

IAB-Colloquium

zur Arbeitsmarkt- und Berufsforschung

Einladung
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Mission of the company, prosocial attitudes and job preferences: a stated-preference experiment

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We conduct a stated-preference experiment to investigate how the mission of high tech companies affects the attractiveness of a job, and induces self-selection of workers with respect to their prosocial attitudes. Respondents rank-order five sets of three hypothetical jobs. Jobs differ in the mission of the company, job design (e.g. autonomy), and contractible attributes (e.g. compensation policies, job security). Mission of the company is characterized by whether or not the organization combines a profit motive with a mission on innovation or corporate social responsibility (CSR). Our sample consists of 1498 master students from two technical universities in the Netherlands. We find that companies with a mission explicitly focusing on innovation or CSR are considered more attractive to the same extent as a 150-200€ extra net monthly wage, respectively. Moreover, a company's mission induces important patterns of self-selection: organizations with a mission on innovation or CSR tend to attract women and individuals who are more altruistic and less competitive. Having a prosocial mission does not attract students with higher or lower grades.

Datum:

Donnerstag,
1. Februar 2018

Uhrzeit:

13:00 Uhr

Ort:

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