

**CORPORATE SOCIAL RESPONSIBILITY AND
ORGANIZATIONAL CITIZENSHIP BEHAVIOR: MEDIATING
ROLE OF JOB SATISFACTION**

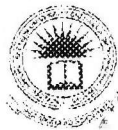
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ABSTRACT

Present study is explores regarding the corporate social responsibility, organizational citizenship behavior and job satisfaction and the researcher motive to search and explore some of the key variables which are operating behind the scene of employee's organizational citizenship behavior in the related point of view corporate social responsibility and job satisfaction. According to that, research aim focusing to identify whether the corporate social responsibility influence on organizational citizenship behavior with the mediating effect of job satisfaction in apparel manufacturing firms in Trincomalee.

The objectives of this paper are to assess the levels of corporate social responsibility, job satisfaction and organizational citizenship behavior also to examine the relationships among these concepts. In addition to that, identify the mediation effect of job satisfaction in the relationship between corporate social responsibility and organizational citizenship behavior.

The quantitative study conducted based on primary data which were collected among 231 employees by using self-administrated questionnaire and five point Likert scale was assigned to measure the variables. The collected data were analyzed by using univariate and bivariate technique in a computer based Statistical Package for the Social Science 22.0 version software

Based on the findings of the study, this research concludes that corporate social responsibility and organizational citizenship behavior are in a higher level. As well, there are strong positive and significant relationship between corporate social responsibility and job satisfaction. And this study also concludes that there is a strong positive relationship between organizational citizenship behavior and job satisfaction. Further, mediating analysis concludes that job satisfaction partially mediates the relationship between corporate social responsibility and organizational citizenship behavior. This study proposes that decision makers must encourage employees to involve in social responsibility practices for the satisfaction and for the improvement of their citizenship behavior.

Keywords: Corporate Social Responsibility, Organizational Citizenship Behaviour, Job Satisfaction

Table of Contents

ACKNOWLEDGEMENT	i
ABSTRACT	ii
Table of Contents	iii
List of Tables	vi
List of Figures	viii
List of Abbreviations	ix
Chapter-1: INTRODUCTION	1
1.1 Background of Study.....	1
1.2 Research Gap/ Research Problem.....	3
1.3 Research Questions.....	4
1.4 Research Objectives.....	5
1.5 Significance of the Study.....	5
1.6 Scope of the Study.....	6
1.7. The Organization of Chapters.....	6
1.8. Chapter Summary.....	7
Chapter-3: LITERATURE REVIEW	8
2.1 Introduction.....	8
2.2 Corporate Social Responsibility (CSR).....	8
2.3 Organizational Citizenship Behavior (OCB).....	11
2.4 Job Satisfaction.....	13
2.5 Hypotheses Development.....	15
2.6 Chapter Summary.....	18
Chapter-3: CONCEPTUALIZATION AND OPERATIONALIZATION	19
3.1 Introduction.....	19
3.2 Conceptualization.....	19

3.3 Operationalization.....	22
3.4 Theories Support for the Conceptual Model.....	24
3.5 Chapter Summary	25
Chapter-4: RESEARCH METHODOLOGY	26
4.1 Introduction.....	26
4.2 Research Philosophy	26
4.3 Research Approach.....	27
4.4 Research Strategy.....	27
4.5 Methodological Choice	28
4.6 Time Horizons.....	28
4.7 Research Site / Area Selection	28
4.8 Research Design.....	29
4.9 Population of the Study.....	29
4.10 Sampling Technique / Method.....	29
4.11 Sampling Framework and Sample Size	30
4.12 Method of Data Collection and Source.....	31
4.13 Research Instrument.....	31
4.14 Source of Measurement	32
4.15 The Pilot Study.....	33
4.16 Reliability of Instruments.....	33
4.17 Unit of Analysis	34
4.18 Methods of Data Analysis.....	34
4.19 Methods of Evaluation	34
4.20 Data Presentation	39
4.21 Ethical Consideration.....	39
4.22 Chapter Summary	40

Chapter-5: DATA PRESENTATION AND ANALYSIS.....	41
5.1 Introduction.....	41
5.2 Analysis of Reliability	41
5.3 Personal Information of Respondents	42
5.4 Research Information.....	44
5.5 Testing Hypotheses	56
5.6 Chapter Summary	58
Chapter-6: FINDINGS AND DISCUSSION	59
6.1 Introduction.....	59
6.2 Respondents Profile	59
6.3 Discussion of Research Information	60
6.4 Testing Hypotheses	65
6.5 Chapter Summary	67
Chapter-7: CONCLUSION AND RECOMMENDATIONS	68
7.1 Introduction.....	68
7.2 Conclusion	68
7.3 Contribution of the Study.....	69
7.4 Recommendations.....	70
7.5 Limitations of the Study.....	70
7.6 Direction for Future Studies.....	71
List of References.....	72
Appendix 1.....	86
Appendix 2.....	90