

CORPORATE SOCIAL RESPONSIBILITY (CSR) ACTIVITIES THAT AFFECT TO THE POSITIVE ATTITUDES OF EMPLOYEES IN INDUSTRY OF PAPER UMBRELLA IN CHIANG MAI

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Abstract— The objectives of this study were to study in the corporate social responsibility (CSR) activities of industry of paper umbrella in Chiang Mai and study about the employee attitude that affect to the corporate social responsibility activities of industry of paper umbrella in Chiang Mai. The data obtained via 20 random employees who are in the industry of paper umbrella in Chiang Mai. The results of this study are showed the employees attitude towards the format of corporate social responsibility activities in the different way. Responsive Corporate Social Responsibility (Responsive CSR) is necessary to follow because there is Law and Regulations involved. Strategy Corporate Social Responsibility (Strategy CSR) can be initiated by the employer to the outside world (Inside-Out). If the activities are direct impact on employee, that activities will affect the positive attitudes of employees. Creative Corporate Social Responsibility (Creative CSR) will be presented by employer's voluntary expression. However, that activity must be consistent and relevant to the real needs of their employees. It is an activity that can affect to the positive attitude of employees in the industry of paper umbrella in Chiang Mai.

Index Terms— Corporate Social Responsibility, CSR, Attitudes, Paper Umbrella.

I. INTRODUCTION

Nowadays, Corporate Social Responsibility Activities (CSR Activities) are defined as the kind of marketing strategy which is the western concept. In Thailand, Corporate Social Responsibility (CSR) concept is not yet widely recognized beyond large corporation [1]. In spite of the small corporation would have Corporate Social Responsibility Activities (CSR Activities) but they did not mention about those are Corporate Social Responsibility Activities (CSR Activities)

This paper umbrella industry is a famous business in Chiang Mai and earns more revenue from exporting. Chiang Mai, the center of local handicrafts. However, changing of economic and social conditions affected to the number of craftsmen have decreased since they changed their work to another industry that they can receive higher return.

The three formats of Corporate Social Responsibility activities (CSR Activities) [2] affected the positive attitudes of employees in the industry of paper umbrella in Chiang Mai. Therefore, the objectives of this paper aim to study in the activities of corporate social responsibility activities in industry of paper umbrella in Chiang Mai and study about the attitude of the employees in the industry of paper umbrella in Chiang Mai that affect about the Corporate Social Responsibility activities (CSR Activities).

II. LITERATURE REVIEW

A. Paper umbrella concept

The village of Borsarng has earned renown for the art of umbrella making for more than 200 years. Nobody knows why umbrellas are found in this particular village or from where the craft originated. It is widely speculated that the skill originated in China, but who brought it to Chiang Mai and for what purpose is a mystery. In legend, it is said that a Buddhist monk on pilgrimage to Sipsong Panna, which now forms a part of Yunnan Province in China, learned about the art which he brought back with him on his return to the green fields and hills of Lanna.

The umbrella, which we think of as a device for keeping off the rain, actually originated as a kind of mobile shade from the heat of the sun, hence its name which comes from the Latin word "Umbra" or Shade. Interestingly the word for an umbrella in Thai is "Rom" which also means shade. Borsarng village is famous for making the world's largest umbrella, specially made for the SEA GAMES held in Chiang Mai in 1996. This was recorded in the Guinness Book of World Records.

The gaily painted parasol, a French word meaning "against the sun", that are for sale to visitors are built over a bamboo frame, and the cover is made of organza, cotton or "Saa" paper. This last material is a northern specialty and is made from the inner bark of the mulberry tree. The bark is peeled off and separated, and then the white inner bark is beaten flat and boiled in a vat of water with several kinds of wood ash. Once the liquid has cooled, a mesh screen on a wood frame is dragged through it to catch the fine bark fibres in the liquid. This can be repeated many times depending on the thickness of "Saa" paper needed. The paper is then dried in sheets for many decorative or handicraft uses.

The umbrella frame is made of seven separate parts. These are the upper head, the upper head sleeve, the lower head, the rib struts, the stem and the spring latch. These are still made in the same way as in days-gone-by despite several modern innovations such as impregnating the bamboo with modern insecticides [3].

