

supermarket stores occupy 22 millions of square meters; (v) Brazil is the eight biggest economy in the world and celebrated a trade deal with Europe Union on June 2019. In this way, research is organized on five sections: introduction, concepts, the Brazilian retail, literature review, and conclusions.

Key-words: Retail; Supermarket; Sustainability; Corporative Social Responsibility (CSR); Brazil.

THE EFFECT OF CORPORATE SOCIAL RESPONSIBILITY ON JOB PURSUIT INTENTIONS: CONTRIBUTES FROM PERSON-ORGANIZATION FIT AND ORGANIZATIONAL ATTRACTIVENESS

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Previous studies suggest that the corporate social performance of organizations influences their attractiveness as a future workplace (e.g., Gomes & Neves, 2010; Greening & Turban, 2000). People tend to consider an organization as more attractive when, knowing its socially responsible practices, they perceive higher levels of person-organization fit (Kim & Park, 2011). The present study analyzes how the relation between these variables translates into job pursuit intentions, namely intention to apply for a job vacancy (IAJV). In the research, CSR perception was manipulated in order to observe its effect on IAJV through the mediating effect of perceived person-organization fit and organizational attractiveness. Participants (n = 260) were randomly subjected to two experimental conditions by responding to an electronic questionnaire containing the description of an organization that implements (i.e., the high involvement condition) or not (i.e., the low involvement condition) a set of CSR practices. This was followed by questions about other variables of interest. The results of multiple mediation analyses using PROCESS (Hayes, 2013) support the proposal that CSR indirectly affects participants' IAJV, through perceived person-organization fit and organizational attractiveness.

Keywords: Corporate social responsibility, job pursuit intentions, intention to apply for a job vacancy, person-organization fit, organizational attractiveness.

THE ROLE OF PERCEIVED ORGANIZATIONAL SUPPORT AND ORGANIZATIONAL IDENTIFICATION IN THE RELATIONSHIP BETWEEN CSR AND TURNOVER INTENTIONS: A STUDY IN THE PORTUGUESE HOTEL INDUSTRY

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Managing employee voluntary turnover remains a challenge for human resource professionals. This is particularly true in a business sector characterized by a turnover culture such as the hospitality sector. Previous research suggests that corporate social responsibility (CSR) is related to diverse job-related attitudes and behaviors. Adopting an employee-centered approach to CSR, the present study aimed to analyze the relationship between employee perceptions of CSR and turnover intention, within the scope of a theoretical model that proposes perceived organizational support and organizational identification as potential psychosocial mediators, thereby extending previous research.

For testing this model, a correlational study was developed near employees from 12 three to five-stars hotels operating in Portugal. Data were collected through a paper-and-pencil survey, being the participation in the study voluntary and anonymous. 370 employees completed the survey which included measures of the main variables selected from the literature.