Corporate Social Responsibility and Job Pursuit Intention of Employees in Vietnam

Linh Viet HOANG[1], Hieu Minh VU[2], Vu Minh NGO[3]

Abstract

As the Industrial Revolution 4.0 is spreading its wings all over the world and, therefore, also in Vietnam, the logistics industry in Vietnam is facing a severe shortage of human resources in both quantitative and qualitative terms. The role of human resources management (HRM) becomes extremely important. Recruitment is considered the first major function of HRM practices and is the cornerstone of successful in business. In order to improve the recruitment strategy, recruiters need to better understand job pursuit intentions (JPI) of job seekers. Therefore, this study investigates how four dimensions of corporate social responsibility (CSR) affect JPI among employees working in the logistics sector in Vietnam. The secondary data are from previous studies and published newspaper articles. Meanwhile, the primary data are collected from consultation with 10 experts and through five in-depth structured interviews with 30 randomly-selected employees as well as 288 survey questionnaires returned from employees in the logistics companies in Vietnam. The findings show that economic citizenship, legal citizenship and ethical citizenship are positively related to JPI of job seekers, where economic citizenship appears to be the most influential factor. The limitations of the study and an agenda for further research are put forward.

Keywords: Corporate Social Responsibility (CSR), Employer Attractiveness, Job Pursuit Intention (JPI), Logistics Industry, Recruitment Strategy

JEL Classification Code: M10, I20, I23, Z30

1. Introduction

Given the exponential boom of Industrial Revolution 4.0 in Vietnam, the role of logistics technologies have appeared as an increasingly significant tool in the automotive logistics industry. Human resource management (HRM), an essential part of Industrial Revolution 4.0, has a big influence on the process of digital transformation (Bayraktar & Ataç, 2018). Although the emergence of digital technologies in organizations reduces the dependence on *low-skilled*

workers, the demand for high-quality human resources is more critical than ever. Also confirmed by Nguyen and Luu (2020), human resources significantly enhance the capacity and simultaneously increase the competitive advantages of all businesses.

In the context of Vietnam's logistics industry, the workforce has a severe shortage of both quantity and quality (Nguyen, 2020). As per statistics from Vietnam Logistics Association in 2020, there are more than 3,000 firms in the logistics industry (excluding ports, courier, air, sea, land, and shipping companies) (Thu, 2020) and most logistics companies have been experiencing a serious lack of qualified human resources in terms of professional knowledge, skills and English proficiency (Nguyen, 2020). This challenge partly stems from the great gap between the quality of education and the expectations of business organizations in Vietnam (Le et al., 2020). Most employees in this industry have not been properly trained (Linh & Huong, 2020; Thu, 2020). This indicates that the quality of human resources in the logistics industry is very low (Rodríguez-Espíndola et al., 2018), and human resource management has become vital for all the organizations and especially in the logistics industry.

[1]First Author. Graduate School, HELP University, Malaysia.
Email: hoangvietlinh124@gmail.com
[2]Corresponding Author. Faculty of Business Administration, Van Lang University, Ho Chi Minh City, Vietnam [Postal Address: 45 Nguyen Khac Nhu, Co Giang Ward, District 1, Ho Chi Minh City, 700000, Vietnam] Email: hieu.vm@vlu.edu.vn
[3]School of Banking, University of Economics Ho Chi Minh City, Vietnam. Email: ngominhvu@gmail.com