

Abstract

Mohamed H Wahba

Employees' Satisfaction and CSR practices, an Egyptian case study

Corporate social responsibility has turned to be more important for corporate survival than product and service attributes. Because employees are the valuable resource that creates value for modern firms, this study attempts to investigate and modeling the relationship between internal Corporate Social Responsibility (CSR) practices and overall corporate satisfaction which represents a compound mental process. Authors examined the impact of five dimensions of SA8000 practices on organizational satisfaction: Health and safety, unionization and bargaining right, discrimination, work life balance and sufficient wage. As CSR is a social concept, case study was used to involve and understand the concept action, and data gathered through a survey. The proposed model was tested on a sample of 199 employees, that represents 49% response rate, within a textile company in Egypt. Results showed that all internal CSR dimensions are significantly and positively related to satisfaction. In addition, the findings of this study developed a model that could be used to enhance satisfaction based on CSR practices. Limitations of the study, directions for future research, and implications of the findings are discussed.