Bringing the “R” Back to CSR: A Psychological Examination of the Role of Felt Responsibility on Employee Socially Responsible Behaviors

This research explores the role that employees’ felt responsibility has on predicting work and community behaviors aimed at in producing environmental and social change. We predicted employee’s felt responsibility to lead three types of individual behaviors regarding CSR inside and outside the organization, all moderated by proactive personality and moral identity: individual-level socially responsible behaviors at workplace (employee CSR behaviors), socially responsible behaviors outside the workplace (general social responsibility), and retaliatory behaviors aimed at the organization when organizational-level CSR is not perceived (deontic retaliation in the face of low CSR). To test our hypothesis, surveys were distributed via an online survey to working adults, and to employees of a university in the United States. The findings from this work will shed light on best-practices for the development of future CSR initiatives as well as help to reveal the nature of what it is to be responsible at the individual level.