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LOUVAIN SCHOOL OF MANAGEMENT

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NOVA SCHOOL OF BUSINESS AND
ECONOMICS



What is the role of Corporate Social Responsibility (CSR) in society in the
perspective of Millennials and how do they react to CSR practices as
consumers?

Volume 2

Appendices

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APPENDICES

Appendix 1 – Script of the semi-structured interviews

INTERVIEW GUIDE

Good morning/ afternoon/ evening. My name is Sofia Barbeiro and I'm currently a student of NOVA School of Business and Economics and Louvain School of Management, doing my thesis on the topic "What is the role of Corporate Social Responsibility (CSR) in society in the perspective of Millennials and how do they react to CSR practices as consumers?". For this, I am conducting a research related to how young people perceive and react to CSR practices from companies.

For this purpose, I would like to interview you for approximately 20 to 30 minutes, by means of a semi-structured interview, which means that I will ask you several questions, to which there are not right or wrong answers and you are free to say whatever comes to your mind on the subject.

For the purpose of analyzing our interviews later, I would like to record our conversation.

It will remain anonymous and you will not be contacted further past this interview.

Were you born in 1980 or later?

Y [Go to next question] N [Thank for time and finish interview]

SECTION 1 – CSR Definition

Are you familiar with the concept Corporate Social Responsibility (CSR)?

Y [Go to next question] N [Provide definition of CSR]

Have you ever attended a course in CSR or ethics?

Y [Go to next question] N [Jump next question]

How would you define Corporate Social Responsibility?

Please say the first five words that come to your mind when you think of CSR.

Please name three companies that come to your mind when you think about CSR.

Can you please give examples of (these) companies' CSR initiatives?

Do you actively seek information about the CSR practices of companies?

Y [Go to next question] N [Jump next question]

If yes, where and how do you seek that information?

- *News articles*
- *Friends' opinion*
- *Companies' websites*
- *Sustainability / CSR reports*
- *Books about the topic*

SECTION 2 [All targets] – Companies' responsibilities

What are in your opinion the primary responsibilities of companies?

- *Satisfy costumers' needs*
- *Enhance environmental conditions*

-
- *Ensure confidentiality and control of the use or transfer of information*
 - *Offer equal-opportunity employment*
 - *Create value for the local community in which it operates*
 - *Invest in the growth and well-being of employees*
 - *Comply with all laws and regulations*
 - *Produce useful and high-quality goods/services*
 - *Maximize value for shareholders*

In your opinion, what are today's (social) challenges that companies are able to address and come up with solutions to? Which are not?

- *Environmental protection*
- *Poverty*
- *Disease spreading*
- *Hunger*
- *Social Discrimination*

Why (not)?

- *It's integrated in the business model of the company*
- *Increases long-term profits*
- *Distracts from business economic role*
- *It's costly for companies*
- *Make a positive impact in society*

For example, some companies' CSR practices involve supporting an event such as a "March Against Cancer" fundraising campaign, selling products made by organizations that support social causes or even donating 20% of the company's revenues to fight poverty, hunger, disease and other global matters.

In your opinion, what are the reasons why companies engage themselves in these type of activities?

- *Contribute to corporate identity*
- *Reputation enhancement*
- *Be more competitive*
- *Act in accordance to its values and a strong code of ethics*

- *Attract and retain exceptional people*
- *Produce high-quality products and services*
- *Offer high financial return to shareholders*
- *Satisfy customer needs*

Do you have a favorite company as a consumer? If yes, which one? Why?

Do you volunteer? Do you work with NGOs?

Y [Go to next question] N [Jump next question]

If yes, why do you do it?

What is the role of these organizations in society?

Section 3 [Wrap – up]

For the purpose of characterizing the whole sample of respondents, could you indicate the following information:

Age: _____

Nationality: _____

Gender: _____

Occupation

- Student
- Currently seeking for a job
- Young professional

Are you responsible for covering most of your living expenses?

Y N

Thank you very much for your time and feedback – your opinions are really important to make improvements and I value them! Have a great day!