

The cover features a futuristic cityscape with a prominent glass capsule in the foreground. The capsule has a white top with a red stripe and a black panel with the word 'Ursula' and a star symbol. The background is a dense urban landscape with a river. The top of the cover is decorated with overlapping geometric shapes in shades of blue, purple, and teal.

REVISTA INCLUSIONES

HACIA UN FUTURO PROMETEDOR

Revista de Humanidades y Ciencias Sociales

Volumen 7 . Número Especial

Octubre / Diciembre

2020

ISSN 0719-4706

CUERPO DIRECTIVO

Director

Dr. Juan Guillermo Mansilla Sepúlveda
Universidad Católica de Temuco, Chile

Editor

OBU - CHILE

Editor Científico

Dr. Luiz Alberto David Araujo
Pontificia Universidade Católica de Sao Paulo, Brasil

Editor Europa del Este

Dr. Aleksandar Ivanov Katrandzhiev
Universidad Suroeste "Neofit Rilski", Bulgaria

Cuerpo Asistente

Traductora: Inglés

Lic. Pauline Corthorn Escudero
Editorial Cuadernos de Sofía, Chile

Portada

Lic. Graciela Pantigoso de Los Santos
Editorial Cuadernos de Sofía, Chile

COMITÉ EDITORIAL

Dra. Carolina Aroca Toloza
Universidad de Chile, Chile

Dr. Jaime Bassa Mercado
Universidad de Valparaíso, Chile

Dra. Heloísa Bellotto
Universidad de Sao Paulo, Brasil

Dra. Nidia Burgos
Universidad Nacional del Sur, Argentina

Mg. María Eugenia Campos
Universidad Nacional Autónoma de México, México

Dr. Francisco José Francisco Carrera
Universidad de Valladolid, España

Mg. Keri González
Universidad Autónoma de la Ciudad de México, México

Dr. Pablo Guadarrama González
Universidad Central de Las Villas, Cuba

Mg. Amelia Herrera Lavanchy
Universidad de La Serena, Chile

Mg. Cecilia Jofré Muñoz
Universidad San Sebastián, Chile

Mg. Mario Lagomarsino Montoya
Universidad Adventista de Chile, Chile

Dr. Claudio Llanos Reyes
Pontificia Universidad Católica de Valparaíso, Chile

Dr. Werner Mackenbach
Universidad de Potsdam, Alemania
Universidad de Costa Rica, Costa Rica

Mg. Rocío del Pilar Martínez Marín
Universidad de Santander, Colombia

Ph. D. Natalia Milanesio
Universidad de Houston, Estados Unidos

Dra. Patricia Virginia Moggia Münchmeyer
Pontificia Universidad Católica de Valparaíso, Chile

Ph. D. Maritza Montero
Universidad Central de Venezuela, Venezuela

Dra. Eleonora Pencheva
Universidad Suroeste Neofit Rilski, Bulgaria

Dra. Rosa María Regueiro Ferreira
Universidad de La Coruña, España

Mg. David Ruete Zúñiga
Universidad Nacional Andrés Bello, Chile

Dr. Andrés Saavedra Barahona
Universidad San Clemente de Ojrid de Sofía, Bulgaria

