

Xavier University Bhubaneswar
University Dialogue Series (UDS)

Date: 11 Aug 2017

Time: 10.30 pm

Venue: Class Room 129

**Impact of Corporate Social Responsibility on Corporate Reputation:
Assessing the Mediating Role of Employee Trust**

Speaker:

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The importance of intangible assets like corporate reputation has increased in the current business scenario. Extant literature has identified corporate social responsibility (CSR) as an antecedent of corporate reputation. However, not much study has been done to identify the mechanisms through which CSR influences corporate reputation. This study explores the role of employee trust in mediating the impact of perceived CSR on corporate reputation among employees. The study was conducted among 210 employees working in an automobile plant in India. Employee trust was found to be a partial mediator of the relationship between perceived CSR and corporate reputation.

Keywords: Corporate Reputation, CSR, Trust, India



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