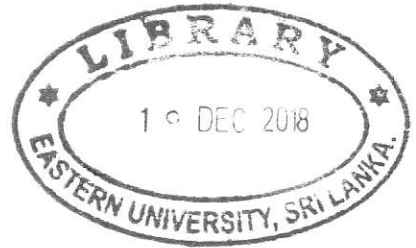


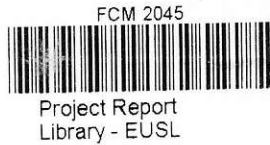
**JOB SEEKERS' PERCEPTION OF CORPORATE SOCIAL
RESPONSIBILITY AS A MEASURE OF EMPLOYER
ATTRACTIVENESS (STUDENTS OF PRIVATE
DEGREE/DIPLOMA OFFERING INSTITUTION IN
BATTICALOA)**



ANN CHARLINI IRUTHAYATHAS

REG NO: EU/IS/2012/MS/46

INDEX NO: MS 1446



A project report submitted to the Faculty of Commerce and Management, Eastern University, Sri Lanka, as a partial fulfillment of the requirement for the Degree of Bachelor of Business Administration, specialization in Human Resource Management.

**DEPARTMENT OF MANAGEMENT
FACULTY OF COMMERCE AND MANAGEMENT
EASTERN UNIVERSITY, SRI LANKA**

2018

PROCESSED
Main Library, EUSL

ABSTRACT

Job seekers' perception towards corporate social responsibility is both a prominent notion that the business world views as strategic and a well-known concept in academia that has been assessed in relation to different constructs. Several scholars have suggested the relationship between Job seekers' perception towards corporate social responsibility and its capability to attract numerous superior job applicants at the organizational level, yet, there is no corresponding evidence at the individual level of analysis. Thus, based on suggestions from the social identity theory and the signaling theory, this study hypothesized that Carroll's (1979) four dimensions of corporate social responsibility of an organization are positively related to the job seekers' perception towards organization's attractiveness as an employer and aimed to assess these relationships.

This study was quantitative in nature; therefore, the data for this study was collected through the use of previously structured questionnaires that had obtained good Cronbach's alpha values thus confirming their reliability. Survey results were collected from a sample of 350 private potential organization students who were selected random sampling technique. These results indicated that job seekers' are more likely to pursue jobs from socially responsible organizations. Based on the findings of the study, it concludes that there are high levels of job seekers' perception towards corporate social responsibility, job seekers' perception towards employer attractiveness and job seekers' intention to apply in private potential organizations. The findings also revealed that there is strong positive relationship between the job seekers' perception towards corporate social responsibility and job seekers' intention to apply, job seekers' perception towards corporate social responsibility and job seekers' perception towards employer attractiveness and also job seekers' perception towards employer attractiveness strong positively correlated with the job seekers' intention to apply. Job seekers' perception towards employer attractiveness fully mediates the relationship between job seekers' perception towards corporate social responsibility and job seekers' intention to apply.

Keywords: *Job Seekers' Perception of Corporate Social Responsibility, Employer Attractiveness, Job Seekers' Intention to Apply*

TABLE OF CONTENTS

	Page No.
ACKNOWLEDGEMENT	I
ABSTRACT	II
TABLE OF CONTENTS	III
LIST OF TABLES.....	X
LIST OF FIGURES	XIII
LIST OF ABBREVIATIONS.....	XIV
Chapter-1 INTRODUCTION.....	1-6
1.1 Background of the Study	1
1.2 Research Problem / Research Gap.....	2
1.3 Research Questions.....	3
1.4 Research Objectives.....	3
1.5 Significant of the Study	4
1.6 Scope of the Study	5
1.7 Organization of the Chapters	5
1.8 Chapter Summary	6
Chapter-2 LITERATURE REVIEW.....	7-28
2.1 Introduction.....	7
2.2 Job Seekers' Perception towards Corporate Social Responsibility	7
2.2.1 Economic Responsibility	9
2.2.2 Legal Responsibility	9
2.2.3 Ethical Responsibility	10
2.2.4 Philanthropic Responsibility	10
2.3 Job Seekers' Perception towards Employer Attractiveness.....	11