Dr. Efraín Sánchez Cabra
Academia Colombiana de Historia, Colombia

Dra. Mirka Seitz
Universidad del Salvador, Argentina

Ph. D. Stefan Todorov Kapralov
South West University, Bulgaria

COMITÉ CIENTÍFICO INTERNACIONAL

Comité Científico Internacional de Honor

Dr. Adolfo A. Abadía

Universidad ICESI, Colombia

Dr. Carlos Antonio Aguirre Rojas

Universidad Nacional Autónoma de México, México

Dr. Martino Contu

Universidad de Sassari, Italia

Dr. Luiz Alberto David Araujo

Pontificia Universidad Católica de Sao Paulo, Brasil

Dra. Patricia Brogna

Universidad Nacional Autónoma de México, México

Dr. Horacio Capel Sáez

Universidad de Barcelona, España

Dr. Javier Carreón Guillén

Universidad Nacional Autónoma de México, México

Dr. Lancelot Cowie

Universidad West Indies, Trinidad y Tobago

Dra. Isabel Cruz Ovalle de Amenabar

Universidad de Los Andes, Chile

Dr. Rodolfo Cruz Vadillo

Universidad Popular Autónoma del Estado de Puebla, México

Dr. Adolfo Omar Cueto

Universidad Nacional de Cuyo, Argentina

Dr. Miguel Ángel de Marco

Universidad de Buenos Aires, Argentina

Dra. Emma de Ramón Acevedo

Universidad de Chile, Chile

Dr. Gerardo Echeita Sarrionandía

Universidad Autónoma de Madrid, España

Dr. Antonio Hermosa Andújar

Universidad de Sevilla, España

Dra. Patricia Galeana

Universidad Nacional Autónoma de México, México

Dra. Manuela Garau

Centro Studi Sea, Italia

Dr. Carlo Ginzburg Ginzburg

Scuola Normale Superiore de Pisa, Italia

Universidad de California Los Ángeles, Estados Unidos

Dr. Francisco Luis Girardo Gutiérrez

Instituto Tecnológico Metropolitano, Colombia

José Manuel González Freire

Universidad de Colima, México

Dra. Antonia Heredia Herrera

Universidad Internacional de Andalucía, España

Dr. Eduardo Gomes Onofre

Universidade Estadual da Paraíba, Brasil

Dr. Miguel León-Portilla

Universidad Nacional Autónoma de México, México

Dr. Miguel Ángel Mateo Saura

Instituto de Estudios Albacetenses "Don Juan Manuel", España

Dr. Carlos Tulio da Silva Medeiros

Diálogos em MERCOSUR, Brasil

+ Dr. Álvaro Márquez-Fernández

Universidad del Zulia, Venezuela

Dr. Oscar Ortega Arango

Universidad Autónoma de Yucatán, México

Dr. Antonio-Carlos Pereira Menaut

Universidad Santiago de Compostela, España

Dr. José Sergio Puig Espinosa

Dilemas Contemporáneos, México

Dra. Francesca Randazzo

Universidad Nacional Autónoma de Honduras, Honduras

Dra. Yolando Ricardo

Universidad de La Habana, Cuba

Dr. Manuel Alves da Rocha

Universidade Católica de Angola Angola

Mg. Arnaldo Rodríguez Espinoza

Universidad Estatal a Distancia, Costa Rica

Dr. Miguel Rojas Mix

*Coordinador la Cumbre de Rectores Universidades
Estatales América Latina y el Caribe*

Dr. Luis Alberto Romero

CONICET / Universidad de Buenos Aires, Argentina

Dra. Maura de la Caridad Salabarría Roig

Dilemas Contemporáneos, México

Dr. Adalberto Santana Hernández

Universidad Nacional Autónoma de México, México

Dr. Juan Antonio Seda

Universidad de Buenos Aires, Argentina

Dr. Saulo Cesar Paulino e Silva

Universidad de Sao Paulo, Brasil

Dr. Miguel Ángel Verdugo Alonso

Universidad de Salamanca, España

Dr. Josep Vives Rego

Universidad de Barcelona, España

Dr. Eugenio Raúl Zaffaroni

Universidad de Buenos Aires, Argentina

Dra. Blanca Estela Zardel Jacobo

Universidad Nacional Autónoma de México, México

Comité Científico Internacional

Mg. Paola Aceituno

Universidad Tecnológica Metropolitana, Chile

Ph. D. María José Aguilar Idañez

Universidad Castilla-La Mancha, España

Dra. Elian Araujo

Universidad de Mackenzie, Brasil

Mg. Romyana Atanasova Popova

Universidad Suroeste Neofit Rilski, Bulgaria

Dra. Ana Bénard da Costa

*Instituto Universitario de Lisboa, Portugal
Centro de Estudios Africanos, Portugal*

