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Natural environment-oriented corporate social responsibility as determinant for organizational citizenship behavior toward the environment through anticipated guilt: A deontic perspective.

Workshop: Organizational network and employee issues
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Abstract:

Organizational citizenship behavior toward the environment (OCBE) received a wider attention over the past decade, answering the call for micro-corporate social responsibility (CSR) research. Relying on the deontic model of organizational justice theory, this study investigates the relationship between natural environment-oriented corporate social responsibility and organizational citizenship behavior toward the environment through anticipated guilt not to act for the environment, using data from 503 individuals. Results suggest that employees experience more anticipated guilt not to act for the environment when they perceive their company to have more environmental CSR activities, even more when the group environmental norms were lower. In turn, anticipated guilt was a strong predictor for OCBE. This study contributes to improve our understanding of determinants of OCBE by stressing the central role of emotions in reactions to the firm’s CSR activities.