

Kangsadan Chaowatthanakun. (2015). *The multilevel causal of work behavior under the concept of corporate social responsibility of staff in higher education institutions*. Dissertation, Ph.D. (Applied Behavioral Science Research). Bangkok: Graduate School, Srinakharinwirot University. Advisor Committee: Asst. Prof. Dr. Yutthana Chaijukul, Dr. Jaruwan Sakulku.

The purposes of this research were: 1) to study the definition and develop measurement of work behavior under the CSR's concept of staff in higher educational institutions, and 2) to study the multilevel causal of work behavior under the CSR's concept of staff in higher educational institutions. The research was conducted in two parts: a qualitative research for the first objective and a quantitative research for the second objective.

The results found that the measurement of work behavior under the CSR's concept of staff in higher educational institutions, that used conceptual framework of Carroll CSR's concept. For the executive level, the test was divided into two components: 1) economic and legal responsibilities, and 2) ethical and philanthropic responsibilities. For the worker level, the test was divided into two components: 1) economic responsibility, and 2) legal, ethical, and philanthropic responsibilities. In addition, the study of the multilevel causal concluded as follows;

1. For the executive level, it was found that variables that had positive influence to the work behavior under the CSR's concept of executive in economic and legal responsibilities were ethical climate in organization and participation in policy, while transformational leadership had negative influence. Transformational leadership and psychological empowerment had positive influence on ethical and philanthropic responsibilities, while emotional Intelligence, ethical climate in organization, and participation in policy had negative influence.

2. For the worker level, it was found that variables that had positive influence to the work behavior under the CSR's concept of worker in economic responsibility were conscientiousness personality and organizational justice, while knowledge and understanding of CSR and social support had negative influence. Organizational justice and social support had positive influence on legal, ethical, and philanthropic responsibilities, while knowledge and understanding of CSR and conscientiousness personality had negative influence.

3. Analysis showed that executive level variables did not have influence crossing to worker level variables.