

Corporate social responsibility at the micro-level as a “new organizational value” for sustainability: Are females more aligned towards it?

Ahmad, N.

Ullah, Z.

Mahmood, A.

Ariza-Montes, A.

Vega-Muñoz, A.

Han, H.

Scholz, M.

Abstract

While prior studies have largely addressed corporate social responsibility (CSR) at a macro or institutional level, its importance at the micro or individual level is to date underexplored, especially in the context of developing economies. Further, it is not clear from the studies in the extant literature how the role of females is more important in the context of environmental management as compared to males. Similarly, micro-level CSR (MCSR) is emerging as a “new organizational value”, and the organizations that acknowledge this “new organizational value” and incorporate it into their business operations are likely to achieve sustainability objectives far better as compared to their counterparts. The present study investigates the impact of MCSR on employees’ pro-environmental behavior with the moderating effect of gender in the healthcare sector of Pakistan. The data were collected from five large hospitals in the city of Lahore through a self-administered questionnaire and analyzed using structural equation modeling (SEM) in AMOS software. A total of 533 out of 800 responses were received, which were used for data analysis of the present study. The results revealed that MCSR positively influences employee’s pro-environmental behavior, and gender moderates this relationship but the moderating effect of females is stronger as compared to males. The findings of the present study would help policymakers understand the importance of MCSR as a “new organizational value” to influence employees’ pro-environmental behavior with a special focus to promote the proactive role of females at workplaces.

Author keywords

Gender

Healthcare

Micro-level CSR

Organizational values

Positive attitude at work

Pro-environmental behavior