Dra. Alina Bestard Revilla

*Universidad de Ciencias de la Cultura Física y el
Deporte, Cuba*

Dra. Noemí Brenta

Universidad de Buenos Aires, Argentina

Ph. D. Juan R. Coca

Universidad de Valladolid, España

Dr. Antonio Colomer Vialdel

Universidad Politécnica de Valencia, España

Dr. Christian Daniel Cwik

Universidad de Colonia, Alemania

Dr. Eric de Léséulec

INS HEA, Francia

Dr. Andrés Di Masso Tarditti

Universidad de Barcelona, España

Ph. D. Mauricio Dimant

Universidad Hebrea de Jerusalén, Israel

Dr. Jorge Enrique Elías Caro

Universidad de Magdalena, Colombia

Dra. Claudia Lorena Fonseca

Universidad Federal de Pelotas, Brasil

Dra. Ada Gallegos Ruiz Conejo

Universidad Nacional Mayor de San Marcos, Perú

Dra. Carmen González y González de Mesa

Universidad de Oviedo, España

Ph. D. Valentin Kitanov

Universidad Suroeste Neofit Rilski, Bulgaria

Mg. Luis Oporto Ordóñez

Universidad Mayor San Andrés, Bolivia

Dr. Patricio Quiroga

Universidad de Valparaíso, Chile

Dr. Gino Ríos Patio

Universidad de San Martín de Porres, Perú

Dr. Carlos Manuel Rodríguez Arrechavaleta

Universidad Iberoamericana Ciudad de México, México

Dra. Vivian Romeu

Universidad Iberoamericana Ciudad de México, México

**REVISTA
INCLUSIONES** M.R.
REVISTA DE HUMANIDADES
Y CIENCIAS SOCIALES

Dra. María Laura Salinas
Universidad Nacional del Nordeste, Argentina

Dr. Stefano Santasilia
Universidad della Calabria, Italia

Mg. Silvia Laura Vargas López
Universidad Autónoma del Estado de Morelos, México

**CUADERNOS DE SOFÍA
EDITORIAL**

Dra. Jaqueline Vassallo
Universidad Nacional de Córdoba, Argentina

Dr. Evandro Viera Ouriques
Universidad Federal de Río de Janeiro, Brasil

Dra. María Luisa Zagalaz Sánchez
Universidad de Jaén, España

Dra. Maja Zawierzeniec
Universidad Wszechnica Polska, Polonia

Editorial Cuadernos de Sofía
Santiago – Chile
OBU – C HILE

Indización, Repositorios y Bases de Datos Académicas

Revista Inclusiones, se encuentra indizada en:





REX



UNIVERSITY OF
SASKATCHEWAN



Universidad
de Concepción

BIBLIOTECA UNIVERSIDAD DE CONCEPCIÓN

Hellenic Academic Libraries Link

HEAL LINK

Σύνδεσμος Ελληνικών Ακαδημαϊκών Βιβλιοθηκών

INCREASING CORPORATE IMAGE BY THE EMPLOYMENT OF DISABLED PEOPLE

Ph. D. Dilyana Yaneva

South-West University “Neofit Rilski”, Bulgaria
ORCID: 0000-0003-3472-4595
d_janeva@swu.bg

Ph. D. (c) Vesela Serafimova

South-West University “Neofit Rilski”, Bulgaria
ORCID: 0000-0001-9587-586X
serafimova2016@abv.bg

Fecha de Recepción: 10 de agosto de 2020 – **Fecha Revisión:** 19 de agosto de 2020
Fecha de Aceptación: 26 de septiembre 2020 – **Fecha de Publicación:** 01 de octubre de 2020

Abstract

Establishing a positive corporate image is a major challenge of modern, dynamic and high technology world. The company's social responsibility is an integral part of this process. The main purpose of this article is to clarify the interrelation between the level of corporate image and the employment of people with disabilities. To achieve the aim of the research a survey has been conducted among 108 Bulgarian companies providing education, finance and accounting services during the period October - December 2019. The research methods used in the article are analysis, synthesis, survey method, graphical methods and summary. The results of the study show that there is a direct correlation between these two processes. The conclusion includes a summary concerning the importance of social corporate policy for building a positive image and competitive advantage of the company.

Keywords

Corporate image – People with disabilities – Disabled people – Social responsibility

Para Citar este Artículo:

Yaneva, Dilyana y Serafimova, Vesela. Increasing corporate image by the employment of disabled people. Revista Inclusiones Vol: 7 num Especial (2020): 170-179.

Licencia Creative Commons Attribution Non-Comercial 3.0 Unported
(CC BY-NC 3.0)

Licencia Internacional



Introduction

Trying to adapt to the dynamic market, growing competition and changing tastes and preferences of the consumers, every company should have a set of competitive advantages. In this way it will increase its efficiency and competitiveness. An important prerequisite is building of an adequate positive corporate image, which in turn is related to the social commitment of the company.

Nowadays many companies are socially oriented and committed to contribute sustainable development by their corporate social responsibility, often expressed in donations, charity events and employment of disabled people. All this contributes to build a positive corporate image and maintain it in the society.

The social efficiency in hiring disabled people is expressed in finding a balance between the pursuit of profit and the direct support of the social status of these groups of people in the organization's daily activity. Increasing company's competitiveness and corporate image are important effects arising from the employment of disabled people. At the same time, the benefits for this group of people are the creation of social sustainability; employment and labor integration; social engagement; improvement of living standards and well-being; increase of labor motivation; qualification and additional training of the employees.

In this regard, the main purpose of the article is to study and analyze the impact of employment of disabled people on the process of building a positive corporate image.

Literature review

Corporate image and social responsibility

In order to be recognized in their actions, the companies must present their image in public. The corporate image represents the image of the company as a set of characteristic positive features built in the mind of the society or a particular social group. Every company has a corporate image, whether it recognizes it or not¹. It is a summary of all positive and negative impressions of the audience about a particular subject². It also hides past situations - how the person reacted before, what it did, how it behaved towards others³. Moreover - it is a commercial product with a certain value, depending not only on the characteristics of the product itself, but on its built image⁴. Special attention is paid to the public image of the organization itself in the unity of its services and products, but in the dominance of the first unit⁵. The corporate image is a key strategic marketing tool⁶.

