The effects of Employees' Integrity, Responsibility, Compassion and Forgiveness on Corporate Social Responsibility in Iranian Private Sector in East and West of Azerbaijan in Iran

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ABSTRACT

Inner characteristics of Employees' like integrity, responsibility, compassion and forgiveness are very important factors for every factory to be considered as moral or reputed one. The other important factor for company's reputation and Brand value is corporate social responsibility these factors can increase effectiveness and efficiency and every sector (private or public) that wants to be survived in chaotic market should concentrate more on them.

This paper investigates the Employees' integrity, responsibility, compassion and forgiveness on CSR in Iranian private sector in east and west of Azerbaijan in Iran.

1- Introduction

1-1- Moral Intelligence

Moral Intelligence is the mental capacity to determine how to apply universal moral principles– such as:

- integrity,
- responsibility
- compassion
- Forgiveness to our personal values, goals and actions.

Moral Competence is the ability to act on our moral principles.

In other words, Moral Intelligence knows right from wrong. Moral Competence is doing what's right. Unfortunately, because of the fallibility of human nature, it is highly likely most of us have been both morally intelligent and morally incompetent at the same time (Lennick & Keil, 2005).

2- Corporate Social Responsibility

Like many of management and social science concepts, corporate social responsibility is fraught with definitional problems, which makes it difficult for a uniform platform to assess firms' responsiveness to it. On this plethora of definitions, Crowther and Jatana (2005) argue that social responsibility is in vogue at the moment but as a concept, it remains vague and means different things to different people.

Bowen (1953), one of the early contributors on the concept, conceived corporate social responsibility as business policies and decisions, which give values to the society.

Another early proponent of social responsibility, Frederick (1960), defines social responsibility as the use of society's resources; economic and human, in such a way that the whole society derives maximum benefits beyond the corporate entities