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Aspects relating the influence of e-learning blogs on CSR in digital organizations

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Introduction

The desire for something new and exciting conducted to the emergence of social networks. These social networks offer an interactive virtual environment where users participate in a continuous traffic, resulted by information and dynamism. The facility of communicating through a simple platform has become increasingly popular, having as a result an blast of social media. In the online environment, social media is a complex notion that can take several forms, being mainly utilized to describe the social aspect or the art of communication in the media; a phrase - composed of two words - that leads to one meaning. Media refers to advertising and transmission of ideas and information through the medium of various channels, whilst social implies the interaction between individuals within a group or community. The term social media advert to communication platforms resulted and sustained by interpersonal interactions between people, using specific methods or procedures (Onete, Dina & Negoi, 2016).

Responsible individuals are more conscious of their selves and the environment. Thus, they have an increased degree of empathy. Today when our smartphones have created a culture of isolation and disconnection, this same brilliant technology glimmers with sparks of promise because it has the capacity to bring the masses closer than ever toward the collective wellbeing of the users. Through connection and sharing with one another on a level deeper than emoticons and screens, it can elevate the peer-to-peer connection and create a more dynamic and valuable world for all.

Digital transformation means new ways of working and communicating by using new technologies in order to stay competitive in the internet era, where products and services are delivered online and offline. Digital transformation is a way of rebuilding business models by following the needs of customers, using new technologies.

Entrepreneurship is a concept that is related to economic, social, political and cultural dynamics. Entrepreneurship is linked to psychology and anthropology, business and economics. One's character, perspective and attitude has an effect on entrepreneurship. It has an effect on individuals needs such as status and acceptance in society. The society's perspectives, traditions and cultural structures are associated with entrepreneurship.

This study analyses the impact of e-learning blogs on CSR in digital organizations. The aim of this article is to check if e-learning blogs could impact CSR. This paper tries to answer the question if e-learning blogs could change the approach with regards to CSR.

Theoretical frame of learning

According to Mayer (2020), "learning is the relatively permanent change in a person's knowledge or behaviour due to experience. This definition has three components:

1. The duration of the change is long-term rather than short-term;
2. The locus of the change is the content and structure of knowledge in memory or the behavior of the learner;
3. The cause of the change is the learner's experience in the environment rather than fatigue, motivation, drugs, physical condition or physiologic intervention."

The new generations have been socialized in a world of digital media, so they are completely prepared regarding the digital study methods. The digital culture is ingrained in the young people and employees' subconscious and behaviour. Technology is changing the amount of information individuals are using, and its form. Therefore, technology is and will be a catalyst of knowledge.

E-Learning blogs and digital enterprises

With the advancement in information and communication technology (ICT), compiling teaching portfolios on blogs have become popular. A blog is a website where entries are made in a journal style and displayed in reverse chronological order. A traditional blog contains blended content as text, images, and links to other blogs, web pages, and other media related to its topic. Blog-based teaching portfolios are, however, not just an exhibit of digitized collection of artifacts. The technical design of blog-based teaching portfolio creates possibilities for inquiry, discussion, feedback and reflection in a social networking environment and allows collaborative learning and information sharing between participants.

The blogging technology allows participants to record personal voice, critical thinking and reflection. It also opens a virtual environment to deliver or support learning activity within a group of people who are bound together by some common characteristics such as identity features, values, beliefs, interests and goals. This creates an online learning community. The learning process is learner-centred. Other members such as mentors and instructors may also participate in a learning community and play the role as a facilitator or administrator. Learning in a community is considered a social process since collaborative learning takes place. Community members act together to work through, understand problems and engage in meaningful exchange of ideas to co-construct knowledge. Through collaboration, the relationship between members is strengthened and a strong bond is forged between them.

Learning is an active process in which learners are highly engaged in meaning construction. In cognitive constructivism, understandings are constructed within individuals with little or no influence from the outside world and learning is a process of reasoning and inquiry, while cognitive growing is enhanced through interaction with others and the environment. Through social interaction, the more competent learners can lead others into cognitive learning which may not take place if they work independently. Therefore, the purpose of the blog is to 'promote a reflective, collaborative and dialogic environment for academic and professional developments' of the learners.

