

The Impact of Corporate Social Responsibility on Employees Involvement



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(Yoshiko Okuneva)

THE IMPACT OF CORPORATE SOCIAL RESPONSIBILITY ON EMPLOYEES INVOLVEMENT



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Condition: New. Publisher/Verlag: LAP Lambert Academic Publishing | This study examined the impact of corporate social responsibility (CSR) on employee's job involvement. A quantitative data was used for the study at Amponsah-Effah Pharmaceutical Limited. Data gathered from the field work was sorted and analyzed using IBM Statistical Product and Services Solution (SPSS) version 20.0 for Windows. In all, seventy-seven (77) managerial and non-managerial staffs were sampled through the use of the convenient sampling procedure. A conceptual framework comprises of the four (4) elements (philanthropic, ethical, legal and economic) to examine the CSR and its impact on employee's job involvement. A cronbach's alpha reliability of the variables was philanthropic responsibility (0.891), ethical responsibility (0.796), legal responsibility (0.889), economic responsibility (0.857) and employee's job involvement (0.831). Descriptive statistics such as frequencies, mean scores and standard deviations were used to analyze the data on the research questions. Correlation analysis was used to compare relationship between CSR and employee's job involvement, and the relationship between the various CSR activities (philanthropic, ethical, legal and economic responsibility | Format: Paperback | Language/Sprache: english | 64 pp.



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