

Consequences of employees' CSR perceptions in a developing country: Beyond organizational benefits

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Abstract

This study contributes to a better understanding of how corporate social responsibility (CSR) affects employees, in a hitherto largely neglected developing country context. Using survey information from 297 employees in public and private enterprises in Kosovo, this study examines how and to what extent employees' perceptions of their organizations' CSR activities are associated with their intention to emigrate. Applying a needs-based framework, this research shows that employees' perceptions of CSR are positively related to meaningfulness of work and job satisfaction and negatively related to intention to emigrate. Additionally, results confirm that the association between CSR perceptions and emigration intention is mediated by meaningfulness of work and job satisfaction. From a practical point of view, the current study points to the importance of making employees aware of CSR initiatives of their organization, and thus emphasizes the relevance of CSR communication.

Keywords: *CSR communication; employees; developing countries*

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