

CORPORATE SOCIAL RESPONSIBILITY AND THE IMPACT ON EMPLOYEES ATTITUDE AND BEHAVIOUR

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ABSTRACT

This paper is prepared with a view of attempting to find out the impact of employees' perceptions of CSR on job attitude and behavior. Many corporate assume that only external activities pertaining to CSR alone is important for the sustainability and growth of the organization, giving less priority to internal factors, which are mainly the employees. There has been very little research conducted to find out this relationship existing between employee's perceptions and job behavior and attitude. CSR plays an important role in improving the employee morale towards the organization. Unless there is positive impact on employees about CSR activities performed by an organization, there cannot be internal growth, which is also one important factor for reducing the rate of employee retention and increase motivation amongst the employees. A recent study found that Employer Guided and Volunteered Programs are gaining popularity, which not only supports the organization's goodwill, but also helps to identify the potential skill, interest and also gives self satisfaction and motivation to the employees.

KEY WORDS: Corporate social responsibility, employee's attitude, behavior, employer supported and guided volunteer programme (ESVP/EGVP)