



COMMUNITY PARTNERSHIP IN SUSTAINABLE CORPORATE SOCIAL

RESPONSIBILITY: THE INFLUENCE OF ALTRUISM AND

TRANSCENDENCE IN CHINA AND INDIA

ABSTRACT

Community involvement through employee volunteerism has long been part of corporate philanthropic giving. But all too often, multi-national companies use this type of giving as a tool for self-promotion. Authentic Connection Theory challenges this assumption. It claims that five principles, when implemented together, evoke a genuine connection between corporate volunteers and community partners. This authentic relationship, called Corporate Community Partnership, increases individual altruism and forms experiences outside those of ordinary life... transcendences from small to profound. Corporate Community Partnership is compared with two other types of Corporate Social Responsibility: Philanthropic Promotional Giving and Creating Shared Value. Logical and sociological distinctions are reviewed and produce a conceptual framework for empirical tests. Corporate research sites in Wujiang, Taicang, and Shanghai, China are compared with sites in Chennai, Bangalore, and Ahmedabad, India. Both quantitative and qualitative methods are used to map one nexus between altruism, religious and cultural symbols, and corporate volunteerism. Findings from empirical tests are described and illustrate impressive support for the Authentic Connection Theory hypotheses. Specifically, if all five Authentic Connection Theory Principles are implemented simultaneously, then two things result. First, the individual volunteer's Altruism level is strengthened. Second, experiential paths that are departures from ordinary life (transcendences) are facilitated. Additionally, the research emphasized a strong relationship between Altruism and Religiosity self-ratings. The study concludes that ultimately Corporate Community Partnership as a new type of Corporate Social Responsibility develops an authentic connection between cosmopolitan and industrially oriented corporate volunteers and traditional and community oriented community members. Implications for such a capacity building process include a mature collaboration that authentically increases resources for both community and company. So too, instead of the company penetrating immediately to profit's bottom-line, the authentic or genuine connection works to enrich sustainable development through long-term volunteer commitment.

Key Words: Sustainable development, Corporate Social Responsibility / CSR, Corporate Volunteerism, Volunteerism, Altruism, Transcendence, Authentic Connection Theory, Corporate Community Partnership