

**THE IMPACT OF PERCEIVED CORPORATE SOCIAL
RESPONSIBILITY ON JOB SATISFACTION AND
ORGANIZATIONAL CITIZENSHIP BEHAVIOR IN SRI LANKA
TELECOM SPECIAL REFERENCE TO NORTHERN PROVINCE**



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Abstract

Corporate Social Responsibility (CSR) is regarded as voluntary behavior that contribute to the society welfare. Based on the concept of sustainable development, corporations should not only stress on their economic and business outcomes, but also pay attention to their effects on the society and natural environment. Corporations are expected to engage in the improvement of their employees' quality of life, as well as the well-being of employees' families, local communities, and the overall society. With the acceleration of global integration, CSR has become a main concern by the public, and is considered as an essential part of the business strategy. It attracts investors and customers, and it is a key aspect in maintaining good relationships with all the stakeholders of the organizations.

A growing number of studies have been done regarding the benefits of CSR. However, most are concerned with the financial and customers perspectives, while very few studies so far has been conducted to explore the influences of employees' perception of CSR on Organizational Citizenship Behavior (OCB) by taking into account the mediating role of employee Job Satisfaction (JS). In order to fill this empirical knowledge gap in the context of SLT in Sri Lanka, this particular study was initiated with four objectives. They are: to examine the levels of CSR, JS, and OCB in SLT, and to explore the mediation effect of JS in the relationship between CSR and OCB in SLT. In this study, a survey research design was used and data were collected through questionnaire from 150 employees of SLT in the Northern Province (Vavuniya, Killinochi and Jaffna). These data were analysed by using descriptive statistics and regression analysis.

The findings of this study indicate that CSR, JS and OCB are in higher levels in SLT and JS has a partial mediation effect in the relationship between CSR and OCB. CSR could improve employees' JS and OCB, contribute to organization's success, and achieve win-win situation. Hence, organizations should strength their CSR activities to improve JS and OCB of employees. This study confirms that JS as one of mediators in the relationship between perceived CSR and OCB. As a result, organizations should take account of the employees' participation when engaged in CSR activities. This study contributes the empirical knowledge which is useful to better understand the impact of CSR on JS and OCB.

Keywords: Corporate Social Responsibility, Job Satisfaction, Organizational Citizenship Behavior

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