

The Role of Corporate Social Responsibility in Enhancing Employee Engagement and Retention

I. Introduction

A. Background and problem statement: High employee turnover rates and disengagement can significantly impact organizational productivity and profitability. Corporate social responsibility (CSR) initiatives have been proposed as a potential strategy to enhance employee engagement and retention, but empirical research in this area is limited.

B. Significance of the study: This research will contribute to the understanding of the relationship between CSR practices and employee outcomes, providing insights for organizations seeking to improve their employee engagement and retention strategies.

C. Research objectives:

1. To investigate the relationship between the perceived authenticity of an organization's CSR initiatives and employee engagement levels.
2. To examine the influence of CSR practices on employee retention rates.
3. To explore potential mediating factors, such as organizational commitment and job satisfaction, in the relationship between CSR and employee engagement and retention.

II. Literature Review

- A. Theoretical frameworks (e.g., social identity theory, organizational support theory)
- B. Overview of corporate social responsibility and its dimensions
- C. Previous research on CSR and employee outcomes (engagement, retention, organizational commitment)
- D. Research gaps and the need for further investigation

III. Research Methodology

- A. Research design: Mixed-methods approach (quantitative and qualitative)
- B. Quantitative component:
 1. Participants and sampling: Employees from various industries and organizations with established CSR programs
 2. Data collection: Online survey questionnaires assessing perceptions of CSR, employee engagement, organizational commitment, and job satisfaction
 3. Data analysis: Descriptive statistics, correlation analysis, regression analysis

C. Qualitative component:

1. Participants and sampling: A subset of survey participants (stratified sampling)
 2. Data collection: Semi-structured interviews to explore CSR perceptions, motivations, and experiences
 3. Data analysis: Thematic analysis, coding, and identification of emerging themes
- D. Ethical considerations and limitations

IV. Proposed Timeline

- A. Literature review completion: 3 months
- B. Survey development and pilot testing: 2 months
- C. Data collection (quantitative and qualitative): 6 months
- D. Data analysis: 4 months
- E. Writing and revisions: 6 months
- F. Defense: 1 month

V. Expected Outcomes and Contributions

- A. Anticipated findings and implications for theory and practice
- B. Contributions to the existing literature on CSR, employee engagement, and retention
- C. Practical recommendations for organizations to enhance their CSR strategies and improve employee outcomes

VI. References

VII. Appendices

- A. Survey questionnaire
- B. Interview guide
- C. Consent forms
- D. IRB approval letter