

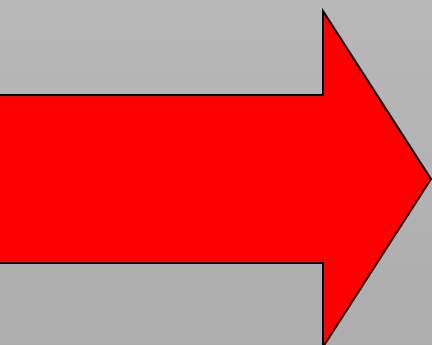
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Towards a Typology of Philanthropy: A Review for the Future

The purpose of this study is to aid the academic community by examining philanthropy literature from 1991-2014 with the goal of gaining a better picture of where this research stream currently stands and then recommend avenues for future research.

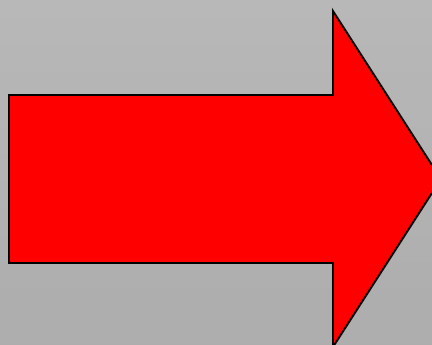
CURRENT SITUATION

Currently, the popularity of philanthropy, especially by way of cause-related marketing, can be attributed to the mutual benefits that for-profit and non-profit organizations enjoy. For example, the non-profit organization benefits through the increased ability to promote their cause through by reaching a greater number of potential supporters via the for-profit's consumer base. The benefits enjoyed by the for-profit business include an improved image and customer relations, to name a few. Our preliminary analysis of the literature leads us to believe that the literature thus is absent of any research devoted to new philanthropic techniques currently used by businesses. This presents researchers with a great opportunity to examine the ways these new techniques affect shareholders desire to participate in the philanthropic activity.



ANALYSIS

I identified philanthropy articles published from 1991 to 2010. Once I was able to locate the scholarly articles on the Ramapo College databases, I read through them to identify the types of philanthropy used in their research. After reading through the articles and locating the particular sections that discussed the specific philanthropic activities used, I compiled the relevant information into a report. This report will assist Professor Roberto Saldivar with his independent research on corporate social responsibility and philanthropy typology. I have reviewed all articles up until 2010 and will continue to look for articles up until the year 2014.



DISCUSSION

In my research, I found that most of the articles I reviewed used a single activity. Articles discussing a single activity accounted for 48 out of the 106 articles reviewed in this study. In nearly all of these cases, that single activity was cause-related marketing, which was the most commonly used philanthropy activity. Cause-related marketing was used in 52 of the 106 articles reviewed. While most of the articles utilized a single activity, diffuse activities were also prevalent among the articles I reviewed. Focused activities were the least common among the literature and only accounted for 13 of the 106 articles. After cause-related marketing, the most commonly investigated philanthropy activity in the literature is environmental protection, which is assessed in 30 articles. Employee relations, which is investigated in 20 articles, is also a fairly common philanthropic activity. Specifically, the prevalence of cause-related marketing is not surprising due to the mutual benefits that the for-profit and non-profit organizations enjoy.

IMPLICATIONS

Corporate social responsibility issues are a topic of interest among many disciplines and institutions. Ramapo College, like other universities around the world, has the responsibility to educate future managers and policy makers with an awareness of making decisions that create value for the community at large. Corporate social responsibility is becoming more and more vital for companies to embrace for many reasons. From a bottom line standpoint, CSR can lead to cost savings through methods such as using less packaging and less energy. CSR also improves customer relations and employee relations; these factors ultimately contribute to overall corporate image.