¹ P. Hutton, *Survey Research for Managers: How to Use Surveys in Management Decision-making* (London: Palgrave, 1990).

² V. Sotirova, *Firmena kultura – parametri i primeri* (Sofia: Tehnicheski universitet, 2010).

³ M. Filipova, "The image of the leaders as formed in the perception of followers", *Entrepreneurship Vol: 1* (2015).

⁴ G. Dimitrova and V. Stanev, "The corporate image as a competitive advantage", *Scientific works of the Union of Scientists in Bulgaria – Plovdiv Vol: 4* (2017). <https://www.researchgate.net/publication/321333096>

⁵ V. Sotirova, *Firmena kultura...*

⁶ V. Kyurova and D. Yaneva, *Research on the impact of the corporate image on the competitiveness of interior design enterprises*, *CBU International Conference Proceedings Vol: 5* (2017).

Building a positive corporate image helps to generate competitive strategic advantages of the company. Therefore, the corporate image is a major strategic goal related to the “cognitive level of knowledge and opinions”⁷. It is used to identify priorities for corporate communications, monitor changes and evaluate the success of corporate communications programmes⁸. The corporate image shows the understanding of external audiences about the organization. Social and political crises are critical in this direction⁹. In this regard, M. Brun notes that the corporate image determines the relationship between the stakeholders and consumers¹⁰. According to P. Hutton, it can be considered at four levels — socio-political and cultural, industry, company and product or brand-image level¹¹.

It becomes clear that the corporate image is a complex entity that is formed in the external environment of the company as a complex interaction of its individuality, identity, reputation and culture. It includes a variety of elements: company parameters and characteristics such as corporate style, culture, values and moral of the management team and employees; company self-presentation and self-expression; communication and dialogue with the audience; interaction with the society; social opinion; social responsibility and corporate identity.

A good corporate image is a valuable asset that accumulates very slowly. It helps in building of the corporate identity¹². In turn, it underlies the social responsibility. According to Ph. Kotler and N. Lee, this is a commitment to improve public welfare through voluntary business practices and the use of corporate resources¹³. At the same time, the strengthening of corporate identity by the set of company culture, ethics and values, helps the entrepreneurs to develop a specific moral position and attitude to the environment¹⁴. In this aspect, beneficial effects may be caused by a number of phenomena occurring on the border between cultures, such as intercultural management¹⁵ and intercultural dialogue¹⁶.

⁷ V. Sotirova, *Firmena cultura...*

⁸ P. Hutton, *Survey Research...*

⁹ R. Krasteva and E. Pantelis, “Bridging relationships between education, refugee crisis and tourism”, *EDULEARN17 Proceedings (2017)*: 261-263.

¹⁰ M. Brun, “Creating a new identity for France Telecom”, in *Corporate and organizational identities: Integrating strategy, marketing, communication, and organizational perspectives*, eds. B. Moingeon and G. Soenen (London: Routledge, 2002), 131-156.

¹¹ P. Hutton, *Survey Research...*

¹² K. Vella and T. Melewar, “Explicating the Relationship between Identity and Culture. A multi-perspective conceptual model”, in *Facets of Corporate Identity, Communication and Reputation*, eds. T. Melewar (New York: Routledge, 2008), 31-32.

¹³ Ph. Kotler and N. Lee, *Corporate Social Responsibility: Doing the Most Good for Your Company and Your Cause*, (New York: John Wiley & Sons, Inc., 2005), 3.

¹⁴ K. Vella and T. Melewar, “Explicating the Relationship...”

¹⁵ T. Kiryakova-Dineva and M. Hadzhipetrova-Lachova, “Intercultural Management–Main Aspects And Perspectives For The Practice Of International Organizations”, *Entrepreneurship*, Vol: 5 (1) (2017); P. Žukauskas; J. Vveinhardt and R. Andriukaitienė. “The Theoretical Aspect of Management Culture as Part of Organizational Culture. Management Culture and Corporate Social Responsibility (IntechOpen, 2018).

¹⁶ T. Kiryakova-Dineva; M. Hadzhipetrova-Lachova and Y. Chankova, “Intercultural dialogue for education in the Mediterranean region”, *EDULEARN17 Proceedings (2017)*; U. Lundgren; P. Castro and J. Woodin, *Educational Approaches to Internationalization through Intercultural Dialogue: Reflections on Theory and Practice (Abingdon: Routledge, 2019).*

There is “a strong positive correlation between people’s perceptions of a company and pro-corporate supportive behavior”¹⁷. Because people tend to humanize companies, corporate image could include characteristics attributed to humans such as friendly, loving and caring¹⁸. In this regard, an important factor in building an effective corporate image is Corporate Social Responsibility (CSR). CSR can have a positive effect on the corporate image when an organization engages not only with its economic development, but also with the support of its employees and their families and with meeting the needs of the society as a whole¹⁹. One aspect of the corporate social responsibility is the fulfillment of the moral principles of the society²⁰. A. Carroll develops CSR Pyramid, which examines four aspects of CSR – economic, legal, ethical and philanthropic responsibilities²¹. The last category of responsibilities include charitable initiatives that aim to meet social norms, ethics and expectations.

