

The Impact of Corporate Social Responsibility on Employee Job Satisfaction

Mingming Xiong^{1,2,*}, Roberto M. Arguelles¹

¹ Graduate School, Angeles University Foundation, Angeles City 2009, Philippines

² Bozhou University, Bozhou City 236800, Anhui, China

* Corresponding author: Mingming Xiong (Email: xiong.mingming@auf.edu.ph)

Abstract: Corporate Social Responsibility (CSR) has evolved into a pivotal determinant of corporate development within the contemporary business landscape. With globalization advancing and societal expectations escalating, enterprises are increasingly viewing the fulfillment of social responsibilities not merely as a philanthropic endeavor but as a crucial avenue to enhance competitiveness and achieve sustainable growth. CSR encompasses environmental stewardship, safeguarding employee rights, engaging in community outreach, upholding business ethics, and more. Through these initiatives, organizations not only improve relations with external stakeholders but also foster positive internal impacts, notably enhancing employee job satisfaction. Research indicates that when companies prioritize CSR, they bolster employees' sense of pride and belonging, thereby elevating overall job satisfaction and consequently enhancing corporate performance. Hence, delving deeply into the influence of corporate social responsibility on employee job satisfaction is not only of profound theoretical significance but also offers practical guidance for corporate endeavors, promoting a mutually beneficial development for both enterprises and their employees.

Keywords: Corporate, Social Responsibility, Job Satisfaction, Impacts.

1. Introduction

The concept of Corporate Social Responsibility (CSR) originated in the mid-20th century and has evolved significantly over the years, becoming an integral facet of corporate governance. CSR not only signifies a company's commitment to society and the environment but also serves as a crucial metric for assessing its societal worth. In today's commercial milieu, employee job satisfaction stands as a pivotal gauge of managerial efficacy, directly influencing workforce motivation and corporate productivity. Elevated levels of job satisfaction not only reduce employee turnover but also bolster organizational cohesion and competitiveness. Thus, examining how CSR influences employee job satisfaction holds profound practical significance and scholarly merit. By fulfilling social responsibilities through environmental stewardship, safeguarding employee rights, engaging in philanthropic endeavors, and upholding ethical business practices, companies can markedly enhance employee job satisfaction. This enhancement is evident not only in heightened employee identification and loyalty but also in increased pride and sense of belonging. Such intrinsic improvements in satisfaction ultimately translate into higher employee productivity and stronger organizational cohesion, thereby fostering sustainable growth and internal dynamism within the enterprise. Therefore, comprehensively understanding and exploring the specific mechanisms through which CSR impacts employee job satisfaction are pivotal for advancing CSR implementation and elevating managerial standards within corporations [1].

2. Definition and Connotation of Corporate Social Responsibility (CSR)

Corporate Social Responsibility (CSR) is an integral component of modern corporate management, embodying a

comprehensive commitment to society, the environment, and stakeholders. Its definition and essence encompass a wide range, spanning economic, legal, ethical, and charitable dimensions. Economic responsibility forms the foundation of CSR, necessitating those businesses, while pursuing profit maximization, ensure their economic activities contribute positively to society. This includes not only lawful operations, taxation, and employment provision, but also enhancing overall societal economic standards through innovation and efficient management. Transparency and accountability in corporate economic conduct are essential to garner trust and support from society. Legal responsibility mandates strict adherence to national and regional laws and regulations, constituting not only the minimum requirement for CSR but also the premise for lawful business operations. Complying with labor, environmental, and consumer protection laws ensures that business production and operations do not harm public interests. Ethical responsibility transcends legal obligations, requiring businesses to adhere to universally recognized moral standards during their operations. This encompasses fair competition, ethical business practices, and respect for employee rights. Upholding integrity and honesty in all business activities, and respecting the legitimate rights of stakeholders, fosters long-term trust relationships. Fulfilling ethical responsibilities enhances corporate reputation and competitiveness in the market. Charitable responsibility reflects a company's care for and contribution to society. Through engagement in philanthropic activities, donations, and volunteer services, businesses actively give back to society, aid disadvantaged groups, and promote social harmony and development. This not only enhances corporate social image but also boosts employee pride and belonging, contributing to a positive corporate culture. The essence of CSR continues to evolve and expand beyond traditional economic and legal responsibilities to encompass broader social and environmental obligations. In the context of globalization, businesses face increasing demands in areas

such as environmental protection, sustainable development, and climate change. Proactively addressing these challenges through innovation and transformation enhances their CSR performance. Practicing CSR effectively requires systematic and strategic thinking, integrating CSR into core business operations and long-term development strategies. Establishing robust CSR management systems, defining clear CSR policies and objectives, and ensuring transparent reporting mechanisms are crucial for effective CSR implementation. Regular disclosure of CSR performance to society, along with receiving social oversight and evaluation, facilitates continual improvement and enhancement of CSR standards. In conclusion, the definition and essence of CSR not only regulate and guide corporate behavior but also reflect harmonious relationships between businesses and society, the environment, and stakeholders [2]. Fulfilling CSR not only contributes to the sustainable development of businesses themselves but also actively contributes to societal progress and welfare. Businesses should continuously raise awareness of social responsibilities, actively practice CSR, and make greater efforts towards building a harmonious society and achieving sustainable development.

