



Impact of Employee Orientation on Ethical Outcomes of the Companies: Role of Corporate Social responsibility

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Abstract

Companies' actions which it performed voluntarily refer to as corporate social responsibility. The objective of this study is to examine the impact of employee orientation on company's ethical outcomes, through mediation of corporate social responsibility. A cross sectional quantitative study was conducted. Data were collected through structured instrument from the sample of 295 managers (Finance and HR) and 295 employees (one from each Finance and HR department) worked under these managers of large scale companies of Ludhiana district of Punjab. Demographic analysis of respondents was done with the help of descriptive statistics. The results reveal that employee orientation has a significant direct and indirect impact through corporate social responsibility initiatives on ethical outcomes. Practically the current study provide full support to large scale companies to understand their employees and also provide proper solution to satisfied employees at work place which ultimately improve ethical values of the companies. Theoretically, this study contributes to the existing literature on second stage mediation of corporate social responsibility in the context of emerging economy i.e. India.

Keywords: Employee orientation; Corporate Social Responsibility; Ethical outcomes; large scale companies.