

**THE MEDIATING EFFECTS OF MEANINGFULNESS AND
WORK ENGAGEMENT ON THE RELATIONSHIP BETWEEN
INTERNAL CSR PERCEPTION AND EMPLOYEE CREATIVE
BEHAVIOUR**



BY,

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REG NO: EU/IS/2014/MS/05

INDEX NO: MS 1655



A Project Report submitted to the Faculty of Commerce and Management, Eastern University, Sri Lanka, as a partial fulfillment of the requirement for the Degree of Bachelor of Business Administration (Specialization).

DEPARTMENT OF MANAGEMENT

FACULTY OF COMMERCE AND MANAGEMENT

EASTERN UNIVERSITY, SRI LANKA

2019

CERTIFICATION

This is certify the project report on,

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has been accepted by the Faculty of Commerce and Management, Eastern University, Sri Lanka, as a partial fulfillment of the requirement for the Degree of Bachelor of Business Administration (Specialization).

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ABSTRACT

Employee creative behaviour is critical for modern organizations as it is a key driver of organization's innovation, success and competitiveness. Hence, most organizations invest heavily in and search for effective ways to encourage employees' creative behaviour especially when they confront competitive, dynamic business environments. In the last few years, the trend of research on corporate social responsibility (CSR) has increased, but the question of how employees perceive internal CSR, its association with meaningfulness, work engagement and employee creative behaviour are unnoticed. Thus, the main aim of this study is to explore the intervening role of meaningfulness and work engagement in the relationship between employee's internal CSR perception and employee creative behaviour.

The quantitative study was conducted based on primary data which were gathered from 176 employees from five selected commercial banks through structured closed ended questionnaire. The collected data were analyzed by using univariate, bivariate and multivariate analyses.

The findings of this study revealed that, employee perceive high level of internal CSR, meaningfulness, work engagement and have high level of creative behaviour. In addition, there are strong positive and significant relationships exist among internal CSR perception, work engagement, meaningfulness and employee creative behaviour. Moreover, the mediating analysis revealed that, meaningfulness as well as work engagement mediates the relationship between internal CSR perception and employee creative behaviour.

Hence, the findings suggest that being a good corporate citizen can pay organizations in terms of enhanced employee work engagement, meaningfulness and creative behaviour, which can provide competitive advantage to the organizations in this highly competitive business environment. Further, this study contributes to the extant literature by advancing the understanding how employees' perceptions of internal CSR relate to various workplace outcomes.

Keywords: *Internal CSR Perception, Work Engagement, Meaningfulness and Employee Creative Behaviour.*

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