

# 企業社會責任與公司財務績效之關聯研究：以臺灣多國籍企業為例

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## 摘要

在公司醜聞與金融危機的衝擊之下，多國籍企業(multinational corporations)逐漸感受到企業社會責任(corporate social responsibility)在全球營運下所帶來的壓力，然而企業社會責任與公司財務績效(corporate financial performance)之間的關係已經產生了混合結果，因此有必要進一步探討之。

本研究以天下雜誌之「天下企業公民Top 50」大調查與臺灣經濟新報金融財金資料庫做為企業社會責任與公司財務績效的資料來源，同時在設定落後期數為一年的情況下，將兩項資料整理成縱橫資料(panel data)的形式，探討2006年至2008年期間連續三年皆入選之多國籍企業。

在經由STATA的線性自我迴歸(linear autoregressive)分析之後，本研究結果包含(1)前期公司財務績效對當期企業社會責任具有顯著的正向影響(2)前期公司財務績效對當期企業承諾具有正向影響(3)前期公司財務績效對當期公司財務績效具有顯著的負向影響，最後根據以上的結果，本研究亦提出相關管理意涵與研究建議，期以供後續研究之探討。

關鍵詞：企業社會責任、公司財務績效、多國籍企業、縱橫資料

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