The Internet is a source of resources for learning anytime, anywhere, which enables considerable flexibility in learning processes. However, face-to face communication is still considered the richest medium because of its potential for intensive interpersonal communication and building social relationships. According to the related literature, both approaches have some limitations. The blended learning model is producing the highest satisfaction scores. Blended approaches provide the most powerful learning opportunities for individuals, especially employees, by combining the benefits of both. If organizations are going to be prepared for future generations, they need to be trained as confident and competent users of face-to-face, fully online, and blended learning environments. Researchers have suggested that one of the optimum ways to accomplish this aim is to encourage organizations to use Information and Communication Technologies (ICT) in different work environments. The current belief is that this can only be achieved through appropriate training which provides ICT related courses designed for the individual's competency level. If that criterion is met, then scholars argue that ICT training should enable organizations to more effectively transfer their knowledge, skills, and experiences to their future employees.

On the one hand, according to the Statista source, the size of the e-learning market it is estimated to reach 243,8 million U.S. dollars by the year of 2022. In 2014, the market reached 165,36 million dollars. More and more companies all over the world are implementing e-learning in their employees daily work activities.

In business nowadays, companies unavoidably face big challenges, like the high competition among firms, the unforeseeable changes in trends regarding consumption, and more exquisite customer demands. Unquestionably, the capacity of companies to generate and maintain customer satisfaction is the key indicator which can firmly establish the success of the firm. In order to create and sustain competitiveness to outperform rivalry, it is required for the companies to strive to deliver superior quality service to customers, to enhance customer satisfaction. To accomplish this task efficiently, it is decisive for the businesses to precisely discover and understand the needs and desires of the customers, and be capable to tailor the services or products to meet or exceed customers' perceptions and expectations.

The technical infrastructure of the majority of the organizations has taken more and more on a digital tint, even the top managers way of thinking has to catch up. The connections between people are increasing. The products, routines, processes and services are immersed in digital technology to the level of inseparability. Technologies are embedded into the products and services, which are very hard to untie from their IT infrastructures.

Therefore, an essential transformation of organizations is taking place, with a complete review of thinking about how businesses are done and how the value is created.

On the other hand and according to the Eurostat statistics, it is obvious that due to the technology, companies have increased the use of the internet, being one of the strategies regarding competition and good communication. This could be well blended with e-learning blogs in order to create more value.

With the outbreak of Coronavirus being declared a pandemic by the World Health Organisation, individuals worldwide and organizations are facing major challenges. All life was significantly affected, especially people's ability to be resilient and adapt. The world reacts in different ways in terms of work, shopping, learning, communicating and so on. Social networks and online activities are not new, nor is e-learning or distance learning. However, COVID-19 is reviving the need to explore online learning opportunities. The quarantine created a sudden shift regarding online learning.

Corporate social responsibility and employees

The business environment and the society are interdependent. Businesses cannot exist in isolation. In our social progress, the social responsibility inspires the enterprise to become responsible citizens in a dynamic changing world. Latterly, the corporate social responsibility became an important element of the corporate world and is an integral part of the business. In the literature, there is a extensive variety of definitions and connotations, from strategic repositioning of enterprises in society to the corporate philanthropic activities. This concept is used to outline how organizations implement the vast social responsibility going beyond economic criteria.

Sacconi's (2010) perception of corporate social responsibility is: "a model of extended corporate governance whereby those who run a firm (entrepreneurs, directors, managers) have responsibilities that range from fulfilment of fiduciary duties towards the owners, to fulfilment of analogous - even if not identical - fiduciary duties towards all the firm's stakeholders."

Corporate Social Responsibility enforces more or less the organizations to contribute to the economic development and to behave ethically, while bettering the life quality of the local community, workforce, their families and society as a whole. One of the popular debates when it comes to this subject is whether companies should act voluntarily to make this commitment, or they need a boost to do so. The European Commission Green Paper (2001), described "CSR as a concept whereby companies decide voluntarily to contribute to a better society and a cleaner environment."

