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# Designing Experiential CSR: The Roles of Social Connection and Information Transparency

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## **Abstract**

The concept of experiential corporate social responsibility (CSR) was introduced to immerse customers in sustainability efforts and offer ethical meaningfulness without prompting the notion of sacrifice, traditionally associated with sustainable behavior. However, empirical evidence on design aspects that could trigger evaluations of ethical meaningfulness during an experience is missing. Using a naturalistic laboratory experiment enhanced by an immersive environment, we find that social connection is critical in triggering evaluations of ethical meaningfulness and eliciting positive emotions, with information transparency playing a supporting role. Our results represent the first empirical study to investigate practical design aspects of experiential CSR. Theoretically, they support the concept of ethically meaningful experiences and further carry significant practical implications for how hospitality and tourism businesses should immerse guests in sustainability efforts.

**Key Words** *Experiential corporate social responsibility, meaningfulness, hospitality management, extended reality environments, experience design*

**Track** *Ethically Driven Innovations*

**Focus of Paper** *Theoretical/Academic*