



BU PhD Studentships 2007

Research Project Title

Corporate Social Responsibility – reputation builder or cynicism multiplier?

Background to Research

Corporate social responsibility (CSR) is a concept of wide, and apparently, growing significance in the contemporary political economy. Indeed the UK Conservative Party, long associated with the business interest, declares that it will judge British enterprise, *inter alia*, by that yardstick. But concept is invariably judged on its application: does business (and increasingly public and voluntary sector bodies) 'do' it for principled or instrumental reasons? This a leading question for the Corporate and Marketing Communications section of the Media School. Are communications about CSR protective 'air cover' for business as usual? Are communications on CSR true statements about more sensitive and ethical business practice? Is CSR a reputation builder or cynicism multiplier? Bursary applications centred on these important social, political and business questions are welcome.

Outstanding Applicants

Applications should be submitted by post-graduates with a communications, politics or business studies academic background(s) who can demonstrate previous publications and/or substantial interest in CSR; its implications for organisational, group communications, and its impact on reputation.

Supervisory Team & Research Environment

Supervisors include:

Dr. Kevin Moloney spent twenty years in public relations before an academic career where his research interests have focused on the impact of public relations on the political economy and civil society. He is the author of *Rethinking Public Relations* (2000 and 2006) from Routledge. He is supervising five PhD candidates, one directly in the CSR area, and has two completions to date.

Dr. Tom Watson is Reader in Communication. He had a 25 year career in corporate and consultancy public relations. His research interests included reputation management and its relation with corporate governance, as well as evaluation of PR programmes and issues management. He is the joint author of *Evaluating Public Relations* (2005) published by Kogan Page. He is jointly supervising two PhD candidate, one of whom had submitted her thesis for examination.

Informal Enquiries

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