As understood from the above, in today's dynamic and fast developing world, the corporate image is a critical component of the companies' management. At the same time it is essential that employees from different groups or individuals to be noticed in this over-informational exchange and be supported in their work activity and corporate environment.

Employment of disabled people

Each company has a variety of personalities - staff with a variety of personal and professional qualities. The set of knowledge, skills, experience and values are only part of the mandatory attributes of the employed, forming the generalized term "company staff"²². At the same time, each company has a different subject of activity, and the employees are recruited according to the positions and their respective functions, rights, duties and responsibilities.

The main problem of disabled people is the lack of prospects and opportunities for resocialization. There is a growing need of developing program activities for people with disabilities²³. In the last few years, via various European projects and programs, the process of supporting companies that employ disabled people has intensified. More organizations are striving to provide a suitable job for a person in a disadvantaged position. Moreover, there are many benefits for both sides. On one hand, businesses use certain goods (lower tax rates, payment of remuneration to specific individuals for a certain period, etc.) and on the other hand, those people have the opportunity to be full citizens and practice their profession.

¹⁷ A. Adeniji; O. Osibanjo; J. Abiodun and E. Oni-Ojo, “Corporate Image: A Strategy for Enhancing Customer Loyalty and Profitability”, *Journal of South African Business Research* Vol: 2015 (2015): 1. Article ID 259483, DOI: 10.5171/2015.259483, <http://www.ibimapublishing.com/journals/JSABR/jsabr.html>

¹⁸ A. Adeniji; O. Osibanjo; J. Abiodun and E. Oni-Ojo, “Corporate Image: ... 3. <http://www.ibimapublishing.com/journals/JSABR/jsabr.html>

¹⁹ Ph. Stoyanov, “Corporate social responsibility and corporate image building”, *Scientific Journal Economics and Finance* Vol: 8 (2017).

²⁰ Ph. Stoyanov, “Corporate social...”

²¹ A. Carroll, “The Pyramid of Corporate Social Responsibility: Toward the moral management of organizational stakeholders”, *Business Horizons* Vol: 34: 4 (1991).

²² V. Vasilev, *Menidzhmant na personala – tendentsii v publichnata administratsia* (Blagoevgrad: Rumi, 2010), 9.

²³ L. Ivanova, “The urgent need to implement the social assistance programs to support people with disabilities”, *Scientific Journal “Economics and Finance”, “Science and Society”* (2017).

Each company seeks to recruit employees who "most closely meet the criteria for job performance"²⁴. Combining individual personality competitive advantages of the employees leads to the overall competitiveness of the company which in turn directly affects its corporate image. According to the goals, strategies and priorities of the company, staff should be hired to influence the results of the activity.

In recent years, several national and European projects and programmes for supporting the employment of disabled people have been operating on the territory of Republic of Bulgaria (National programme for employment and training of people with permanent disabilities²⁵; National programme "Assistants to people with disabilities"²⁶; European projects "Training and employment for the young people" – for unemployed people with permanent disabilities up to 29 years inclusive, and component II of the project "Training and employment" - for unemployed people with permanent disabilities over 29 years²⁷. The financing of both projects is with the support of the European Social Fund of EU Operational Programme "Human Resources Development" (2014-2020)²⁸.

The positive side of the programs and projects is that they finance the salaries of the newly hired employees for a period of one year. A small part of employers leave disadvantaged people at work even after the expiration of the program. However, the future is related to increase the number of companies that employ disabled people. In this way, they feel useful to the society and can be active.

In connection with the achievement of the goal, a survey was conducted among 108 local companies engaged in offering services in the field of education, finance and accounting on the territory of Blagoevgrad district, Bulgaria in the period October - December 2019. For the purposes of the survey, questionnaires were prepared and distributed including online surveys. It should be clarified that the surveyed companies are not social enterprises within the meaning of the national legislation of Republic of Bulgaria²⁹. This report examines only companies that have hired disabled people³⁰ within

²⁴ E. Ribarska and V. Vasilev, Upravljenje na choveshkite resursi v publichnata sfera, (Blagoevgrad: BON, 2007), 98.

²⁵ National programme for employment and training of people with permanent disabilities, extended by Order № RD01-96 of 11.02.2020 of the Minister of Labor and Social Policy of the Republic of Bulgaria, National Employment Agency, Ministry of Employment and Social Policy of the Republic of Bulgaria, <https://www.az.government.bg/pages/nacionalna-programa-zohtu/>, (accessed 26.03.2020).