3. The Concept and Importance of Employee Job Satisfaction

Employee job satisfaction refers to the comprehensive evaluation and perceptions of employees regarding their work environment, job content, compensation and benefits, and career development. This concept not only reflects employees' satisfaction with their current work situation but also serves as a critical indicator of organizational management effectiveness. Employees with high job satisfaction typically demonstrate heightened job enthusiasm, lower turnover rates, and stronger loyalty, thereby positively impacting overall corporate performance. The significance of job satisfaction cannot be overstated. Primarily, elevated job satisfaction enhances employees' motivation and performance. When employees find satisfaction in their work environment and tasks, they are more likely to invest greater effort and time, thereby enhancing work efficiency and quality. Companies that foster a positive work atmosphere and provide equitable compensation and benefits significantly elevate employee job satisfaction, consequently boosting productivity and competitiveness. Furthermore, job satisfaction profoundly influences employees' psychological well-being and happiness. Satisfactory work reduces feelings of professional fatigue and stress among employees, thereby enhancing their happiness at work. Employees with sound mental health are better equipped to maintain positive work attitudes and interpersonal relationships, fostering a harmonious work team and corporate culture. This not only benefits individual employee development but also contributes to the long-term stability and growth of the organization. High job satisfaction also mitigates turnover rates and recruitment costs. High turnover not only increases recruitment and training expenditures but also disrupts normal business operations and team stability. Conversely, highly satisfied employees are more inclined to remain with the company long-term, actively engaging in its development and innovation. By prioritizing employee job satisfaction, companies can reduce turnover, maintaining team continuity and stability. Moreover, job satisfaction serves as a significant reflection of corporate social responsibility. Companies that prioritize employee

satisfaction often earn societal respect and trust, crucial for navigating today's competitive market environment. By enhancing employee job satisfaction, companies not only bolster their attractiveness but also cultivate a positive social image, thereby enhancing market competitiveness. In summary, employee job satisfaction is not only linked to individual happiness and psychological well-being but also directly impacts operational efficiency and competitiveness within organizations. Companies should prioritize employee job satisfaction by implementing measures such as fair compensation, a supportive work environment, and ample development opportunities, thereby comprehensively enhancing employee job satisfaction and facilitating mutual growth between employees and the organization. Through this approach, companies can achieve sustainable development while contributing positively to societal progress and welfare [3].

4. How Corporate Social Responsibility Affects Employee Job Satisfaction

4.1. Enhancing Employee Pride and Sense of Belonging

The practice of Corporate Social Responsibility (CSR) not only garners favorable reputation and societal recognition for businesses externally, but also significantly enhances employees' pride and sense of belonging internally. By fulfilling social responsibilities, companies not only demonstrate care for society and the environment, but also showcase respect and appreciation for their employees. This dual focus and commitment undeniably forge closer bonds between the company and its workforce. Employees' pride stems from their alignment with the company's values. A company actively engaged in CSR often excels in areas such as environmental protection, philanthropy, and ethical business practices. These actions not only establish a positive image for the company in the public eye, but also instill a sense of nobility and responsibility in employees regarding their workplace. This positive societal image subtly influences employees, making them feel part of an organization that contributes meaningfully to society, thereby reinforcing their pride. The elevation of belonging arises because CSR activities embody the company's appreciation and care for its employees. When businesses prioritize employee welfare, work environment, career development, and psychological health, employees perceive this care. This concern is not merely material but crucially provides spiritual support. For instance, encouraging employee participation in community service activities not only enhances their social engagement and responsibility but also fosters cooperation, communication, and team cohesion. The practical implementation of CSR through specific projects and activities directly impacts employee sentiments. For example, environmental volunteering, community service projects, or charitable donations organized by the company offer employees platforms to showcase personal values and contribute to society. Through participating in such activities, employees not only experience the joy and fulfillment of helping others but also strengthen their identification and sense of belonging with the company as they jointly fulfill societal missions [4]. Furthermore, transparent communication and an open corporate culture during CSR implementation play a pivotal role. By regularly issuing CSR reports, companies convey their efforts and achievements in

social responsibility to employees, enabling them to understand the company's long-term development strategies and societal commitments. This transparent communication not only enhances employees' trust in the company but also reinforces their sense of being integral to the company's overall goals, thereby further strengthening their sense of belonging. Overall, the fulfillment of CSR by businesses enhances employees' pride and sense of belonging, thereby promoting job satisfaction. This satisfaction is evident not only in job performance but also in employees' loyalty and long-term commitment to the company. By focusing on social responsibility, companies not only earn external respect but also win the hearts of their employees, thereby gaining robust internal support and motivation in a competitive market environment. This win-win scenario epitomizes the significant value of Corporate Social Responsibility [5].