2.4 Job Seekers' Intention to Apply	12
2.5 Research Finding and Hypothesis	13
2.5.1 The Relationship between Job Seekers' Perception towards Corporate Social Responsibility and Job Seekers' Intention to Apply	14
2.5.2 The Relationship between Job Seekers' Perception towards Corporate Social Responsibility and Job Seekers' Perception towards Employer Attractiveness ..	16
2.5.2.1 Signaling Theory	17
2.5.3 The Relationship between Dimensions of Job Seekers' Perception towards Corporate Social Responsibility and Job Seekers' Perception towards Employer Attractiveness	19
2.5.4 The Relationship between Job Seekers' Perception towards Employer Attractiveness and Job Seekers' Intention to Apply	22
2.5.4.1 Social Identity Theory	23
2.5.5 The Mediating Effect of Job Seekers' Perception towards Employer Attractiveness is the Relationship between Job Seekers' Perception towards Corporate Social Responsibility and Job Seekers' Intention to Apply	25
2.6 Conceptual Framework.....	27
2.7 Chapter Summary	27

Chapter-3 CONCEPTUALIZATION AND OPERATIONALIZATION..... 29-35

3.1 Introduction.....	29
3.2 Conceptualization	29
3.3 Variables Relevant to the Conceptual Model	30
3.3.1 Job seekers' Perception towards Corporate Social Responsibility	30
3.3.1.1 Economic Responsibility.....	31
3.3.1.2 Legal Responsibility.....	31
3.3.1.3 Ethical Responsibility.....	31
3.3.1.4 Philanthropic Responsibility	32
3.3.2 Job Seekers' Perception towards Employer Attractiveness.....	32
3.3.3 Job Seekers' Intention to Apply.....	32

3.4 Operationalization.....	33
3.5 Chapter Summary	35
Chapter-4 METHODOLOGY.....	36-51
4.1 Introduction.....	36
4.2 Research Philosophy.....	36
4.3 Research Approaches.....	37
4.4 Research Strategy	37
4.5 Time Horizon.....	38
4.6 Sample Design	38
4.6.1 Population	38
4.6.2 Sample.....	38
4.7 Method of Data Collection	42
4.7.1 Primary Data	42
4.7.1.1 Questionnaire Administration	42
4.7.2 Secondary Data	44
4.8 Reliability Analysis	44
4.9 Method of Measurement.....	45
4.9.1 Job Seekers' Perception towards Corporate Social Responsibility	45
4.9.2 Job Seekers' Perception towards Employer Attractiveness.....	45
4.9.3 Job Seekers' Intention to Apply.....	45
4.10 Method of Data Evaluation.....	45
4.10.1 Univariate Analysis.....	46
4.10.1.1 Mean.....	46
4.10.1.2 Standard Deviation	46
4.10.2 Bivariate Analysis	47
4.10.2.1 Correlation Analysis.....	47
4.10.2.2 Mediation Analysis.....	48

