

A STUDY ON THE RELATIONSHIPS BETWEEN THE SOCIAL RESPONSIBILITY ACTIVITIES OF THE UNIVERSITY, THE IMAGE OF THE UNIVERSITY, AND THE LEVEL OF THE ORGANIZATIONAL LOYALTY

Geum-Sik Pyeon¹ and Soon-Bok Hong²

¹*Deapartment of Business Administration, Tong-Myung University, Busan, Korea*

²*Deapartment of Business Administration, Tong-Myung University, Busan, Korea*
¹*jeongjinpan@hanmail.net*, ²*hong6601@hanmail.net*

Abstract— In this research, regarding the directionality for continuously expanding the CSR activities of the universities and the effects resulting from the CSR activities, by determining the influence relationships among the social responsibility activities of the universities, the images of the universities, and the level of the organizational loyalty, it is intended to research whether they can have the positive influences on the work activities through the overcoming of the psychological sense of insecurity and the proactive behavior on the part of the university employee. In order to accomplish the purpose of the research, by utilizing the statistical package program of SPSS, the analyses of the level of the feasibility and the level of the reliability of the survey and the multiple regression analysis for the verification of the hypothesis had been carried out. And, regarding the results that were obtained through an empirical analysis, it appeared that the ethical responsibility activity and the legal responsibility activity of the social responsibility activity were the factors that had an influence on the image of the university. And it appeared that the philanthropic responsibility activity and the economic responsibility activity did not have an influence on the image of the university. And, also, it appeared that the image of the university after the social responsibility activity of the university had a positive influence on the level of the organizational loyalty. It is judged that, in the researches in the future, if the empirical researches with the students, who can be said to be the main agents of the universities, as the subjects get proceeded with, an even better meaning can be presented.

Keywords— Educational Institution, University, Corporate Social Responsibility, Organizational Trust, Organizational Commitment

1. INTRODUCTION

Recently, in the whole world, the interest in the Corporate Social Responsibility (CSR) has been in the trend of increasing continuously. The social responsibility activity in the initial state had been used as a means for the public relations of a corporation through the donation activity. And the social responsibility activity had been recognized to be one of the social investments. But, regarding the social responsibility activity of today, by getting out of the simple donation of the reserve fund or charity activity of a person who possesses globally, it has been seeking for the mutual profits of the both parties of the corporation

Received: January 7, 2020
Reviewed: March 4, 2020
Accepted: April 3, 2020



and the society, and it has been transforming into the strategic, social contribution activity that is linked with the long-term vision or the strategic goal.[1] It is the actual circumstance that, according to such a global flow, the interest and the awareness of the domestic corporations, too, regarding the importance of the CSR activity have been increasing rapidly [2].

According to the changes of the CSR activities of the universities, most of the precedent researches on the pre-existent CSR activities have been attaching the importance to the corporation, which is a profit-making organization. And, regarding the researches on the CSR activities, including those of the universities, which are the non-profit-making organizations, and the others, it is the actual circumstance that they are very insufficient. Hence, in order for the CSR activities of the universities to be continuously expanded, there is a need to try analyzing the effects resulting from the CSR activities empirically. As such, in this research, by disclosing the relationship in which the employees at the university have a significant influence on the organizational trust and the organizational immersion through the CSR activity of the university, based on this, it is intended to infer that it can give a positive influence to the work activities through the overcoming of the psychological insecurity and the proactive behaviors of the employees at the university.

2. THE THEORETICAL BACKGROUND

In this research, by disclosing the relationship in which the employees at the university have a significant influence on the organizational trust and the organizational immersion through the CSR activity of the university. Prior to empirical analysis, this study examines the following theoretical considerations of CSR activities, organizational commitment, and organizational trust in universities.

2.1. THE SOCIAL RESPONSIBILITY ACTIVITY

Regarding 'social responsibility activity' (CSR), as a term[3] that was first used in the United States at the time of the World Great Depression in 1929, in 'Social Responsibility of the Business', which is a book that was written by Bowen in 1953, as an answer to what is the responsibility that the society expects from a businessman, it had presented that the social responsibility activities of the businessmen pursue the desirable policies that conform to the goal and the value of our society and that it is the duty of the businessmen who must follow the decision-making resulting from it.[4]

Regarding the definition and the range of the CSR activities, each scholar approaches and mentions diversely. Bowen, who defined the concept of the CSR activity for the first time, had made it a duty [5] to shift the behavior in the desirable direction by having the businessmen pursue their policies to suit the purpose and the value of the entire society that are given to the businessmen and by having the businessmen make the decision-making. And, afterwards, although a lot of researches regarding the social responsibility of the corporation had taken place, regarding what responsibility it means specifically, the point of agreement that coincides could not be found.

