

**THE IMPACT OF INTERNAL CORPORATE SOCIAL
RESPONSIBILITY ON ORGANIZATIONAL COMMITMENT:
SPECIAL REFERENCE TO BANKING SECTOR EMPLOYEES
IN POLONNARUWA DISTRICT**

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Abstract

This study attempts to investigate the impact of internal corporate social responsibility practices on organizational commitment based on the social exchange theory. Specifically, this study examines the impact of five dimensions of internal corporate social responsibility practices on organizational commitment: labor relation, work life balance, social dialogue, health and safety, and training and development. In accordance with literature review and observation, there are literature and empirical knowledge gaps regarding the relationship and impact of internal corporate social responsibility on organizational commitment. This study was conducted to fill these gaps with two objectives of the banking sector in Polonnaruwa District. Based on literature review, the conceptual model of this was established and tested by collecting the data from 171 employees of public and private banks in Polonnaruwa District. Structured questionnaire was used to collect the data and Univariate and Bivariate analysis were used. Results showed that all internal corporate social responsibility dimensions are significantly and positively related to organizational commitment. In addition, the findings of this study indicate that all internal corporate social responsibility dimensions significantly and positively related with affective commitment, continuance commitment, and normative commitment. The findings of this study are useful in further enlarging and enriching applications of these concepts in practice.

Keywords: Internal Corporate social Responsibility, Organizational Commitment, Affective Commitment, Continuance Commitment, Normative Commitment.

Table of Contents

	Page No.
Acknowledgement	I
Abstract	II
Table of Contents	III
List of Tables	VII
List of Figures	X
List of Abbreviation	XI
Chapter -1 Introduction	1-6
1.1 Background of Study	1-2
1.2 Problem Statement / Research Gap.....	2-3
1.3 Research Questions	3-4
1.4 Research Objectives	4
1.5 Significance of the Study	4-5
1.6 Scope of the Study	5
1.7 Chapter Organization	5-6
1.8 Chapter Summary	6
Chapter -2 Literature Review	7-15
2.1 Introduction.....	7
2.2 Internal Corporate Social Responsibility	8
2.3 Organizational Commitment.....	8-9
2.4 Empirical finding/studies in connection with ICSR and OC	9-11
2.5 Derived Conceptual Model based on Literature Review	11-13
2.6 Research Gaps – ICSR and OC	14-15
2.7 Chapter Summary	15
Chapter -3 Conceptualization and Operationalization	16-24
3.1 Introduction.....	16
3.2 Conceptualization	16-17
3.3 Theory support for conceptual model: Social Exchange Theory(SET)	17-19

3.4	Variables Relevant to the Conceptual Model	19-22
3.4.1	Internal Corporate Social Responsibility	19
3.4.1.1	Labor-Relation.....	20
3.4.1.2	Work Life Balance.....	20
3.4.1.3	Social Dialogue.....	20
3.4.1.4	Health and Safety.....	20
3.4.1.5	Training and Development.....	20-21
3.4.2	Organizational Commitment	21
3.4.2.1	Affective Commitment	21
3.4.2.2	Continuance Commitment	21-22
3.4.2.3	Normative Commitment	22
3.5	Operationalization.....	22-24
3.6	Chapter Summary	24
Chapter -4 Research Methodology.....		25-33
4.1	Introduction.....	25
4.2	Research Philosophy.....	25
4.3	Research Approach.....	25
4.4	Research Strategy.....	26
4.5	Time Horizon	26
4.6	Type of Study.....	26
4.7	Sampling Methods and Sample Size.....	26-28
4.8	Methods of Data Collection	28-29
4.9	Data Processing.....	29
4.10	Methods of Data Analysis.....	29
4.10.1	Reliability.....	29-30
4.10.2	Univariate Analysis.....	30-31
4.10.3	Bivariate Analysis.....	31
4.10.3.1	Correlation Analysis	31-32
4.10.3.2	Simple Regression Analysis	32
4.11	Hypotheses Testing.....	32-33
4.12	Chapter Summary	33

5.4.3.7	Correlation between ICSR and NC.....	50
5.4.3.8	Simple Linear Regression Analysis for ICSR and NC.....	50-51
5.5	Overall View of Univariate Analysis.....	51
5.6	Chapter Summary.....	52
Chapter -6 Discussion of Findings.....		53-62
6.1	Introduction.....	53
6.2	Discussion of Personal Information.....	53
6.2.1	Gender of the Employees.....	53
6.2.2	Experience of the Employees.....	53
6.2.3	Education Qualification of Employees.....	53-54
6.2.4	Age Group of the Employees.....	54
6.2.5	Name of the Bank.....	54
6.2.6	Sector of the Bank.....	54
6.3	Discussion of Research Information.....	54
6.3.1	Discussion - Objective One.....	54-55
6.3.1.1	The Level of Internal Corporate Social Responsibility.....	55
6.3.1.1.1	The Level of Labor Relation.....	55-56
6.3.1.1.2	The Level of Work Life Balance.....	56
6.3.1.1.3	The Level of Social Dialogue.....	56
6.3.1.1.4	The Level of Health and Safety.....	57
6.3.1.1.5	The Level of Training and Development.....	57
6.3.1.2	The Level of Organizational Commitment.....	58
6.3.1.2.1	The Level of AC.....	58-59
6.3.1.2.2	The Level of CC.....	59
6.3.1.2.3	The Level of NC.....	59
6.3.2	Discussion – Objective Two.....	59-62
6.4	Chapter Summary.....	62
Chapter -7 Conclusions and Recommendations.....		63-67
7.1	Introduction.....	63

7.2	Personal Information.....	63
7.3	Research Objectives.....	63
7.3.1	Objective One.....	63
7.3.2	Objective Two.....	64
7.4	Contribution of the Study.....	64-65
7.5	Recommendations.....	65-66
7.6	Limitations of the Study.....	66-67
7.7	Directions for Future Research.....	67
References.....		68
Appendix-01 Questionnaire.....		74