

Abstract (English)

This thesis examines from an economics perspective whether CSR reporting has a positive impact on the performance of a company. A positive correlation would express that a company dedicated to CSR and appropriate reporting is acting both altruistically and economically. There would therefore be no contradiction between maximising profit on the one hand and assuming social responsibility on the other and it would be in the interest of each individual company to adopt a responsible approach to society and to provide appropriate reporting. In this thesis corporate social responsibility and sustainability reporting are highlighted theoretically against this background.

Central to the study are considerations of how a CSR report can positively influence the performance and which success factors have to be mentioned in this context. According to the neoclassical perspective, CSR and the related reporting do not offer a tool to improve performance; a closer analysis of the theoretical discussion of the social responsibility of business and a presentation of the arguments of the stakeholders and of transaction costs theory, do show, however, that value creation is theoretically possible.

The extensive empirical research, which is presented in part, does not support the hypothesis that CSR reporting has a positive impact on business performance. Even the own empirical test of the effect leads to inconsistent results. The conclusion must be, therefore, that corporate social responsibility reporting is not systematically accompanied by an increased performance of the company.