Regarding the CSR, Maignan & Ferrell(2000) defined it to be fulfilling[6] all of the economic, ethical, and quantitative responsibilities that are demanded by the interested persons.

In this study regarding the social responsibility activity, as a minimal, social norm, by going beyond the abidance to the law and the ethics, it can be organized as a wide-ranging concept in which the many kinds of activities for achieving the sustainable growth of the corporation through the strengthening of the relationships with the diverse interested persons are included.

2.2. THE IMAGE OF THE UNIVERSITY

It can be said that 'attitude' is the tendency of the people which includes the cognitive, emotional, and behavioral components regarding a certain object. The set pattern is distorted and very simplified. It represents a positive or negative attitude regarding the object. And it represents a form that has been widely shared. In contrast, as a more personal understanding regarding the object, the image can be very different for each person [7].

Regarding the universities in Korea, recently, while the crisis awareness resulting from the change of the educational environment has been getting heightened, it has been the trend that the universities that have been understanding the image of the university on an independent level together with the corporate image and that recognize the importance have been increasing. Such a phenomenon means that, differently from the past when only the size, the tradition, the resources, and the information had been recognized as the management resources of the university, by taking into account the educational condition which has been getting complicated and diverse in the modernity, including the liberalization of the college entrance examination, the differentiation of the image, *etc.*, the image of the university has been considered as the number 1 management resource [8].

If I take a look at the definition of 'university image', it was said that it is the general concept of the people perceiving regarding a specific university and it is the appearance [9] that is highly expected.

2.3. THE LEVEL OF ORGANIZATIONAL LOYALTY

Ladd(1987) defined[10] 'level of loyalty' as sincerely devoting regarding the object or, in other words, regarding the object and oneself in the same light and, at the same time, as representing the psychological condition and behavior of an individual regarding a specific object while sacrificing and immersing psychologically, physically, and temporally regarding an object. And Randel(2001) had explained organizational loyalty as a duty or a virtue regarding the organization. Heo, Jin(2002) had expressed about the meaning of the loyalty that one has regarding the organization as the devoted attitude and belief[11] regarding the understanding of the ideology and the purpose of the organization. And Cho, Beom-sang(2008) defined 'organizational loyalty' as the behavior[12] in which the passion and the internal motivation of the constituent member of the organization who intends to devote himself or herself while having the emotional attachment regarding the organization.

3. THE DESIGN OF THE RESEARCH

3.1. THE SUBJECTS OF THE INVESTIGATION AND THE RESEARCH MODEL

In order to carry out this research, by visiting the universities that are located in Korea and abroad, with the teaching staff who have been working at the universities at the present as the subjects, a questionnaire survey investigation with the personal entry method had been carried out. The survey period was 30 days from August 1, 2019 to August 31, 2019. In addition, 300 copies of the questionnaire were distributed and 262 copies were collected. The final questionnaire used in the study was 248 copies, excluding unfaithful responses from the collected questionnaires. In order to accomplish the purpose of the research, by utilizing the statistical package program of SPSS, the analyses of the level of the feasibility and the level of the reliability of the survey and the multiple regression analysis for the verification of the hypothesis had been carried out. And, in order to examine the influences of the social responsibility behavior, which is an independent variable, on the image of the university and the level of organizational loyalty based on the literature research and the precedent research, the research model as in [Fig. 1] had been set up.

