

A system declining: from the Welfare State to the Company Welfare

My thesis is focused on the Company Welfare. It is an innovative and up to date theme , considering the particular historical time, dominated by a global economic crisis.

The Company welfare moves forward in a context where the public resources are low, the needs of a great part of the population are changing , the Companies have got a new role in the society : looking at these things , the Organizations started to offer new and different services to their employees in order to give them a better blend between the working needs and the family ones.

The growing importance of the Company welfare is confirmed by the cross interest either of the politics or of the Companies: the scientific production on the topic is really important and rich; the politics agendas of the different national and international alliances give a crescent attention to the topic ; Either the public Companies or the private ones open themselves to new ways of managing the Human resources , providing for integrative services for their employees.

The first two chapters highlight which are the main causes of this continuous booming:

- 1) The progressive decline of the traditional welfare state model;
- 2) The ever changing needs of the modern society
- 3) The new Companies approach to the needs of their employees;
- 4) The advantages coming from the Organizations who implement the welfare strategies.

The passage to the post-industrial era, the changed social context, the ever changing needs of a great part of the population have determined the progressive decline of the welfare state system that seems to be inadequate to the new issues of the modern society.

The weakness of our actual system tends to expose most of the population to risks and difficulties that are not covered by the offer of the services of the public welfare.

There is a growing demand for an additional welfare, moreover from the employees of either public or private Companies who asks for it.

According to the Corporate Citizenship, the Companies are asked to settle in the own area, becoming the new actor of the Society with duties and rights of Citizenship.

In the outlined context , the Organizations play an active role , investing in resources from whom they expect a comeback.

Besides a person who can be considered social responsible they put alongside a company one from whom they expect to get a positive economic comeback.

It is very interesting to explore the relationship between social responsibility, company welfare and human resources management.

The third chapter analyses how the company welfare is a topic that under some aspects could be considered as infected from different disciplines and thoughts. The Company welfare was born thanks to some businessmen who were inspired by the Industrial Revolution. The Company welfare has gained even more importance , during the years , in the political debates and between the social parts either at national or local level.

It would be appropriate to organize and put together all the information we have on the company welfare. We have four different areas:

1. Welfare Area
2. Paternalistic Area
3. Industrial Relationships Area
4. Company- Management area

After having clarified the Company Welfare phenomenon , the fourth chapter is focused on organizational aspects , related to the governance and the managing of a company welfare plan.

A greater attention will be given to the fiscal discipline.

The fifth and last chapter shows a case study: the Organization analyzed is “ La Sapienza University” in Rome.

The target is to verify how the University faces the topic , how understands it and which are the actions to be taken.

The target of this case study is that to clarify why and how the University participates to the Company Welfare.