



Evaluation von Corporate Volunteering: Am Beispiel des Partners in Leadership Programms (German Edition)

Martin Pätzold

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Diplomarbeit aus dem Jahr 2010 im Fachbereich BWL - Personal und Organisation, Note: 1,7, Humboldt-Universität zu Berlin, Sprache: Deutsch, Abstract: Corporate Volunteering - die betriebliche Förderung des Mitarbeiterengagements - gewinnt für Unternehmen an Bedeutung. Sie bringen sich so aktiv in die Gesellschaft ein. Die Diplomarbeit verfolgt die Frage, ob Corporate Volunteering bei Unternehmen, ihren Mitarbeiter und in der Gesellschaft einen dreifachen Nutzen stiftet. Das London Benchmarking Group Modell und das Social Return on Investment Modell eignen sich mit Einschränkungen zur Messung von Corporate Volunteering. Doch können diese Modelle nicht den Transfer von Kompetenzen in Corporate Volunteering Programmen erfassen. Das Five Forces Framework of Corporate Volunteering bewertet diesen Kompetenzaustausch in den fünf Dimensionen Kompetenztransfer, Lerneffekte, Sensibilität, Reichweite und Nachhaltigkeit. Anhand dieses Frameworks und der Likert-Methodik wird mit einem Fragebogen das Programm Partners in Leadership - ein Austausch zwischen Schulleitern und Führungskräften aus Unternehmen - evaluiert. Die Ergebnisse offenbaren eine unterschiedliche Wahrnehmung der Teilnehmer, einen dreifachen Nutzen des Engagements und die Stärkung vom nachhaltigen Wirtschaften durch das Programm Partners in Leadership.



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