The communicative role of employees in CSR is considerably important. Employees are considered a credible source of information and typically have a wide reach among other stakeholder groups through individual social ties. Employees informally play the role of a bridge between companies and external stakeholders because of their persuasion power and wide reach. Therefore, scholars have suggested that companies should find means to engage employees and develop them into company advocates, particularly in the context of CSR where external stakeholders' skepticism toward companies' CSR motives may be acute. Thus, the value of employees' WOM (word-of-mouth) on CSR

should not be underestimated. In general, WOM communication refers to "informal, person-to-person communication between a perceived non-commercial communicator and a receiver regarding a brand, a product, an organization, work behaviour or a service" (Harrison-Walker, 2001).

Blending WOM with e-learning blogs could help employees to memorize the information more faster, resulting a better ethical behaviour and a bigger degree of responsibility in their work tasks.

The relationship between CSR, e-learning blogs, entrepreneurship in digital enterprises

Very few studies and publications have addressed the relationship between these variables. Even though, the link between CSR, e-learning blogs and entrepreneurship in digital organizations, not so obvious at first, may be surprisingly strong. Through blogs the information with regards to CSR could easily be spread for a better humanity among employees, organizations and stakeholders. CSR is the wheel because of its long term, organizational vision, whereas blogs are more likely to be the engine that makes the wheel spinning in different directions.

The current economic situation has required the emergence and proliferation of good entrepreneurs as business founders and managers who are involved in CSR, firms and society. This goal was recently remarked by Hunter (2010), who emphasised that this is an important phenomenon worthy of being widely recognised. Entrepreneurs play a vital role both inside and outside the organization, developing very different, essential and complex tasks to start and manage businesses, and lead projects and employees. Contrary to the general, common belief, entrepreneurial tasks not only focus on earning profits but also shape corporate cultures and place importance on human values and ethical attitudes.

In the management literature, the business ethic orientation as a main theme of interest for entrepreneurs and researchers is not something new. Over the past several decades, the ethics of entrepreneurship have attracted increasing attention, as can be seen from a larger and varied range of studies. While earlier works focus on the entrepreneurs' ethical attitudes concerning CSR, and the ethical differences between entrepreneurs and non-entrepreneurs, more recent papers pay greater attention to other possible relations between ethical issues and other managerial variables concerning the role played by entrepreneurs. The ethics and decision making of entrepreneurs, ethics and dilemmas in entrepreneurship, ethics and technological change and innovation, ethics and training, and, latterly, the stakeholder theory of entrepreneurship, and the relationship between social responsibility philosophies and the practices of entrepreneurs are interconnected. In this sense, in the management literature a wide field of study focused since the 1990s on the relevance of the topic called corporate social responsibility (CSR) has been important not only for firms but also for society (Reidenbach & Robin, 1993). This has been achieved by bringing ethics closer to business.

Not least, an entrepreneur or a leader must create a vision that gives employees a sense of meaning and purpose in their daily work tasks. The leader builds the organizational culture and specific environment where individuals feel understood and appreciated, this resulting an increased ethical response. All the actions of the leader in relation with the vision, encourages faith, hope and ethical behaviour among the employees. Entrepreneurs could play a huge role in CSR strategies. Entrepreneur characteristics such as age, education, career background, tenure and political connection could have an effect on the CSR strategy pursued by firms as well.

Digital enterprises are all the companies that use technology and digitalization as their main tools. Federal Ministry of Economics, Affairs and Energy (2017) defines digitalization as "the transformation of business models as a result of fundamental changes to core internal processes, customer interfaces, products and services, as well as the use of information and communications technologies." Because of its transformational power, digitalization is discussed as an enabler of environmentally sustainable development (digitalization for sustainability). Digitalization and its designs, technologies, and services have to transform from minimising its negative impacts to generating life and regenerating the planet.

