

The corporate social responsibility policies for the inclusion of people with disabilities as predictors of employees' identification, commitment and absenteeism

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Título: Las políticas de responsabilidad social corporativa para la inclusión de las personas con discapacidad como predictores de identificación, compromiso y absentismo de los empleados.

Resumen: Pocos estudios han analizado el efecto en los empleados de las políticas de Responsabilidad Social Corporativa (RSC) orientadas a la inclusión de las personas con discapacidades. La presente investigación examina el grado en que las percepciones de los empleados sobre dichas políticas están relacionadas con la identificación y el compromiso con la organización, y con el absentismo. Se administró un cuestionario a 104 empleados (tasa de participación: 41,1%). Se realizaron correlaciones, pruebas de varianzas del método común, y regresiones lineales. Si bien el efecto de las políticas de RSC orientadas hacia el entorno de la organización han sido las más estudiadas, nuestra investigación pone de relieve el impacto de las políticas internas para la inclusión de las personas con discapacidad sobre el compromiso y la identificación de todos los empleados, las personas con y sin discapacidad, pero no así con el absentismo. Los resultados obtenidos contribuyen significativamente al diseño de estrategias que faciliten y mejoren la normalización del colectivo de personas con discapacidad en el mercado de trabajo, contribuyendo a su inserción laboral.

Palabras clave: Absentismo; Compromiso; Políticas de responsabilidad social corporativa; Identificación; Personas con discapacidades.

Abstract: Few studies have explored the effect on employees of corporate social responsibility (CSR) policies focused on the inclusion of people with disabilities. The present research examines the extent to which employees' perceptions of CSR policies aimed at the employment of disabled people are related to organizational identification, commitment, and absenteeism. A questionnaire was administered to 104 employees (participation rate: 41.1%). Correlations and common method variance tests, and linear regressions were performed. Only the internal-focus policies have an effect on employees' identification and commitment, although the effect of external-focus policies have been more deeply studied. There were no significant results related to absenteeism. Our research highlights the impact of internal-focus policies for the inclusion of people with disabilities in the commitment and identification of all employees, those with and without disabilities. The results also contribute significantly to the design of strategies that facilitate and enhance the normalization of these employees in the labor market, helping practitioners to target these companies as future employers of people with disabilities.

Keywords: Absenteeism; Commitment; Corporate social responsibility policies; Identification; People with disabilities.

Introduction

A concern of professionals and researchers in the area of social and organizational psychology is promoting autonomy, social and labor inclusion and quality of life of people with disability (Alcover de la Hera & Pérez Torres, 2011). Nevertheless, the international regulations to increase the employment rate of people with disabilities have not obtained the expected results (Wiggett-Barnard & Swartz, 2012). In this sense, the International Labour Office (International Labour Office, ILO, 2015) points out that promoting the employment of people with disabilities requires strategic design of organizational internal and external policies, such as disability awareness training for management and co-workers or business-to-business relationships with entrepreneurs with disabilities. These policies are related to all those guidelines, rules and procedures established by organization management and aimed at achieving previously planned objectives (David, 2010).

For the European Commission, policies related to the inclusion of people with disabilities, among others (human rights, labor practices and employment, environmental issues and the fight against fraud and corruption, local community participation and development, and the interests of consum-

ers, disclosure of non-financial information and volunteerism among employees), are conceived as expressions of Corporate Social Responsibility (CSR). Those companies with higher implementation and development of these CSR policies can obtain

positive direct and indirect effects. Positive direct results may for example derive from a better working environment, which leads to a more committed and productive workforce, or from efficient use of natural resources. In addition, indirect effects result from the growing attention of consumers and investors, which will increase their opportunities on the markets (European Commission, 2001, p.7).

Following Dahlsrud (2008), it is possible to consider that those direct and indirect effects are related to external- and internal-focus policies. Specifically, external-focus policies are the set of practices oriented towards the local community, business partners and suppliers, customers, public authorities and non-governmental organizations, protecting the environment and fostering philanthropy and volunteerism. On the other hand, internal-focus policies are those directly related to employees' physical and psychological environment, health and welfare, training, participation in business, equal opportunities and work-life balance (Al-bdour, Nasruddin, & Lin, 2010; Turker, 2009).

The effects on external stakeholders of the external-focus policies have been deeply studied (Aguinis & Glavas, 2012; Branco & Rodrigues, 2006; Wang, Tong, Takeuchi, & George, 2016). Nevertheless a comprehensive overview of both focuses considers that corporate social responsibility (CSR) is oriented towards integrating the interests of all indi-

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