

عنوان مقاله:

An investigation of the influence of a multi-stakeholder approach of a corporate social responsibility on employees' organizational citizenship behavior

محل انتشار:

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خلاصه مقاله:

Nowadays the organizations have recognized the critical role of employees as an influential asset in guiding a successful business and creating competitive advantage beyond the financial benefits. So their attitude and feeling about firm's social activities can affect their behavior. Despite some little researches that show positive impact of CSR initiatives on OCB, there isn't any related research taking into account all stakeholders (Namely social and non-social, employees, customers and government) on employees' citizenship behavior. Based on an extensive literature review a conceptual model has been developed in which we assume CSR initiatives directed at different groups of stakeholders influence organizational citizenship behavior. To test the proposed model 250questionnaire were distributed among employees and managers of 35 firms in two waves out of which 195 ones were useful. Using inferential statistics (IF) and confirmatory factor analysis (CFA) and structural equation modeling (SEM) the data were analyzed. The results support three hypothesis of the conceptual model. CSR initiatives toward social and non-social, employees and government has a positive effect on employees' OCBs while there isn't a meaningful relationship between CSR initiatives toward customer on OCB. Taking into CSR practices toward employees is implemented since it will motivate them to reciprocate and for building a competitive advantage and creating value for external stakeholders, we recommend the firms to establish more CSR practices regarding all groups of stakeholders

کلمات کلیدی:

Corporate social responsibility, Stakeholder theory, Organizational citizenship behavior

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