B. Corporate Social Responsibility (CSR) concept

Socially responsible human resource management (SRHRM), defined as corporate social responsibility (CSR) directed at employees, underpins the successful implementation of CSR. While its relationship with employee social behavior has been conceptualized and received some

empirical support, its effect on employee work behaviors has not been explored. In this article we develop and test a meso-mediated moderation model that explains the underlying mechanisms through which SRHRM affects employee task performance and extra-role helping behavior. The results of multilevel analysis show that organization-level SRHRM is an indirect predictor of individual task performance and extra-role helping behavior through the mediation of individual-level organizational identification. In addition, the mediation model is moderated by employee-level perceived organizational support and the relationship between organizational identification and extra-role helping behavior is moderated by organization-level cooperative norms. These findings provide important insights into why and when SRHRM influences employee work behaviors [4].

C. Attitude concept

One important question in the field of workplace spirituality concerns the relationship of this construct with employee work attitudes. This study attempts to make a rigorous empirical examination of the relationship between workplace spirituality and five prevalent employee job attitudinal variables. It assesses the validity and reliability of the measures used and discusses the results of the analysis, which indicate that each of the three dimensions of spirituality used has a significant relationship with two or more of the five job attitude variables examined. While acknowledging that spirituality at work is an abstract concept, this study attempts to provide some of the first empirical support that there is a positive association between spirituality at work and employee job outcomes. The paper concludes with a number of implications and research directions for both academics and business managers, including the need to investigate the comprehensive impact of spirituality at work on individuals and organizations [5].

III. METHOD

This study is about the Corporate Social Responsibility (CSR) Activities that Affect the Positive Attitudes of Employees in Industry of Paper Umbrella in Chiang Mai to be a qualitative research. The objectives are to study in the activities of Corporate Social Responsibility (CSR) in Industry of Paper Umbrella in Chiang Mai and study about the attitude of the employees in the industry of paper umbrella in Chiang Mai that affect about the Corporate Social Responsibility activities (CSR Activities). The structured interview which are used as the instrument for data collection by In-Depth Interview. The data obtained via 20 random employees who are in the industry of paper umbrella in Chiang Mai. The sampling group are both male and female, aged 25 years old and above in the industry of paper umbrella in Chiang Mai.

IV. RESULTS

The demographic information includes the following characteristics; gender, age, year of education, position and year of employment. The demographic information shown in Table I is based on frequency distributions and percentage.

From 20 respondents of this study, 13 (65%) were female and 7 (35%) were male. For age, 6 (30%) were 25 – 24 year old. For year of education, 8 (40%) were grade 7-9 and 6 (30%) were Graduate Diploma. For position, 5 (25%) were painting and 4 (20%) were raw material preparation. In addition, for year of employment, 10 (50%) worked for 5-6 years and 4 (20%) worked for 9 years or more than 9 years.

TABLE I. DEMOGRAPHIC DATA OF THE SAMPLE (N=20)

Variables		N	%
Gender	Male	7	35
	Female	13	65
Age	25-34 years old	6	30
	35-44 years old	5	25
	45-54 years old	6	30
Year of education	Grade 7-9	8	40
	Graduate Diploma	6	30
Position	Painting	5	25
	Raw material preparation	4	20
Year of employment	5-6 years	10	50
	9 years or more than	4	20

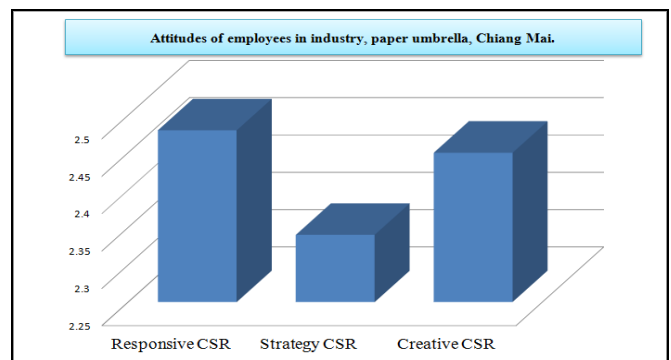


Fig. 1. Attitudes of employees in industry, paper umbrella, Chiang Mai.

Figure 1 the results of this study found that Responsive Corporate Social Responsibility (Responsive CSR) is the activities that most affect the positive attitude of employees in the industry of paper umbrella in Chiang Mai, the next ranking is Creative Corporate Social Responsibility (Creative CSR) and Strategy Corporate Social Responsibility (Strategy CSR) respectively. However, the results of this study showed that the Corporate Social Responsibility Activities (CSR Activities) that performed in the industry of paper umbrella in Chiang Mai affected to positive attitude of the employees but some activities such as Strategy Corporate Social Responsibility Activities (Strategy CSR Activities) which affected to the attitude of employees in low level since these activities are not direct impact on employee or their community.

