

Abstract

Purpose - This research excursion through shipping companies in Vietnam sought to examine if corporate social responsibility (CSR) influences trust, which in turn engenders the chain of effects from upward influence behavior through organizational health to knowledge sharing.

Design/methodology/approach

- Structural equation modeling (SEM) approach contributed to the analysis of 412 responses returned from self-administered structured questionnaires dispatched to 635 middle level managers.

Findings

- From the findings emerged a model of organizational health and its levers such as corporate social responsibility, trust, and upward influence behavior. Ethical CSR was found to nurture high level of trust in the organization.

Originality/value

- Through the findings of the research, the insight into the CSR-based model of organizational health highlights the role of ethical CSR, trust, and organizationally beneficial upward influence tactics in building organizational health in shipping companies in Vietnam business setting.

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