



**Organizational Commitment of Employees as a Key Effective
Factor in Organizational Social Responsibility¹**

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1. INTRODUCTION

Today, human changes and transformations are going on a surprising way. It has always affected the societies and organizations. As a result of globalization, many organizations have become increasingly concerned about their reputation, as these are related to their social and environmental responsibilities, and be leading to an influence trend towards social responsibility. One of the ways through which managers can increase the organizational commitment of their employees is to have social responsibility. If the commitment in the organization is at a low level, it can lead to the deterioration of the situation of an organization due to switching costs, low innovation, low motivation and commitment. To overcome these disadvantages, many organizations seek to create satisfaction and belonging in their employees by using social responsibility. Creating positive attitudes towards the organization causes acceptance of organizational goals and values and makes people use their maximum potential for the organization. Taken together, these things can be implemented when the organization carries out a series of social actions such as improving the conditions of the working environment, reducing the pressure of relationships between people, providing

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social welfare and health, security programs. The present study is conducted in the Tehran Environmental Organization. The environmental organization is one of the organizations that deals with issues such as social responsibility more than other organizations. For this reason, this organization has been selected for this study. This organization is one of the most important government agencies active in the field of social responsibility, and some of the goals of this organization can be the protection of the country's natural ecosystems, prevention and prevention of the destruction and pollution of the environment, continuous monitoring of the use of environmental resources, etc. Accordingly, the main goal of this research is to analyze the effects of employees' organizational commitment on the social responsibility of the Tehran Environmental Protection Organization.

2. MATERIALS AND METHODS

The current research is classified as a descriptive-survey research because it deals with investigating and knowing more about the relationships between variables in the existing conditions. Because it examines the relationship between variables, it is a type of correlation research and is practical in terms of its purpose. In order to analyze the data, descriptive and inferential statistics were used using SPSS and PLS3 software packages. Linear regression was used to estimate the function and path coefficients were used to check the correlation between research variables. The current research questionnaire consists of three parts; the first, is related to demographic variables such as gender, age, education level, etc., the second, is related to social responsibility and the third, is related to the organizational commitment of employees. For measuring the organizational commitment of the employees, the standardized questionnaire of Allen and Meyer was used, and designing of the social responsibility questionnaire and its dimensions, has been taken help from internal and external questionnaires in this field. This questionnaire contains 33 questions about the dimensions of social responsibility and 17 questions about the organizational commitment of employees, and the respondents have been asked to express their opinions on each question. In this research, the Krejci-Morgan table have been used to determine the sample size. According to the size of the statistical population (200 people), the sample size have been 132, and finally 126 questionnaires have been reached the researcher.

3. RESULTS AND DISCUSSION

According to the investigations carried out, the descriptive analyzes are as follows. Among the 126 respondents, 56 have been female others have been male. The questionnaire have been given to several expert professors. Then, to measure the reliability of the questionnaire, Cronbach's alpha coefficient has





been calculated by SPSS software, which has been a suitable value. As explained earlier, SPSS and PLS3 software have been used in data analysis. For testing the hypotheses, an error level of 1% has been considered. In order to investigate the effect of employees' organizational commitment on the organization's social responsibility, a regression test has been used. At first, in order to identify the appropriate statistical test, the normality test has been performed to determine whether the data is normal or not. Therefore, the Kolmogorov-Smirnov test was used to ensure the normality of the data distribution. Because the significance level of all variables is greater than 0.05, as a result, the distribution of data is normal and parametric statistical methods can be used to analyze the data. Using PLS3 software, structural equation models and related tests were performed. According to the statistical analysis, the fit indices of the model have acceptable and significant values and the intended components were confirmed.

4. CONCLUSION

Social responsibility is known as one of the most important elements of the existential philosophy of organizations. In such a way, paying attention to its observance by organizations, not only brings the possibility of improving the organizational commitment of employees, but also the satisfaction of stakeholders outside the organization to legitimize it.

According to the results of the research, it can be said that the organizational commitment of employees has a positive and significant effect on their social responsibility. The concept of employees' organizational commitment has significant effects on both the employee and the organization and is an important and necessary category in the optimal performance, responsibility and ethical issues of employees. Commitment makes a person to be with the organization in any situation and to work towards the success of the organization. One of the programs that make the reputation and image of the organization in the society appear better is social responsibility. This stems from the fact that these duties are more than organizational duties. According to the result of the research, it can be said that committed people or employees can play an effective role in implementing and advancing the social tasks of the organization. Also, by analyzing the data using statistical formulas, it can be concluded that the indicators of organizational commitment have a positive and significant effect on social responsibility. This means that emphasizing the importance of employees' organizational commitment and compliance by organizations can have a positive effect on the social responsibility of organizations; To the extent that it significantly affects all its indicators. One of the factors of achieving the strategic goals of the organization is the organizational commitment of the employees towards the organization.

Organizational commitment of employees is a valuable and intangible social capital for the organization, which can be effective in achieving the goals of the organization. The social responsibility of the organization is one of the most important current requirements of the organizations, which has been considered for a long time. The present study was conducted in the Tehran Environmental Organization. Environmental organization is one of the organizations that deals with social responsibility issues more than all others. One of the ways through which managers can promote the social responsibility of organizations; is organizational commitment of employees. If the commitment in the organization is at a low level, it causes a decrease in motivation, innovation, support, etc. for various reasons, which can lead to a worsening of its situation.

Keywords: Commitment, Responsibility, Social Responsibility, Environmental Protection Organization.

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