

**THE IMPACT OF SOCIALLY RESPONSIBLE HUMAN
RESOURCE MANAGEMENT ON EMPLOYEES'
ORGANIZATIONAL CITIZENSHIP BEHAVIOUR:
SPECIAL REFERENCE TO A MANUFACTURING FIRM IN
KOTHTHMALE DIVISION OF NUWARA-ELIYA DISTRICT**

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Abstract

The main purpose of this study is to identify whether the Socially Responsible Human Resource Management (SR-HRM) impact on employees' Organizational Citizenship Behaviour (OCB) at VT Manufacturing (Pvt) Ltd in Kothmale Division of Nuwara-Eliya District. Hence, this study examines the influence of three dimensions of Socially Responsible Human Resource Management (SR-HRM), namely Legal Compliance Human Resource Management (LC-HRM), Employee-Oriented Human Resource Management (EO-HRM) and General Corporate Social Responsibility Facilitation Human Resource Management (GF-HRM), on employees' Organizational Citizenship Behaviour (OCB). The study is mainly considering the primary data. The primary data were collected through closed structure questionnaire from 200 respondents from VT Manufacturing (Pvt) Ltd in Kothmale Division of Nuwara-Eliya District and used univariate, bivariate and multivariate analysis techniques in order to analyze data and find the results of study objectives. The findings of this study revealed that socially responsible practices (LC-HRM, EO-HRM and GF-HRM) have positive impact on employees' organizational citizenship behaviour. Further, the practices of socially responsible have high level of contribution to determine the employees' organizational citizenship behaviour in VT Manufacturing (Pvt) Ltd in Kothmale Division of Nuwara-Eliya District. The findings of this study have various managerial implications for other Apparel Manufacturing firms and other industries.

Keywords: Corporate social responsibility, Socially responsible human resource management practices, Organizational citizenship behaviour

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