²⁶ National programme "Assistants for People with Disabilities", National Employment Agency, Ministry of Employment and Social Policy of the Republic of Bulgaria, <https://www.az.government.bg/pages/nacionalna-programa-ahu/> (accessed 26.03.2020).

²⁷ Project " Training and employment", National Employment Agency, Ministry of Employment and Social Policy of the Republic of Bulgaria, <https://www.az.government.bg/pages/procedura-obucheniya-i-zaetost-za-mladite-hora/> (accessed 26.03.2020).

²⁸ Operational Programme "Human Resources Development" 2014-2020, pursuant to Council of Ministers Decision No.792/17.12.2013 and the Rules of Organization of the Ministry of Labour and Social Policy (MLSP), carried out by Directorate General "European Funds, International Programmes and Projects" (DG EFIPP), European Social Fund of European Union, <https://esf.bg/> (accessed 04.04.2020).

²⁹ The Law on the Social and Solidarity Economy, articles 5, 6, 7, 8, State Gazette 91/2.10.2018, came into force on 03.05.2019, <https://lex.bg/bg/laws/ldoc/2137187968> (accessed 04.04.2020).

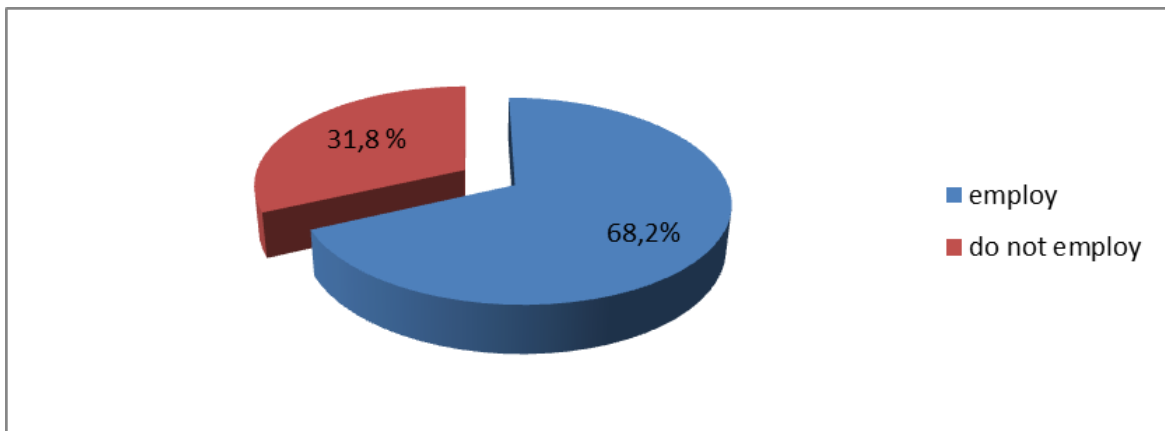
³⁰ The United Nations and Disabled Persons, <https://www.un.org/esa/socdev/enable/dis50y10.htm> (accessed 06.04.2020).

the meaning of The International Classification of Functioning, Disability and Health (ICF).³¹

Analysis and discussion

The analysis of the survey's results shows that the predominant part of the surveyed companies are micro-enterprises with up to 10 employees (68.2%). 10 to 50 people work in 18.2% of the enterprises, in 13.6% of them - more than 50 people.

It is noteworthy that larger companies are more likely to hire disabled people. More than 2/3 of the surveyed companies employ this group of people. However, the share of those who are not inclined to such action is high.



Source: authors' inquiry survey

Figure 1
Distribution of companies by employment of disabled people

An interesting fact is that such people are hired only by companies with traditions and business experience.

It has been found that the predominant share of the companies employ only one person with disabilities (59.1%). Two disadvantaged people are employed in 9.1% of the enterprises. However, none of the surveyed companies hired more than two people.

To clarify the ways of hiring people with disabilities, it is noteworthy that 41% of the respondent companies employ people via program funded by EU. Unfortunately, only 18.2% of them left the workers on a permanent employment contract in the company after the expiration of the program. 9.1% of all surveyed companies have hired staff from this group without taking advantage of such programs.

