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Corporate social responsibility (CSR) has emerged as an important topic. The focus of this research is on the impact of incongruity between an organization's CSR orientation and its employees' CSR orientation on two dimensions of employees' quality of work life (QWL)—lower- and higher-order need satisfaction. The sample consists of employees of six companies selected from different sectors in Thailand. The results indicate that incongruence between employee's and firm's CSR orientation is negatively associated with both lower- and higher-order need satisfaction.

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