

Corporate Social Responsibility and Employer Branding in Hotel Industry in Sri Lanka: The Mediating Effect of Job Satisfaction

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Corporate Social Responsibility (CSR) is identified as a vital strategy in business operations towards internal and external stakeholders. Employer brand is identified as an effective tool to create a competitive advantage. At present, business organizations are increasingly adopting CSR in their employer branding strategy to improve attractiveness and engage current and potential employees, and to ensure consistency in employee brand behaviours. Thus, this strategy is particularly true for the companies in hospitality industry as they have to rely on the talent of the people to provide a greater service to their customers comparative to their rivals. Hence, the study based on two objectives; first it assesses the impact of CSR on employer branding in achieving higher brand position for hospitality industry in Sri Lanka and second, to identify how job satisfaction mediates the relationship between CSR and employer branding. Questionnaires were distributed using convenience sampling method to gather primary data from 150 operational level employees working in top five hotels in Sri Lanka based on TripAdvisor Travelers' choice awards. The data were analyzed using correlation coefficient, Baron and Kenny Mediator Analysis method as well as the Sobel test. The study results showed that there is significance and strong positive association between CSR and employer branding with special references to the hotel industry in Sri Lanka. Analysis of the mediator and the Sobel test identified that job satisfaction partially mediates the relationship between CSR and employer branding. The findings of the study will be beneficial to organizations to streamline their CSR strategies in the future.

Keywords: Corporate Social Responsibility, employer branding, hospitality industry, job satisfaction, mediator analysis