



Corporate Responsibility: Integration of Ethical Aspects in Value Based Management - Analysis of the Deutsche Bank Sustainability Reports 2002 and 2003

Jochen Manske, Karsten Frey

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Bachelor Thesis from the year 2004 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: Very good - swedish grade: A, Karlstad University (Department of Business Administration), course: Service Management and Marketing, 27 entries in the bibliography, language: English, abstract: The thesis "Corporate Responsibility: Integration of Ethical Aspects in Value Based Management - Analysis of the Deutsche Bank Sustainability Reports 2002 and 2003" by Karsten Frey and Jochen Manske deals with the Deutsche Bank's approach to corporate sustainability and its application of Corporate Social Responsibility (CSR) and Corporate Citizenship (CC). A theoretical framework based on values and their implication in a stakeholder approach is built up. It integrates CSR, CC, a service perspective including relationship marketing and a customer perspective, and the impacts on brand cultivation and brand image.

Deutsche Bank's activities are based on two major concepts, which it labels Sustainability, and Diversity. It claims to be a Corporate Citizen, but develops a slightly different approach than in the scientific literature. The emphasis in the report lies on Corporate Giving rather than an acceptance of responsibility for the design and development of social and political frame conditions. Regardless Deutsche Bank contributes to and takes over responsibility for the common welfare in a global community.

The outline, analysis and interpretation of Deutsche Bank's sustainability reports give valuable insights into a German bank's perspective on and self-understanding in the role of a responsible corporation.

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