4.2. Providing Fair Remuneration and Benefits Packages

Corporate Social Responsibility (CSR) plays a crucial role in enhancing employee job satisfaction, with providing fair compensation and welfare benefits being one of the most direct and effective means. Through a reasonable and transparent compensation system, businesses can not only attract and retain top talent, but also enhance employee satisfaction and loyalty, thus improving overall corporate performance. Fair compensation is a cornerstone of employees' trust and identification with the company. A socially responsible company often establishes a comprehensive salary structure to ensure that employees' efforts are proportionally rewarded. Fair compensation encompasses not only the fairness of basic wages, but also considerations such as bonuses, performance incentives, overtime pay, and various other aspects. When formulating compensation policies, companies need to consider market trends, industry standards, and their own economic conditions, ensure openness and transparency, and provide employees with a clear understanding and sense of agreement regarding salary distribution. Welfare benefits represent another vital aspect of a company fulfilling its social responsibility. Beyond basic statutory benefits, companies can offer additional perks such as health insurance, paid leave, professional training, and educational assistance for children. These benefits not only directly improve employees' quality of life but also demonstrate the company's care and regard for its employees. A socially responsible company focuses on employees' overall development and physical and mental well-being, enhancing employees' sense of belonging and happiness through a diverse range of welfare measures. Fair compensation and welfare benefits also significantly reduce employee turnover rates. High turnover not only increases recruitment and training costs but may also affect a company's stability and team cooperation efficiency. When employees feel fair treatment and care regarding compensation and benefits from the company, they are more willing to stay long-term, engage actively in their work, and reduce thoughts of job-hopping [6]. This stability is crucial for a company's development, aiding in maintaining team continuity and consistency in corporate culture. Moreover, offering fair compensation and welfare benefits also helps enhance a company's social image and reputation. In today's era of transparent information, employees' evaluations of a company can easily spread across various societal levels. A company that prioritizes employee welfare and fair

compensation often gains a positive social reputation, attracting more outstanding talent and collaboration opportunities. Through concrete measures in fulfilling social responsibility, companies can elevate employee satisfaction, reinforcing internal cohesion and garnering broader external support and recognition. In conclusion, fair compensation and welfare benefits within Corporate Social Responsibility directly impact employee job satisfaction. By balancing economic gains with social responsibility, showing care for employees, and implementing fair and reasonable compensation systems alongside extensive welfare measures, companies can enhance employee satisfaction and loyalty while laying a solid foundation for sustainable development. This win-win scenario is an indispensable aspect of modern corporate management [7].

4.3. Creating a Favorable Working Environment and Development Opportunities

Corporate Social Responsibility (CSR) extends beyond contributions to external society and the environment; it embodies profound care for internal employees. Creating a conducive work environment and fostering developmental opportunities are crucial manifestations of corporate responsibility. These endeavors not only directly enhance employee job satisfaction but also promote sustainable corporate growth. A supportive work environment is pivotal to fostering employee satisfaction. A secure, comfortable, and modern workspace not only enhances employee productivity but also uplifts their sense of workplace well-being. By providing excellent office facilities, a healthy work environment, and necessary safety measures, companies ensure employees feel comfortable and secure at work. Furthermore, fostering workplace ambiance and cultural development through encouraging teamwork, open communication, and respecting diversity enhances employee belonging and identification. Developmental opportunities are equally critical to employee satisfaction. Companies should provide expansive career growth avenues and abundant learning opportunities. Through systematic career training, promotion mechanisms, and career planning, companies assist employees in achieving personal and professional goals. A responsible company focuses on long-term employee development, encouraging continuous learning and growth through internal and external training, job rotations, and mentoring programs. This not only enhances employees' professional skills and competencies but also strengthens their loyalty and dedication to the company. By creating a supportive work environment and offering developmental opportunities, companies meet not only employees' material needs but also their psychological and self-fulfillment needs. A positive work environment where employees feel valued and respected, coupled with ample growth opportunities, inspires employees to strive for progress and innovation. Such a corporate culture and environment attract and retain top talents, forming the core competitive advantage of the company. Moreover, in fulfilling social responsibilities, transparent and equitable management systems are crucial. Open communication channels, equal promotion opportunities, and fair performance evaluation systems instill trust and fairness among employees. This trust further enhances employee identification and belonging, igniting their enthusiasm and creativity at work. By fulfilling social responsibilities and