V. DISCUSSION

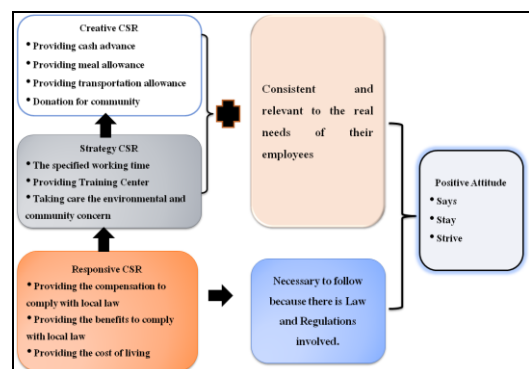


Fig. 2. The model of Corporate Social Responsibility Activities in Small and Medium Enterprise (SMEs)

Figure 2 the study revealed that the industry of paper umbrella in Chiang Mai performed the corporate social responsibility activities (CSR Activities), which is consistent with the concept of the format of corporate social responsibility activities (CSR Activities) of Porter. M. E. and Mark R. Kramer [6] in 3 following sectors.

The first is Responsive Corporate Social Responsibility (Responsive CSR) is necessary to follow because there is Law and Regulations involved. If the employer did not comply with the Law and Regulations, they will result in a negative attitude at the end. There are problems or an impact of business to society or society has demanded that the parties carry out their responsibilities appropriately to impact them. For example, the activities that were classified in Responsive Corporate Social Responsibility (Responsive CSR) such as the employer provided the compensation (wages & benefits) to comply with local law or provided the cost of living to all employees beside of their wages did not reach the minimum wages as require by local law.

The second is Strategy Corporate Social Responsibility (Strategy CSR) means the Corporate Social Responsibility (CSR) activities can be initiated by the employer to the outside world (Inside-Out). If the activities are direct impact on employee, that activities will affect the positive attitudes of employees in the industry of paper umbrella in Chiang Mai certainly. For example, the activities that were classified in Strategy Corporate Social Responsibility (Strategy CSR) such as the employer specified the working time, provided the training Center and taking care of the environmental and community concern.

The last is Creative Corporate Social Responsibility (Creative CSR) means the activities that represented by employer with voluntary expression. No appearance of being forced to comply with law and regulations. Can not define clearly who is behind the initiative before. It was developed in joint Corporate Social Responsibility activities (CSR Activities) that allows the interoperability between business and society without discrimination. No need to be a claim. Instead, focus on building relationships with society and the environment. However, that activity must be consistent and relevant to the real needs of their employees. It is an activity that can affect to the positive attitude of employees in the industry of paper umbrella in Chiang Mai. For example, the activities that were classified in Creative Corporate Social Responsibility (Creative CSR) such as the employer provided cash advance, meal & transportation allowance, and donate for the community in occasionally.

VI. RECOMMENDATION

Regarding the results that main reason to examine the Corporate Social Responsibility Activities (CSR Activities) that affect to the positive attitude of the employees in the industry of paper umbrella in Chiang Mai. Include the focusing on building relationships between a member in the corporate, society and the community. However, the

employers who arrange the Corporate Social Responsibility Activities (CSR Activities) must be consistent and relevant to the real needs of their employees. This will recognize employees, customer, suppliers and all stakeholders at the same time. For the direction and aspect about the Corporate Social Responsibility Activities (CSR Activities) would be performed to maintain the sustainability of the business [7].

The employers should study the law and regulation while they must be consistent and relevant to the real needs of their employees. It is an activity that can affect to the positive attitude of employees because the successful of Corporate Social Responsibility Activities (CSR Activities) will take long-term profits but it will take a long time also. The lack of information and Cognition may cause the problem. Firstly, the employer should be comply the local law at the basis, and ask for the commitment to go with the same direction. To find out the collaboration between employers and employees who were in the corporation.

VII. SUGGESTION

This study only collected data from employees who are in the industry of paper umbrella in Chiang Mai. For the further study, other groups of employees in another industry which located in the same province or in another province that have the variety of culture or company workers should be studied. Also, at least 1-year study follow up should be performed to limit time to complete the questionnaires or structured interview, focus on Corporate Social Responsibility Activities (CSR Activities) in another aspect to maintain the sustainable of business from previous study. Moreover, researchers should study in the factor that affect to the effective format of Corporate Social Responsibility Activities (CSR Activities) to increase comparative advantages for Small and Medium Enterprise (SMEs) in Thailand.

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