

Effects of Corporate Social Responsibility on Organisational Commitment and Intention to Stay in a Telecommunication Company

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ABSTRACT Corporate social responsibility (CSR) as a managerial tool often is disregarded, as well as its potential advantages. This paper advocates that in order to achieve inclusive growth, organisations must participate in addressing socio-economic concerns while still maintaining economic growth. Thus, the purpose of this paper was to provide an analysis on how employees react towards their organisation's CSR practices and how their perceptions affect their organisational commitment and their intentions to stay in the organisation. A quantitative research paradigm and descriptive research design was used. Questionnaires that consisted of four sections were distributed to 350 participants, 298 were returned, representing a response rate of eighty-five percent. The correlation analysis revealed that all four CSR dimensions are related significantly and positively related to the two dependant variables, namely organisational commitment and intention to stay. The regression analysis also revealed that CSR has strong predictive relationships with the two dependant variables.