

ABSTRACT

Social responsibility is constantly evolving through the realms of many organizational constructs, and not merely just corporate (CSR). With new scopes and developments of social responsibility; firms, institutions, non-government organizations, and many more entities are changing in terms of perception of social responsibility concepts. At present, very few studies are dissecting means of social responsibility in the view of higher education or institution/organizational based concepts. Therefore this study examines how the perceived fit in culture and perceived capabilities may play in effect towards the perception of social responsibilities in internal stakeholders within the university institution. In these relationships, added variables are that it may be moderated by the time spent within the institution. The empirical findings suggest that perceived cultural fit may not play a relationship towards the perception of social responsibilities in internal stakeholders, but does with perceived capabilities. Consequently, with limited relationship towards perception, attachment also does not guarantee hypothetical relationships. Furthermore, the results offer immediate implications towards marketing theories and practices and theoretical implications.

Keywords: Internal Stakeholder perception of Social Responsibilities, Institution Fit, Social Responsibility Capability, Internal Stakeholder Attachment, Time at Institution