

INVESTIGATION OF THE RELATIONSHIP BETWEEN CORPORATE SOCIAL RESPONSIBILITY AND ORGANIZATIONAL CITIZENSHIP BEHAVIOUR: A RESEARCH

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Abstract

In this study, the relationship between organizational citizenship behavior and employee perceptions of corporate social responsibility (CSR) will be investigated within a model. The aim of the research is to examine the effect of CSR activities on the organizational citizenship behaviors of the employees in banking sector. There is a lack of study in the literature which examines the relationship between organizational citizenship behavior and employee perceptions

of corporate social responsibility so this research has importance both in theoretical and empirical results by also connecting different disciplines.

The first variable that will be investigated in the research is organizational citizenship behavior. Originally defined by Organ (1988), OCBs represent “individual behavior that is discretionary, not directly or explicitly recognized by the formal reward system, and in the aggregate promotes the efficient and effective functioning of the organization”. OCB can be examined with five dimensions such as Altruism, Conscientiousness, Sportsmanship, Courtesy and Civic Virtue.

The second variable in the research is corporate social responsibility. Corporate engagement with society, also termed corporate social responsibility (CSR), refers to one process by which an organization expresses and develops its “corporate culture” and social consciousness (Rupp et al., 2006). According to Carroll, four kinds of social responsibilities constitute total CSR as economic, legal, ethical and philanthropic. These four categories or components of CSR might be depicted as a pyramid. The total corporate social responsibility of business entails the simultaneous fulfillment of the firm's economic, legal, ethical, and philanthropic responsibilities. Stated in more pragmatic and managerial terms, the CSR firm should strive to make a profit, obey the law, be ethical, and be a good corporate citizen.

In the research, two scales will be used to investigate the relationship between CSR and OCB. The first scale developed by Carroll will be used to determine CSR activities of banks and the OCB scale developed by Podsakoff and MacKenzie (1994) will be used to determine the perceptions of bank employees with the five dimensions of Organ. Demographic variables will be added to these scales and the questionnaire will be sent to the employees of banks. Data gained from the questionnaire will be analyzed with related statistical analysis.