

DOCTORAL THESIS

TITLE: CORPORATE SOCIAL RESPONSIBILITY: An approach in the banking sector

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ABSTRACT

Corporate Social Responsibility (CSR) is an interesting topic in the current academic literature and business management; companies are increasingly including these aspects in their daily activity. Specifically, the financial sector, although it is the least studied in the literature, It's one of the most investments in CSR globally applying different policies of social and environmental responsibility in their business.

Through in-depth analysis of the case of Banco Santander and using a qualitative analysis with *Atlas.ti* (analysis tool) this paper first identifies how CSR is integrated into the management of the banking business of Santander in order to cover the needs of different stakeholders identified and maintained in a position of financial efficiency and international leadership. Having analysed the way to consider social responsibility in the banking business this research also aims to analyse the direction of the relationship between CSR and efficiency. The relationship between social profitability and financial profitability in the international banking sector has already been analysed in previous literature, but in this study an indicator of CSR will be used and will be linked by quantile regressions, interquantile and xtlogit, with indicator efficiency previously obtained with the technique of DEA, concluding in this case the existence of a bidirectional relationship.

Finally, the study of Corporate Social Responsibility actions by banks allows advance knowledge of investments in social matters performing financial institutions. Measure the relationship between CSR with the image valuation and customer satisfaction of financial institutions is the last main objective of this study. The relationship between these three constructs are complemented by the multi-group analysis using three moderating variables: the type of client, familiarity with the organization and loyalty to the organization. Based on data obtained from a sample of users of financial institutions a model of structural equations using the technique Partial Least Squares (PLS) it is proposed. Among the main results obtained it can be concluded that according to the empirical evidence of this research CSR initiatives currently developing financial institutions will not produce them increased customer satisfaction and image of its entities in the short term.