

Employees' perception about attitudes towards socially responsible behaviour – Evidences from practice

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Abstract

The research reported about in this paper examines employees' perception about attitudes towards their socially responsible behavior (SRB). Study originated in environmentalist and behavior theories and analyzes data from interviews with 210 employees in Slovenian organizations collected in 2018. Paper first analyses the state of employees' attitudes toward SRB; results indicate significant affection of employees about social and natural CSR, but their perception about importance of economic SRB is much lower. Study of associations between SRB's individual dimensions and whole SRB revealed that natural, social and economic dimensions positively influence the SRB level. Our results revealed strong effects of natural and social dimensions and weak impact of economic dimension; this matches results reported in previous environmental behavior studies from Slovenia. Outlined pattern of employees' attitudes revealed their high interest and commitment for enlargement of SRB in organizations. Especially, employees' opinions about positive correlations between economic attitudes and SRB indicate bettering of their CSR' oriented conceptualization of business through improvement of their responsible economic behaviour. Conceptual implications indicate the need for additional methodological and contextual study of situational factors' effect on employees' attitudes toward SRB in the considered sample. Practical implications outline the need for complementary actions for a more balancing achievement of environmental, social, and economic goals among employees in organizations.

Keywords: attitudes, behaviour, socially responsible behaviour, employees.



Dojemanje uslužbencev o odnosu do družbeno odgovornega vedenja - podatki iz prakse

Povzetek

Raziskava, o kateri poročamo v tem prispevku, preučuje dojemanje zaposlenih o odnosu do družbeno odgovornega vedenja (DOV). Študija izhaja iz teorij okoljskega ravnanja in vedenja ter analizira podatke iz intervjujev s 210 zaposlenimi v slovenskih organizacijah, zbranih v letu 2018. V članku je najprej analizirano stanje odnosov zaposlenih do DOV; Rezultati kažejo na veliko naklonjenost zaposlenih do družbene in naravne družbene odgovornosti podjetij, vendar je njihovo dojemanje o pomenu gospodarskega DOV precej omejeno. Študija povezav med posameznimi dimenzijami DOV in celotnim DOV je pokazala, da naravne, socialne in ekonomske razsežnosti pozitivno vplivajo na raven DOV. Naši rezultati so pokazali močne učinke naravnih in socialnih razsežnosti ter šibek vpliv gospodarske razsežnosti; to ustreza rezultatom iz prejšnjih okoljskih študij iz Slovenije. Opisani vzorec odnosov zaposlenih je pokazal njihovo veliko zanimanje in zavezanost k širitvi DOV v organizacijah. Predvsem pa mnenja zaposlenih o pozitivnih korelacijah med gospodarskimi odnosi in DOV kažejo na izboljšanje usmerjenosti koncepta poslovanja na DOV z izboljšanjem njihovega odgovornega gospodarskega vedenja. Konceptualne posledice kažejo na potrebo po dodatni metodološki in kontekstualni študiji vplivov situacijskih dejavnikov na odnos zaposlenih do DOV v obravnavanem vzorcu. Praktične posledice poudarjajo potrebo po dopolnilnih ukrepih za bolj usklajeno doseganje okoljskih, socialnih in ekonomskih ciljev med zaposlenimi v organizacijah.

Ključne besede: vedenje, vedenje, družbeno odgovorno vedenje, zaposleni.