Internal platforms or blogs are important CSR tools. With the help of digitalization, entrepreneurs can use blogs to share information and perspectives regarding CSR to employees or different stakehholders and can encourage them to search in order to improve their knowledge about CSR and be more responsible.

Methodology

Description of the used data

This paper analysis the impact that e-learning blogs could have on CSR in digital organizations. The aim of this article is to check whether there are interdependencies between user responsible behaviour and CSR. To check the aspects mentioned above, a questionnaire has been applied separately. The survey was conducted with random sampling of 550 people, of whom 330 responded. From the 330 respondents, 217 were selected, who are entrepreneurs and employees. The survey was self-administered, with a quantitative purpose, and respondents participated voluntarily. The number of addressed questions was 9 and the analysis was adapted to each category. The questionnaire was shared online on Facebook, LinkedIn and WhatsApp groups.

A total of N=98 respondents where enterpreneurs and N=119 where employees. In table 1 there is general information of the respondents who are entrepreneurs with regards to their backgrounds and the companies they are involved in.

Table 1. General information about the respondents - Entrepreneurs. Source: Authors

Gender		Number of employees	
Female	37%	<50	82%
Male	63%	51-150	15%
Unknown	0%	>151	3%

Average profit (Euro)		Average age within the company	
<1500	0%	<25	22%
1501-3000	9%	26-35	54%
>3000	91%	>36	24%

Table 2 shows general information about employee respondents regarding their backgrounds and the companies they work in.

Table 2. General information about the respondents - Employees. Source: Authors

Gender		Number of colleagues	
Female	58%	<50	15%
Male	42%	51-150	37%
Unknown	0%	>151	48%

Average profit (Euro)		Average age within the company	
<1500	78%	<25	41%
1501-3000	20%	26-35	44%
>3000	2%	>36	15%

We can see that there is no significant difference between the number of the employees and entrepreneurs who responded. Both percentages are close to the average of 50%, resulting an unitary distribution.

The detailed analysis of the answers in the questionnaire
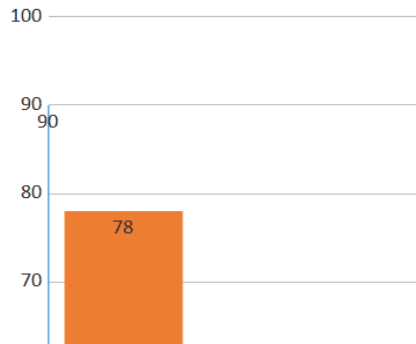
The answers to the questions are presented below.

Figure 1. Preferred ways of sharing information online (%)
Source: Authors

According to the figure 1, a total of 90% entrepreneurs and 78% employees prefer blogs and online platforms as sharing instruments, 2,1% of entrepreneurs and 15% of employees prefer to e-mail, and 7,9% of entrepreneurs and 7% of employees prefer physicat format or face to face meetings.

Regarding to blogs usage as study materials, a major number of respondents, 84% of the entrepreneurs and 57% of the employees, use blogs as study materials. On the other hand, 16% of entrepreneurs and 43% of employees do not prefer blogs as study materials. On both sides, the number of employees is close to 50%.
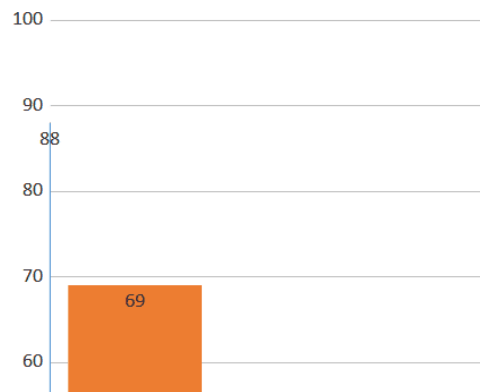

Figure 2. Beliefs referring to the potential contribution of e-learning blogs with regards to CSR (%)
Source: Authors

Figure 2 shows that the 88% of entrepreneurs and 69% of employees believe that e-learning blogs with CSR topics could have an impact on the way of thinking and behavior of different individuals and could offer the opportunity to share the information more easily. On the other hand, 4,6% of entrepreneurs and 11% of employees believe e-learning blogs have no impact due to the uncertainty regarding the degree of transparency. 7,4% of entrepreneurs and 20% of employees are unaware.

