

## **CORPORATE SOCIAL RESPONSIBILITY: EFFECT OF EMPLOYEES' PERCEPTION ON THEIR MINDSET**

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### **ABSTRACT**

*The employees are the real colour and strength of an organization. Every positive and negative bias can leave a scar on the organisation's general outlook. Corporate Social Responsibility activities are for the development of the society in which the firms exist. CSR has been voluntarily or compulsorily undertaken by many firms. They are all on their journey to the ultimate goal of collective sustainability. The real question arises is that how do the stakeholders especially the employees look upon these non-profit oriented activities which can deviate the firms from their economic dreams.*

**KEYWORDS:** *Employees' Perception of CSR, Organizational Commitment, Organizational Citizenship Behaviour*