

**THE IMPACT OF SOCIALLY RESPONSIBLE HUMAN RESOURCE
MANAGEMENT ON ORGANIZATIONAL CITIZENSHIP
BEHAVIOR**



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ABSTRACT

To survive in the highly competitive business environment, organizations are focusing on Corporate Social Responsibility (CSR) activities by developing a good organizational image among their competitors. In this modern century as same as the external CSR activities toward society, internal CSR initiatives and socially responsible practices in the workplaces and their human resources are getting high concerns from organizations nowadays so as to help to gain an edge over competitors. Hence, this study focuses on the effect of Socially Responsible Human Resource Management on Organizational Citizenship Behavior and finds solutions for CSR concerns. Thus, the study objectives are to identify the level of Socially Responsible Human Resource Management, Organizational Citizenship Behavior, Work Motivation, and Job Satisfaction, to identify the relationships among Socially Responsible Human Resource Management, Organizational Citizenship Behavior, Work Motivation, and Job Satisfaction, to identify the impact of Socially Responsible Human Resource Management on Organizational Citizenship Behavior, Work Motivation, and Job Satisfaction, to identify the impact of Work Motivation and Job Satisfaction on Organizational Citizenship Behavior, and to identify the impact of Socially Responsible Human Resource Management, Work Motivation, and Job Satisfaction on Organizational Citizenship Behavior among the employees of selected banks in Trincomalee Region of Sri Lanka. In this study, the researcher attempts to highlight a difference between practical and theoretical contexts, by using the information found in particular organizations. For this purpose, the survey questionnaire was considered as a tool to get responses from 200 bank employees.

In this study, the statistical tools that used to analyze the levels of variables are mean and SD values, while relationships were measured by Pearson coefficients. Moreover, the result shows significant positive associations among the variables, where most of the literature are commonly supporting for the relationship. Hence, this study helps top management especially for managers to understand Socially Responsible Human Resource Management - Organizational Citizenship Behavior relationships in order to face and control the CSR concerns in their organizations in an effective, efficient, and practical manner.

Keywords: Human Resource Management, Corporate Social Responsibility, Socially Responsible Human Resource Management, and Organizational Citizenship Behavior

TABLE OF CONTENTS

ACKNOWLEDGEMENT.....	i
ABSTRACT.....	ii
TABLE OF CONTENTS.....	iii
LIST OF TABLES.....	vi
LIST OF FIGURES.....	viii
ABBREVIATIONS.....	ix
CHAPTER 1 – INTRODUCTION.....	1
1.1 Background of the Study.....	1
1.2 Problem Statement.....	2
1.3 Research Questions.....	4
1.4 Research Objectives	5
1.5 Significance of the Study.....	6
1.6 Scope of the Study.....	6
1.7 Organization of the Chapters.....	7
1.8 Chapter Summary.....	7
CHAPTER – 2 LITERATURE REVIEW.....	9
2.1 Introduction.....	9
2.2 Socially Responsible Human Resource Management.....	9
2.2.1 Employee-Oriented Human Resource Management.....	10
2.2.2 Legal Compliance Human Resource Management.....	11
2.2.3 General CSR Facilitation Human Resource Management.....	12
2.2.4 General CSR Conduct.....	12
2.3 Organizational Citizenship Behavior.....	13
2.4 Work Motivation.....	13
2.5 Job Satisfaction.....	14
2.6 Relationship between Socially Responsible Human Resource Management and Organizational Citizenship Behavior.....	15
2.7 Relationship between Socially Responsible Human Resource Management, Work Motivation, and Job Satisfaction.....	16
2.8 Relationship between Work Motivation, Job Satisfaction and Organizational Citizenship Behavior.....	17
2.9 Socially Responsible Human Resource Management adaption in different national perspectives.....	17
2.9.1 In the European countries’ context.....	17
2.9.2 In the China context.....	18
2.9.3 In the Japan context.....	19
2.9.4 In the India context.....	19
2.9.5 In the Sri Lanka context.....	20
2.10 Chapter Summary.....	21
CHAPTER – 3 CONCEPTUALIZATION AND OPERATIONALIZATION.....	22
3.1 Introduction.....	22
3.2 Conceptualization.....	23
3.3 Variables Relevant to the Conceptual Model.....	25

