

A STUDY ON ORGANIZATIONAL BEHAVIOR DIMENSIONS THAT SUPPORT SUCCESSFUL CORPORATE SOCIAL RESPONSIBILITY INITIATIVES

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Abstract:

The main objective of the paper is to highlighting some dimensions related to a responsible behaviour of organizations and the perception of the public about these aspects. The underlying idea has started from the need to identify the factors of organizational communication that can influence the perception of the public about the dimensions of the social responsibility of the organizations. The proposed goals were achieved through the longitudinal analysis of statistical data, obtained from four opinion polls conducted during the period 2002 - 2015 within the organization chosen for the applied research. The dimensions considered for the investigation were image and reputation of the organization; the level of information; awareness of the contribution to environmental issues; aspects of crisis management (incident resolution); confidence in the way organizations work; customer satisfaction. All these aspects, characterized by appropriately defined indicators, have been constituted as variables of the customer perception equation. Based on the evolution of the dimensions, various conclusions could be generated that highlight the customer's perception of the organization and its social responsibility behaviour. Based on these findings, it is necessary, as a first step in the development of corporate social responsibility strategies, to conduct a customer perception analysis to assess stakeholder support for a variety of social or environmental issues and ultimately substantiate their decision to engage in those initiatives that matter most to them (key initiatives).

Keywords: organizational behaviour, corporate social responsibility (CSR,) organizational communication, customer perception, stakeholder, public perception