

Perspective of Generation Z on Social Responsibility: A Strategic Communication Framework

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Abstract: This study examines Generation Z's perceptions and practices of social responsibility at an individual (ISR) and corporate level (CSR), analysing the convergence between the two. Primary data of 266 participants, collected via a structured Likert-scale questionnaire, reveal that Generation Z is deeply engaged with social responsibility at the personal level but are skeptical towards CSR. The study proposes a Strategic Communication Framework for organisations to engage with them authentically as employees and consumers.

Keywords: Generation Z, Individual Social Responsibility, Corporate Social Responsibility, Strategic Communication, Ethics

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