creating a supportive work environment with developmental opportunities, companies not only elevate employee job satisfaction but also reap numerous benefits for their own development. Highly satisfied employees are more willing to strive towards company goals, unleashing their initiative and creativity, thereby driving innovation and development within the company. By addressing employee needs and unintentionally establishing a positive social image, companies earn respect and support from society. In conclusion, through fulfilling social responsibilities and creating a supportive work environment with developmental opportunities, companies significantly enhance employee job satisfaction. This not only aids in talent attraction and retention but also injects sustained momentum into the company's long-term development. Such companies achieve success not only in economic terms but also serve as role models in social responsibility, achieving a dual win of economic and social benefits [8].

4.4. Enhancing Employees' Sense of Identification and Loyalty to The Enterprise

Corporate Social Responsibility (CSR) not only plays a pivotal role in enhancing employee satisfaction but also exerts profound influence on bolstering employees' sense of identification and loyalty towards the organization. By actively fulfilling social responsibilities, companies not only demonstrate their values and mission but also cultivate a meaningful and inclusive work environment for their workforce. Primarily, CSR initiatives showcase a company's values and mission. Companies committed to social responsibility often allocate substantial resources and efforts towards environmental stewardship, philanthropy, and employee welfare. These actions not only enhance the company's social standing but also imbue employees with a sense of the company's lofty goals and ideals. Employees are drawn not merely by compensation but by their alignment with the company's values, willingly contributing to its mission. This alignment forms a critical foundation for employee loyalty. Furthermore, by fulfilling social responsibilities, companies enhance employees' pride and sense of belonging. Companies engaging in community service and environmental activities often encourage employee participation. These initiatives provide platforms for employees to showcase their values and strengthen cohesion among colleagues. Participation in such activities fosters a sense of contributing to society, thereby deepening employees' identification with the company. Such experiences enrich employees' work lives and strengthen their loyalty to the company. The fulfillment of CSR also manifests in companies' care and support for their employees. Through fair compensation, a conducive work environment, and ample development opportunities, companies demonstrate respect and value for their workforce. Employees working in such environments, which prioritize their interests and growth, feel valued by the company, fostering a strong sense of identification and loyalty. This care transcends material benefits, touching upon spiritual fulfillment as companies foster employees' comprehensive development, thus winning their hearts. Transparent communication and equitable management systems are crucial means through which companies enhance employee identification and loyalty. By establishing open, transparent communication channels, companies ensure that employees understand corporate

strategic goals and social responsibility actions, reinforcing their sense of belonging. Fair performance evaluation and promotion mechanisms guarantee that employees' efforts and contributions receive equitable recognition, not only boosting job satisfaction but also strengthening trust and loyalty towards the company. Lastly, the practice of CSR enables companies to cultivate a positive societal image, directly influencing employees' sense of identification and loyalty. Employees take pride and satisfaction in working for socially responsible companies with excellent reputations [9]. They are not only motivated to contribute to the company's objectives but also inclined to remain with the company long-term and engage actively in their roles. This loyalty and sense of identification not only aid in retaining top talent but also provide substantial momentum for sustained corporate growth. In conclusion, by fulfilling social responsibilities, companies not only enhance employee job satisfaction but also significantly strengthen employees' sense of identification and loyalty. Through showcasing their values and mission, caring for employees, providing fair treatment and development opportunities, as well as transparent management systems, companies capture employees' hearts. This balanced internal and external approach to corporate culture is crucial for modern enterprises to distinguish themselves in competitive markets.

5. Conclusion

Corporate social responsibility (CSR) serves not only as a commitment to society and the environment but also as a pivotal means to enhance employee job satisfaction. By undertaking various CSR initiatives, enterprises can significantly bolster employees' pride, sense of belonging, and identification, thereby elevating their overall job satisfaction. Despite challenges such as resource constraints and conflicts of interest during CSR implementation, these difficulties can be effectively overcome through strategic approaches and practical measures, facilitating mutual growth between enterprises and their employees. Future research should focus on the specific impacts of different CSR activities on employee satisfaction, exploring optimal practices across various developmental stages and industry contexts to continually advance CSR. In conclusion, the role of corporate social responsibility in enhancing employee job satisfaction merits ongoing attention and in-depth exploration from both corporate entities and academia.

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