3.3.1 Socially Responsible Human Resource Management.....	25
3.3.1.1 Employee-Oriented Human Resource Management...	26
3.3.1.2 Legal Compliance Human Resource Management.....	27
3.3.1.3 General CSR Facilitation Human Resource Management.....	27
3.3.1.4 General CSR Conduct.....	28
3.3.2 Organizational Citizenship Behavior.....	28
3.3.3 Work Motivation.....	29
3.3.4 Job Satisfaction.....	29
3.4 Operationalization.....	30
3.5 Hypotheses.....	32
3.6 Chapter Summary.....	33
CHAPTER - 4 RESEARCH METHODOLOGY.....	34
4.1 Introduction.....	34
4.2 Research Philosophy.....	35
4.3 Research Approach.....	36
4.4 Research Strategy.....	37
4.5 Methodological Choice.....	39
4.6 Time Horizon.....	39
4.7 Research Site / Area Selection.....	40
4.8 Population of the Study.....	40
4.9 Sampling Technique / Method.....	42
4.10 Sample Size and Sampling Framework.....	43
4.10.1 Sample Size.....	43
4.10.2 Sampling Framework.....	43
4.11 Method of Data Collection and Source.....	44
4.12 Research Instrument.....	46
4.13 Sources of Measurement.....	47
4.14 The Pilot Study.....	48
4.15 Validity and Reliability of Instruments.....	49
4.15.1 Validity.....	49
4.15.2 Reliability Test.....	50
4.16 Unit of Data Analysis.....	51
4.17 Methods of Data Analysis.....	52
4.17.1 Methods of Data Analysis for First Objective.....	53
4.17.2 Methods of Data Analysis for Second Objective.....	53
4.17.3 Methods of Data Analysis for Third Objective.....	53
4.17.4 Methods of Data Analysis for Fourth Objective.....	53
4.17.5 Methods of Data Analysis for Fifth Objective.....	53
4.18 Methods of Data Evaluation.....	55
4.18.1 Univariate Analysis.....	55
4.18.2 Correlation Analysis.....	55
4.18.3 Regression Analysis.....	56
4.18.4 Testing Hypothesis.....	57
4.19 Data Presentation.....	60

4.19.1 Data Presentation for Personal Information and Bank related Information.....	60
4.19.2 Data Presentation for Research Information.....	61
4.20 Ethical Consideration.....	61
4.21 Chapter Summary.....	62
CHAPTER - 5 DATA PRESENTATION AND ANALYSIS.....	64
5.1 Introduction.....	64
5.2 Reliability Analysis.....	64
5.2.1 Analysis of Reliability for the Instruments.....	65
5.3 Data Presentation.....	67
5.3.1 Data Presentation for Personal Information and Bank related Information.....	67
5.3.2 Data Presentation for Research Information.....	70
5.4 Testing Hypotheses.....	90
5.5 Chapter Summary.....	93
CHAPTER – 6 FINDINGS AND DISCUSSION.....	94
6.1 Introduction.....	94
6.2 Discussion of Personal Information and Bank related Information	94
6.3 Discussion of Research Information.....	96
6.3.1 Research Objective One.....	96
6.3.2 Research Objective Two.....	98
6.3.3 Research Objective Three.....	100
6.3.4 Research Objective Four.....	103
6.3.5 Research Objective Five.....	104
6.4 Hypotheses Testing.....	106
6.5 Chapter Summary.....	108
CHAPTER - 7 CONCLUSIONS AND RECOMMENDATIONS.....	109
7.1 Introduction.....	109
7.2 Conclusions of the Research Objectives.....	109
7.2.1 Objective One.....	110
7.2.2 Objective Two.....	110
7.2.3 Objective Three.....	111
7.2.4 Objective Four.....	111
7.2.5 Objective Five.....	112
7.3 Contribution of the Study.....	112
7.4 Recommendations.....	113
7.5 Limitations of the Study.....	114
7.6 Future Research Direction.....	115
LIST OF REFERENCES.....	117
APPENDIX 01: The Questionnaire Used for the Study.....	123
APPENDIX 02: The Output of the Data Analyses.....	126