4.11 Method of Data Presentation	49
4.12 Testing Hypotheses.....	50
4.13 Chapter Summary	51
Chapter-5 DATA PRESENTATION AND ANALYSIS.....	52-80
5.1 Introduction.....	52
5.2 Reliability Analysis	52
5.3 Sample Profile	53
5.3.1 Personal Information.....	53
5.3.1.1 Gender of Respondents	53
5.3.1.2 Age	54
5.3.2 Study Program Information	54
5.3.2.1 Name of the Study Program	54
5.3.2.2 Level of Formal Education.....	56
5.3.2.3 Name of the Potential Organization	57
5.4 Data Presentation and Analysis of Research Objectives	57
5.4.1 Research Objective One: Univariate Analysis.....	57
5.4.1.1 Job Seekers' Perception towards Corporate Social Responsibility.....	57
5.4.1.1.1 Economic Responsibility	59
5.4.1.1.2 Legal Responsibility	60
5.4.1.1.3 Ethical Responsibility	61
5.4.1.1.4 Philanthropic Responsibility.....	62
5.4.1.2 Job Seekers' Perception towards Employer Attractiveness	63
5.4.1.3 Job Seekers' Intention to Apply	64
5.5 Research Objective Two: Pearson's Correlation Analysis	65
5.5.1 Correlation among Job Seekers' Perception towards Corporate Social Responsibility, Job Seekers' Perception towards Employer Attractiveness and Job Seekers' Intention to Apply	65

5.5.2 Dimension of Job Seekers' Perception towards Corporate Social Responsibility between Job Seekers' Perception towards Employer Attractiveness and Job Seekers' Intention to Apply	67
5.6 Research Objective Three: Mediation Analysis	68
5.7 Testing Hypotheses.....	75
5.7.1 Testing Hypothesis 1.....	75
5.7.2 Testing Hypothesis 2.....	76
5.7.3 Testing Hypothesis 3.....	76
5.7.4 Testing Hypothesis 4.....	77
5.7.5 Testing Hypothesis 5.....	77
5.7.6 Testing Hypothesis 6.....	78
5.7.7 Testing Hypothesis 7.....	79
5.7.8 Testing Hypothesis 8.....	80
5.8 Chapter Summary	80
Chapter-6 DISCUSSION OF FINDINGS	81-94
6.1 Introduction.....	81
6.2 Discussion of Personal Information.....	81
6.2.1 Gender of Respondents	81
6.2.2 Age.....	81
6.3 Discussion of Study Program Information	82
6.3.1 Name of the Study Program.....	82
6.3.2 Level of Formal Education	82
6.3.3 Name of the Institution	83
6.4 Discussion of Research Information.....	83
6.4.1 Discussion for Objective One	83
6.4.1.1 Level of Job Seekers' Perception towards Corporate Social Responsibility	83
6.4.1.1.1 Level of Economic Responsibility.....	84

6.4.1.1.2 Level of Legal Responsibility	84
6.4.1.1.3 Level of Ethical Responsibility	84
6.4.1.1.4 Level of Philanthropic Responsibility	85
6.4.1.2 Level of Job Seekers' Perception towards Employer Attractiveness.....	85
6.4.1.3 Level of Job Seekers' Intention to Apply	86
6.4.2 Discussion for Objective Two.....	86
6.4.2.1 Job Seekers' Perception towards Corporate Social Responsibility and Job Seekers' Intention to Apply	86
6.4.2.2 Job Seekers' Perception towards Corporate Social Responsibility and Job Seekers' Perception towards Employer Attractiveness.....	87
6.4.2.2.1 Economic Responsibility and Job Seekers' Perception towards Employer Attractiveness.....	87
6.4.2.2.2 Legal Responsibility and Job Seekers' Perception towards Employer Attractiveness	87
6.4.2.2.3 Ethical Responsibility and Job Seekers' Perception towards Employer Attractiveness	88
6.4.2.2.4 Philanthropic Responsibility and Job Seekers' Perception towards Employer Attractiveness.....	88
6.4.2.3 Job Seekers' Perception towards Employer Attractiveness and Job Seekers' Intention to Apply	88
6.4.3 Discussion for Objective Three.....	89
6.5 Testing Hypotheses.....	92
6.6 Chapter Summary	94
Chapter-7 CONCLUSION AND RECOMMENDATION	95-100
7.1 Introduction.....	95
7.2 Conclusion	95
7.2.1 Conclusion for First Objective.....	96
7.2.2 Conclusion for Second Objective	96
7.2.3 Conclusion for Third Objective	96
7.3 Contribution of the Study	97
7.4 Recommendations.....	98