

# A Cross-National Study on the Impact of CSR on Employee Loyalty: Contrasting a Developing and a Developed Country

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## **Abstract**

Nowadays organizations are facing challenges in retaining employees. To boost employee retention, companies actively disseminate their CSR efforts among employees. However, such endeavours are routinely based on inertia, without any focus on certain CSR dimensions, and ignoring cross-national differences. Previous studies have failed to depict the specific impact of the various CSR dimension on employee loyalty, and generally lacked a cross-national perspective. Our study investigates the impact of the dimensions of CSR on employee loyalty, considering the mediating role of corporate reputation, organizational identification, and job satisfaction, in a cross-national context, by contrasting a developing and a developed country.

**Keywords:** *CSR, corporate reputation, employee loyalty*