Regarding to the implication of corporations in online social responsibility programs to use this as a growth indicator, a total of 96% of entrepreneurs and 74% of employees think that corporations get involved in online social responsibility programs to use this as a growth indicator. On the other hand, 4% of entrepreneurs and 26% of employees think that corporations are totally transparent.

Results and discussions

According to the charts above, both entrepreneurs and employees prefer online platforms and blogs to share information (90%, and 78% respectively). This may be due to the easy access and usage of these platforms, including blogs. In addition, online platforms are more interactive and dynamic, allowing users to share several types of content, such as documents, images, videos, recordings and so on. They facilitate as well live chats and calls. Therefore, the learning can take place live.

Most of the respondents (84% of the entrepreneurs, and 57% of the employees) choose blogs as study materials for different areas of their lives, including work. The number of employees is smaller probably because of the lack of time they have when working, being buried in tasks. The advantages are that in some domains there are busier and lighter periods, thus, offering employees the opportunity to study in the freer periods. The disadvantages are that employees usually learn at the beginning, immediately after employment and then stop, entering into monotony. This can be cause due to the lack of encouragement in this direction, entrepreneurs playing an important part in these steps.

Entrepreneurs (88%) believe that e-learning blogs could have a great contribution towards the companies approach with regards to CSR. Implementing e-learning about CSR among employees would improve tremendously the inequalities and problems that organizations have. From the employees' point of view (69%), e-learning blogs with CSR topics could change the business world dramatically in a beneficial way for all involved. When adopting a positive approach and empathizing with others, there are no losing parties.

Entrepreneurs (96%) think that the main reason corporations involve in social responsibility programs is to use this as a growth indicator. Being more interested and exposed to this kind of information, they are aware that it is a strong instrument for advertising and manipulation. The majority of employees (74%) are aware that the corporate social responsibility strategies among corporations and major companies are not always transparent. There were no visible results in the local communities linked to the improvement of the quality of life, or the preservation of the environment.

Conclusion

Both entrepreneurs and employees think that e-learning blogs could lead to self-development, awareness, and corporate social responsibility. Both parts believe that blogs could have a significant contribution if implemented in companies, promoting CSR. The

percentage is higher at entrepreneurs than employees due to their possibility to organize their schedule as they wish, sometimes not being so conditioned.

The effect that e-learning blogs have on corporate social responsibility in digital organizations is of more sustainability. There are interdependencies between user behaviour, corporate social responsibility and entrepreneurship because e-learning changes the approach with regards to CSR and respectively can be applied in CSR norms. The impact of e-learning blogs on CSR in digital organizations can be tremendous due to its impact on individuals perceptions and behaviours.

In order to attract an increased number of individuals to use e-learning blogs, organizations should enrich their work places with different devices that offer interactive, fun experiences, along with the construction of different blogs. As well as to encourage the employees to create several blogs or programs in this regard, promoting teamwork as well.

Regarding future trends, blogs could be the future for studying in general. Entrepreneurs and employees are open to new, dynamic and fun ways to learn, that stimulates their mind and thinking. As well, helping them to memorize quickly important information easier, due to blogs' interactive nature. The new generations are more accustomed with the digital era. Therefore the demand in this direction will increase.

In addition, blogs facilitate the emergence of new entrepreneurs due to their nature. Blogs are easy to utilize and the content is unlimited. As well, there are no barriers wih regards to the market, thus, anyone can promote easily their products or services anywhere, having at their disposal many online marketing tools.

The main limitation of this research is the impossibility of collecting clear data directly from a significant number of digital organization. Therefore, future research must be focused on companies that actívate in different domains with regards to CSR. This research is useful for entrepreneurs, employees, nd all individuals involved in the academic, learning and business environments.

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