begun to strategically manage their employer brand. It is crucial that the actual activities are consistent with the image that the organization builds - if employees (internal audiences) are not satisfied with their jobs, and external audiences (potential employees and others interested in the organization in some way) receive messages that a particular company is an attractive employer then, after confronting the opinions, external audiences may feel cheated, and this in turn may reflect negatively on the image of the entire organization.

The purpose of this paper is to determine the impact of employee participation in employee volunteerism on employees' perceptions of the employer brand and to develop practical recommendations for communicating volunteer projects in employer branding activities.