

Research on the Influence of the Inconsistency of Internal and External Corporate Social Responsibility on Employees' Job Crafting

Gongxin Wu*

School of Economics and Management, China University of Petroleum (East China), Qingdao, China

Email address:

wgx0209@163.com (Gongxin Wu)

*Corresponding author

Abstract

Unequal investment in internal and external corporate social responsibility (CSR) is an important contextual factor affecting employees' job crafting. Based on the Job Demands-Resources (JD-R) Model, this paper explores the influence mechanism and boundary conditions of the inconsistency of internal and external corporate social responsibility on employees' job crafting from the perspectives of job resources and job demands. It builds a model with role overload and role breadth self-efficacy as mediating variables, and artificial intelligence use as the moderating variable. A scenario experiment (N=231) and a questionnaire survey (N=343) are used to test the effects of the two dimensions of the inconsistency of internal and external corporate social responsibility on employees' job crafting. The results show that compared with the situation where internal CSR outweighs external CSR, the situation where external CSR outweighs internal CSR results in higher employees' role overload, which in turn negatively affects job crafting, and compared with the situation where external CSR outweighs internal CSR, the situation where internal CSR is greater than external CSR results in higher employees' role breadth self-efficacy, which in turn positively affects job crafting. Additionally, AI use negatively moderates the effect of the inconsistency of internal and external CSR on role overload, and positively moderates its effect on role breadth self-efficacy. This research results extends the explanatory boundary of the JD-R Model in the CSR field, and enriches the research on how internal-external CSR inconsistency affects employees' job crafting, and provides theoretical basis and practical reference for enterprises to build a coordinated internal and external CSR system and empower employees' job crafting with AI technology.

Keywords

Internal Corporate Social Responsibility, External Corporate Social Responsibility,
The Inconsistency of Internal and External CSR, Job Crafting, AI Use