Corporate Social Responsibilities (CSR) in Manufacturing in China: Impacts on Employees’ Perceptions and Commitment

By

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All interested are welcome
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ABSTRACT

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Purpose: As scandals frequently appeared in press that counterfeit products circulate in markets, employees are being unethically treated and environment being polluted in China, increasing academic attention is being paid to corporate social responsibility (CSR) in China and its benefits. In this study, we hypothesize that CSR is positively associated with perceived organizational identity (POI), construed external image (CEI), employee commitment (AC and NC) and organizational identification (OID).

Design and methodology: Respondents include employers and employees (n=343) from 30 cutlery factories from one city. Hierarchical linear modeling was used to analyze the two-level data.

Findings: CSR was found as predictor of POI, CEI, AC and NC. POI and CEI are partially mediating CSR and AC/NC. However, no significant relationship can be confirmed between CSR and OID.

Implications: Empirical evidences on CSR in China are scarce. This study may also provide practitioners and entrepreneurs with insights that CSR practices result in managerial benefits and reputation building.