

**JOB SEEKERS' PERCEPTION OF CORPORATE SOCIAL
RESPONSIBILITY AS A MEASURE OF ORGANISATIONAL
ATTRACTIVENESS**



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ABSTRACT

Attracting and retaining talent is a major challenge for many organizations. Corporate Social Responsibility (CSR) has been identified as influencing employee attraction and retention. The aim of this study is to understand whether job seekers' perception towards CSR yields potential organization in Batticaloa district. Hence, this study examines the relationships among the job seekers' perception towards CSR, job seekers' perception towards organizational attractiveness and job seekers' intention to apply for job. Furthermore, identify the mediation effect of job seekers' perception towards organizational attractiveness in relationship between job seekers' perception towards CSR and job seekers' intention to apply for job. The study mainly considers the primary data. Collected data was analysed by using univariate, bivariate and multivariate techniques in order to find the results of study objectives.

Based on the finding, descriptive statistics conclude that there are high levels of job seekers' perception towards CSR, job seekers' perception towards organizational attractiveness and job seekers' intention to apply for a job. The result of the study showed that dimensions of job seekers' perception towards CSR namely economic, legal, ethical and philanthropic responsibilities were remained high level. The findings also revealed that there is strong positive relationship between job seekers' perception towards CSR and job seekers' intention to apply for a job, job seekers' perception towards CSR and job seekers' perception towards organizational attractiveness. Also there is a strong positive relationship between job seekers' perception towards organizational attractiveness and job seekers' intention to apply for a job. Further, mediating analysis conclude that job seekers' perception towards organizational attractiveness fully mediates the relationship between job seekers' perception towards CSR and job seekers' intention to apply for a job.

Organizations can use job seekers' perception towards CSR as a reputation and image management strategy to overcome the shortage of talented employees. The implications of the empirical findings are a gateway to talent acquisition.

Key words: *Job seekers' perception towards corporate social responsibility, Job seekers' perception towards organizational attractiveness, Job seekers' intention to apply for a job*

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