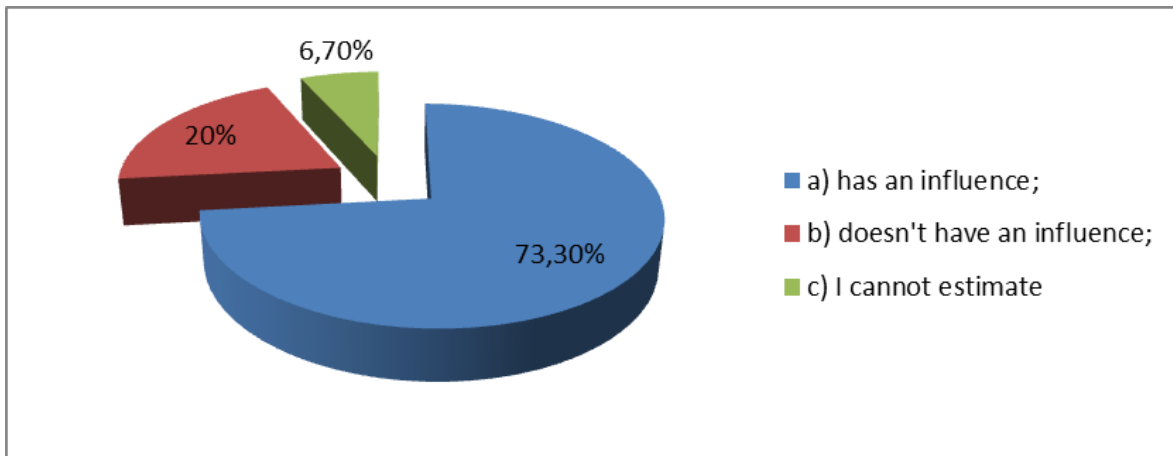
Regarding the extent of the work performance to the tasks and responsibilities assigned to disabled employees, almost all employers are unanimous in the quality and conscientious performance of their duties. 2/3 are categorical, 26.7% have some hesitations and only 6.7% are dissatisfied with their performance.

³¹ The International Classification of Functioning, Disability and Health (ICF) defines disability as an umbrella term for impairments, activity limitations and participation restrictions. (World health Organization, 16 January 2018), <https://www.who.int/en/news-room/fact-sheets/detail/disability-and-health> (accessed 06.04.2020).

Comparing the performance of duties by disabled people and the other employees, the vast majority of surveyed employers (60%) do not find any difference in their work performance. 20% of them mention that these employees handle their tasks more slowly. However, this is understandable due to the physical dysfunction of most of these employees. 13.3% of the respondents answered "rather yes", specifying that disabled people make rare and insignificant mistakes. It is clear from the above that there is no significant difference in the work performance by different staff categories.

From the data presented in Figure 2, it can conclude that there is a direct relationship between the overall process of employment and the work performance of disabled people and the corporate image of the surveyed enterprises.

It is evident that 73.3% of the respondents mention that the employment of disadvantaged people increases the corporate social responsibility, influencing the building and maintaining a positive corporate image of the company. 20% do not find a connection between the two processes and only 6.7% have no opinion on the issue.



Source: authors' inquiry survey

Figure 2
Impact of disabled people employment on the corporate image

The results from the survey indicate that the majority of the surveyed employers (68.2%) would employ disabled people and would recommend other companies to do so. The main reasons are their good work performance and financial relief from the state. 22.7% of the respondents are hesitant, 9.1% are adamant that they would not hire such workers. The reasons are not the doubts regarding their job handling but the bureaucracy that employers will face in the process of hiring such a category of staff.

Conclusions

In view of the results presented above, the following conclusions can be summarized:

- Most of the surveyed companies are socially oriented and have a corporate social responsibility expressed in the employment of disabled people.
- Companies employ mainly one disadvantaged person and very rarely two people.

- A very large part of the surveyed employers are unanimous about the benefits of hiring disabled people - tax relief services; full payment of wages (usually for 12 months) from the national budget and European funds; satisfaction with the realization of their obligations, etc.
- One of the main advantages is the positive impact of employing disabled people on the corporate image.

It can definitely be concluded that the sectors with a high level of employment of people with disabilities are finance, insurance, accounting and auditing, information and telecommunication technologies, etc. The main reason is the fact that in these professions the performance of duties is most often associated with the work in the office and in front of a computer.

In the last few years there has been a tendency to an increasing extent of companies that increase their corporate donations, report socially responsible initiatives, establish corporate social norms as a part of their strategic goals. Employment of disabled people is part of the companies' social policy that aims to build and maintain a positive corporate image.

References

Adeniji, A., O. Osibanjo, J. Abiodun and E. Oni-Ojo. "Corporate Image: A Strategy for Enhancing Customer Loyalty and Profitability". *Journal of South African Business Research* Vol: 2015 (2015): 1-12.
<http://www.ibimapublishing.com/journals/JSABR/jsabr.html>

Brun, M. "Creating a new identity for France Telecom". In *Corporate and organizational identities: Integrating strategy, marketing, communication, and organizational perspectives*, edited by B. Moingeon and G. Soenen. London: Routledge. 2002. 131-155.