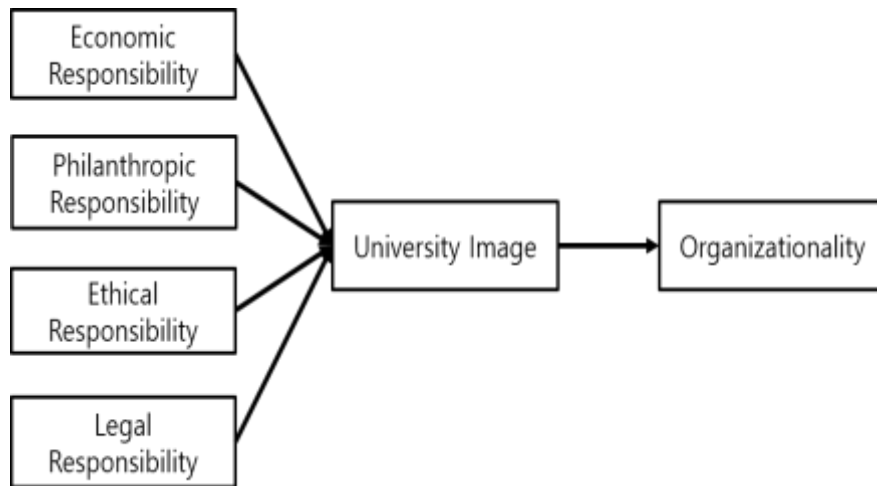


Fig. 1 Research Model

3.2. THE RESEARCH HYPOTHESES

In this research, with the proposition that the social responsibility activity of the university will have the positive influences on the organizational trust and the organizational immersion of the employees at the university as the premise, it is intended to verify the following hypotheses:

Hypothesis 1. The social responsibility activity will have a positive influence on the image of the university.

H 1-1. The economic responsibility activity will have a positive influence on the image of the university.

H 1-2. The ethical responsibility activity will have a positive influence on the image of the university.

H 1-3. The charity responsibility activity will have a positive influence on the image of the university.

H 1-4. The legal responsibility activity will have a positive influence on the image of the university.

Hypothesis 2. The image of the university after the social responsibility activity will have a positive influence on the level of organizational loyalty.

4. THE EMPIRICAL ANALYSIS

4.1. THE INFLUENCE RELATIONSHIP BETWEEN THE SOCIAL RESPONSIBILITY ACTIVITY OF THE UNIVERSITY AND THE IMAGE OF THE UNIVERSITY

As a result of the verification of the regression coefficients of the factors of the social responsibility activity of the university, it appeared that the ethical responsibility activity ($t=.215$, $p=.033$) was statistically significant on the significance level of $p<0.05$, and the legal responsibility activity ($t=5.277$, $p=.000$) was statistically significant on the significance level of $p<0.001$. And, because the charity responsibility activity ($t=.433$, $p=.666$) and the economic responsibility activity ($t=-.634$, $p=.527$) appeared as not being statistically significant, we can know that the hypothesis 1 was partially adopted.

Table I. The Results of the Analysis of the Influence Relationship between the Social Responsibility Activity of the University and the Image of the University

Model	Non-standardized coefficient		Standardization coefficient	t	Significance probability	Collinearity statistics	
	B	Standard error	Beta			Tolerance	VIF
(Constant)	.750	.365		2.056	.041		
Ethical responsibility activity	.219	.102	.187	2.150*	.033	.462	2.162
Legal responsibility activity	.553	.105	.438	5.277***	.000	.496	2.017
Charity responsibility activity	.046	.105	.039	.433	.666	.494	2.024
Economic responsibility activity	-.061	.096	-.050	-.634	.527	.557	1.769

Notes: 1. ***P<0.001, **P<0.01 and *P<0.05

2. F=23.952***, R²=.323, Modified R²=.309, p=.000, Durbin-Watson=1.774

If we take a look at the results of the test of the hypothesis 1 specifically, firstly, regarding the influence relationship between the ethical responsibility activity and the image of the university, the non-standardized coefficient of the ethical responsibility activity regarding the image of the university was 0.219, thereby appearing to be statistically significant on the significance level of $p < 0.05$. As a result, because it appeared that the ethical responsibility activity has a positive influence on the image of the university, the hypothesis 1-1 was supported.

Secondly, regarding the influence relationship between the legal responsibility activity and the image of the university, the non-standardized coefficient of the legal, ethical activity regarding the image of the university was 0.553, thereby appearing to be statistically significant on the significance level of $p < 0.001$. Accordingly, because it appeared that the legal responsibility activity has a positive influence on the image of the university, the hypothesis 1-2 was supported.

Thirdly, because it appeared that the influence relationship between the charity responsibility activity and the image of the university and the influence relationship between the economic responsibility activity and the image of the university were not statistically significant, the hypothesis 1-3 and the hypothesis 1-4 were not supported.

4.2. THE INFLUENCE RELATIONSHIP BETWEEN THE IMAGE OF THE UNIVERSITY AND THE LEVEL OF ORGANIZATIONAL LOYALTY AFTER A SOCIAL RESPONSIBILITY ACTIVITY OF THE UNIVERSITY

If I take a look at the results of the testing of the hypothesis 2 specifically, regarding the relationship between the image of the university and the level of organizational loyalty, the non-standardized coefficient of the image of the university regarding the level of organizational loyalty was .524, thereby appearing to be statistically significant on the significance level of $p < 0.001$. As a result, because it appeared that the image of the university has a positive influence on the level of organizational loyalty after a social responsibility activity of the university, the hypothesis 2 was supported.

