

ABSTRACT

As businesses increasingly understand their role in advancing society, corporate social responsibility (CSR) has become much more prominent in the business sector. While considerable study has concentrated on how consumers and investors see CSR initiatives, the viewpoint of workers inside these firms has received comparatively little attention. By conducting an extensive analysis into how bank workers see CSR initiatives, this PhD thesis seeks to close the gap. The results of this study provide insight into how deeply banks' organizational cultures have incorporated CSR activities and how these programs have affected the attitudes and actions of those organizations' staff members. The study also intends to provide light on the contribution that communication tactics have to raising employee involvement and awareness in CSR initiatives. The results of this study have broad repercussions since they may teach financial institutions and other businesses how critical it is to match employee values and expectations with CSR initiatives. The findings of the study may also be used to design employee engagement and CSR communication methods that are more successful.

This thesis adds to the growing body of knowledge on CSR by providing a distinctive viewpoint on the perceptions of bank employees, illuminating the connection between CSR activities and employee well-being, and offering insightful information on how to integrate CSR into organizational culture for both academia and the banking sector.