DEVELOPMENT AND VALIDATION OF CORPORATE HUMANE SUSTAINABILITY

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Abstract

The dominant approach developed in academics and industry has largely focused on the development of internationally recognized perspectives, frameworks and instruments. Moreover, there are different methods to measure several corporate sustainability perspectives. Despite of the above mentioned facts, no scale has ever been developed to measure Corporate Social Responsibility (CSR) from corporate humane sustainability (CHS) perspective. This research provides guideline to standardize CHS perspective, develops the first-ever CHS scale, identifies its dimensions and assesses humane sustainability. Theoretically speaking, CSR has been repeatedly measured through scale development process on different perspectives; still this is the first-ever study that measures humane sustainability perspective through scale development process. The purpose of the study is to measure CHS through scale development study. Three hundred senior managers and directors of ninety companies are surveyed. Exploratory factor analysis and principal component analysis are applied. 20 items are extracted in the scale development process. 5 factors including community welfare, employee rights, work-life balance, human capital development, discrimination and grievance are identified from Orthogonal Varimax Rotation.

Keywords: Corporate Social Responsibility, Corporate Humane Sustainability, Scale Development, Community Welfare, Employee Rights, Work-Life Balance

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