Table II. The Results of the Analysis of the Influence Relationship between the Image of the University and the Level of Organizational Loyalty

Model	Non-standardized coefficient		Standardization coefficient	t	Significance probability	Collinearity statistics	
	B	Standard error	Beta			Tolerance	VIF
(Constant)	2.217	.179		11.854	.000		
Image of university	.524	.045	.636	11.768***	.000	.462	2.162

Notes: 1. ***P<0.001, **P<0.01 and *P<0.05

2. F=138.4483***, R²=.404, Modified R²=.401, p=.000, Durbin-Watson=1.580

5. CONCLUSION

In this research, by determining the relationship that, through the social responsibility activity of the university, the employees at the university have a significant influence on the level of organizational loyalty, the purpose is to present a plan for instilling the directionality of the social responsibility activity of the university and the level of loyalty of the constituent members of the organization. As such, the empirical analysis had been done for understanding the influence relationships between the social responsibility activity of the university and the image of the university and the level of organizational loyalty by applying the four kinds of the elements of the social responsibility activity of the corporation that had been proposed by Carroll (The economic responsibility activity, the ethical responsibility activity, the legal responsibility activity, and the charity responsibility activity).

Despite such research results, regarding this research, there is the limitation in the generalization with regard to the point that the sample could not be set up with the many universities as the subjects. I hope that, in the researches in the future, through the collection of the wide-ranging samples, the in-depth researches that can generalize about the directionality of the social responsibility activity of the university will be continued. And it is judged that, if an empirical research with the students, who can be said to be the owners of the university, as the subjects gets proceeded with, it will be possible to present an even better meaning.

REFERENCES

- [1] Kim, J.-H. and Song, J.-S., "A Study about the Variables Influencing The Effect Of Corporate Social Responsibility(CSR) Activities." Advertising Research, no. 87, (2010), pp. 339-363.
- [2] Park, B.-G., "An Analysis of Influence on Corporate Social Responsibility (CSR) Activity, Consumer attitude towards CSR, Hospital Image to Usage Intention." M.S. thesis, Kyung-Hee University, Seoul, Korea, (2015), pp. 2.
- [3] Park, S.-R. and Lee, S.-K., "The Impact of Corporate Social Responsibility of Casino Corporation on Perceived Corporate Image and Job esteem." Tourism Research, vol. 2, no. 5, (2018), pp. 93-112.
- [4] Kim, B.-K. and Jung, E.-J., "Effects of corporate social responsibility of a casino company on the image of the company and organizational commitment." Tourism Management Research, vol. 57, (2013), pp. 57-79.
- [5] Park, S.-R. and Park, H.-S., "A Study of the Effect of Corporate Social Responsibility in Mediated Corporate Image on Corporate Performance." Korea Journal of Business Administration, vol. 26, no. 4, (2013), pp. 961-985.
- [6] Maignan, I. and Ferrell, O. C., "Measuring Corporate Citizenship on Two Countries: The Case of the United States and France." Journal of Business Ethics, vol. 23, no. 3, (2000), pp. 283-297.
- [7] Jung, H.-S., Kim, Y.-S. and Kim, Y.-I., "A Study on the Effects of College Promotion on Positive Image Formation, Competitive Advantage Perception, and Entry Intention." Management and economics research, vol. 25, no. 1, (2002), pp. 211-238.
- [8] Park, Y.-W., "A Study on the Effect of College Promotion on Positive Image Formation, Competitive Advantage Perception, and Entry Intention." M. S. thesis, Cho-Sun University, Kwang-Ju, Korea, (2002), pp. 16.
- [9] Choi, H. and Park, W.-H., "Analysis of Imagement to Improve University Competition." Dong-Shin University, vol. 11, (1999), pp. 357-379.
- [10] Ladd, J., "Loyalty." Macmillan Publishing Co. and The Free Press, (1987).
- [11] Randel, G. D., "Loyalty, Corporations, and Community." Business Ethics Quarterly, vol. 11, no. 1, (2001), pp. 27-39.
- [12] Cho, B.-S., "The Effects of Communication and Ethical climate perception on Superior trust and Organizational loyalty behavior." M.S. thesis, Korea University, Seoul, Korea, (2008), pp. 49.