DISSECTATION DEFENSE ANNOUNCEMENT

School of Public Policy and Leadership
in the
College of Urban Affairs

EMPLOYEE PERCEPTIONS OF ORGANIZATIONAL CORPORATE RESPONSIBILITY AND ITS EFFECT ON EMPLOYEE ORGANIZATIONAL COMMITMENT

By

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Tuesday, November 13, 2018
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Greenspun Hall 3126

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Abstract

The intent of this research is to examine internal stakeholder perceptions of their company’s policies and engagement in three segments of external CSR initiatives (CSR related to the community, CSR related to the environment and CSR related to customers), the relationship of individual attitudes and beliefs toward business ethics and sustainability and how they affect the employee’s commitment to the organization. Using a theoretical framework based on stakeholder theory and social identity theory, this quantitative study used primary survey data to investigate these relationships.