Caroll, A. "The Pyramid of Corporate Social Responsibility: Toward the moral management of organizational stakeholders". *Business Horizons* Vol 34: 4 (1991): 39-48.

Dimitrova, G. and V. Stanev. "The corporate image as a competitive advantage". *Scientific works of the Union of Scientists in Bulgaria – Plovdiv* Vol: 4 (2017): 83-86.
<https://www.researchgate.net/publication/321333096>

Filipova, M. "The image of the leaders as formed in the perception of followers". *Entrepreneurship* Vol: 1 (2015): 5-15.

Hutton, P. *Survey Research for Managers: How to Use Surveys in Management Decision-making*. London: Palgrave. 1990.

Ivanova, L. "The urgent need to implement the social assistance programs to support people with disabilities". *Scientific Journal "Economics and Finance", "Science and Society"* (2017): 14-19.

Kotler, Ph. and N. Lee. *Corporate Social Responsibility: Doing the Most Good for Your Company and Your Cause*. New York: John Wiley & Sons, Inc. 2005.

Kiryakova-Dineva, T. and M. Hadzhipetrova-Lachova. "Intercultural Management–Main Aspects And Perspectives For The Practice Of International Organizations". *Entrepreneurship* Vol: 5 (1) (2017): 97-105.

Kiryakova-Dineva, T., M. Hadzhipetrova-Lachova and Y. Chankova. "Intercultural dialogue for education in the Mediterranean region". *EDULEARN17 Proceedings* (2017): 3920-3926.

Krasteva, R. and E. Pantelis. "Bridging relationships between education, refugee crisis and tourism". *EDULEARN17 Proceedings* (2017): 261-267.

Kyurova, V. and D. Yaneva. "Research on the impact of the corporate image on the competitiveness of interior design enterprises". *CBU International Conference Proceedings* Vol: 5 (2017): 495-499.

Lundgren, U., P. Castro and J. Woodin, *Educational Approaches to Internationalization through Intercultural Dialogue: Reflections on Theory and Practice*. Abingdon: Routledge. 2019.

National programme "Assistants for People with Disabilities", National Employment Agency, Ministry of Employment and Social Policy of the Republic of Bulgaria, <https://www.az.government.bg/pages/nacionalna-programa-ahu/>

National programme for employment and training of people with permanent disabilities, National Employment Agency, Ministry of Employment and Social Policy of the Republic of Bulgaria, <https://www.az.government.bg/pages/nacionalna-programa-zohtu/>

Operational Programme "Human Resources Development" 2014-2020, European Social Fund of European Union, <https://esf.bg/>

Project "Training and employment", National Employment Agency, Ministry of Employment and Social Policy of the Republic of Bulgaria, <https://www.az.government.bg/pages/procedura-obucheniya-i-zaetost-za-mladite-hora/>

Ribarska, E. and V. Vasilev. *Upravljenie na choveshkite resursi v publichnata sfera*. Blagoevgrad: BON. 2007.

Sotirova, V. *Firmena kultura – parametri i primeri*. Sofia: Tehnicheski universitet. 2010.

Stoyanov, Ph. "Corporate social responsibility and corporate image building". *Scientific Journal Economics and Finance* Vol: 8 (2017): 4-11.

The Law on the Social and Solidarity Economy, Republic of Bulgaria, <https://lex.bg/bg/laws/ldoc/2137187968>

The United Nations and Disabled Persons, <https://www.un.org/esa/socdev/enable/dis50y10.htm> (accessed 06.04.2020).

The International Classification of Functioning, Disability and Health (ICF) defines disability as an umbrella term for impairments, activity limitations and participation restrictions. (World health Organization, 16 January 2018), <https://www.who.int/en/news-room/fact-sheets/detail/disability-and-health> (accessed 06.04.2020).

Vasilev, V. Menidzhmant na personala – tendentsii v publichnata administratsia. Blagoevgrad: Rumi. 2010.

Vella, K. and T. Melewar. “Explicating the Relationship between Identity and Culture. A multi-perspective conceptual model”. In Facets of Corporate Identity, Communication and Reputation, edited by T. Melewar. New York: Routledge. 2008. 3-34.

Zukauskas, P.; J. Vveinhardt and R. Andriukaitienė. “The Theoretical Aspect of Management Culture as Part of Organizational Culture. Management Culture and Corporate Social Responsibility. Intechopen. 2018.

REVISTA
INCLUSIONES M.R.
REVISTA DE HUMANIDADES
Y CIENCIAS SOCIALES

CUADERNOS DE SOFÍA
EDITORIAL

Las opiniones, análisis y conclusiones del autor son de su responsabilidad y no necesariamente reflejan el pensamiento de **Revista Inclusiones**.

La reproducción parcial y/o total de este artículo debe hacerse con permiso de **Revista Inclusiones**.