


# Chapter 7


## Communicating Corporate Social Responsibility in Healthcare Through Digital and Traditional Tools: A Two-Country Analysis

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## **ABSTRACT**

*Health systems are currently facing a series of challenges dealing with continuous technology advances and social demands, which require changes at managerial and policy level that fully incorporate social responsibilities within healthcare organizations' strategy. Thus, communicating corporate social responsibility (CSR) takes an important role in today's health contexts worldwide. This work aims to investigate CSR communication in healthcare through the use of both traditional and interactive technologies by adopting a mixed qualitative-quantitative research approach. To this extent, a comparative research was conducted in two different countries with different health systems and contexts, namely Malta and India. Findings show that healthcare organisations of both countries are increasing their awareness towards their social responsibilities and the different ways of communicating their CSR activities. A mixed strategy—including both digital (interactive technologies) and traditional tools—was identified as the most effective way of communicating CSR in a healthcare context.*

## **INTRODUCTION**

The rising interest on the social and environmental side of corporations has recently shifted attention towards the communication of Corporate Social Responsibility (CSR) and, has increasingly focused on the tools adopted to communicate these activities to stakeholders (Chaudhri & Wang, 2007).

CSR is a complex subject and is the result of long-existing concepts, consisting of numerous and contrasting theories, as well as individual interpretations (Collins, 2010). However, it is possible to summarize CSR as responsibilities of enterprises that go beyond the mere economic aspect of maximizing profits. These responsibilities should be directed towards society, environment and different stakeholders (Carroll, 1999; Davis, 1992; Hart, 1997; Shamir, 2005).

Healthcare organizations' interest towards CSR is relatively recent (Russo, 2016). The health care sector has not received systematic attention to CSR, despite its critical importance worldwide (Collins, 2010; Tomaselli et al., 2018). Indeed, there is scant literature in the field of CSR communication in health care, and scarce literature that deals with the use of interactive technologies for CSR communication in the health care context. Even though CSR should interest organizations across all sectors, CSR is crucial to the health care sector, which is facing challenges, namely rapid technological advances as well as financial, economic and sustainability pressures. Over the last few years, health care organizations have been under severe public scrutiny and this pressure has led to an increase in consciousness and conscientiousness

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