

There are no translations available.

Abstract This study viewed students majoring in public relations as prospective public relations practitioners and explored their perceptions about corporate social responsibility (CSR) as their job attraction condition. The results showed that the students perceived CSR to be an important ethical fit condition of a company. One of the significant findings is that CSR can be an effective reputation management strategy for prospective employees, particularly when a company's business is suffering. In examining the effect of CSR efforts on attitudinal and behavioral outcomes, person–organization (P–O) fit appeared to serve as a mediator between CSR performances and organizational attractiveness.

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