

**Spiritual leadership impact on corporate social responsibility mediating by spiritual
wellbeing
Evidence from the hospitality industry of Lahore Pakistan**



Thesis Defense

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DECLARATION

I, Mr. Muhammad Usman Siddqie **Registration No.** 15004205001 student of MS SHRM in University of Management and Technology, hereby declare that the material printed in the research thesis titled **“Spiritual Leadership impact on Corporate Social Responsibility mediating by Spiritual Wellbeing”** is my own work and has not been printed, published and submitted as research work, thesis or publication in any form in any University, Research institution etc in Pakistan or abroad and material used from other sources has been properly acknowledged / referred.

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DEDICATION

This thesis is dedicated to my beloved parents, family, friends and all those who supported me directly or indirectly in achieving this goal. Their entire support helped me in completing this final project.

I extend a special gratitude to my Supervisor **Dr. Atif Hasan** and Co-Supervisor **Mr. Umar Ayub** who took time out of his busy schedule to listen to my problems relating to research and gave me some useful ideas to approach the problem. His thoughts on leadership styles and CSR were of great value.

Also I would like to thank all my teachers who teaches me and support me throughout my course. Mr Athar Rasheed my class fellow (MS SHRM) help me a lot in some areas he also resolve my many problems regarding thesis.

ACKNOWLEDGEMENT

We would like to thank Almighty Allah who helped me and guided me to this path of enlightenment. Doing thesis on spiritual leadership and corporate social responsibility was a blessing from Allah and I am thankful to Allah for providing me this opportunity to explore the world. The thesis is intended to be treated as an informational guide especially for academics or anyone interested in these types of research.

We are deeply grateful to our respected Supervisor **Dr. Atif Hasan** and Co-Supervisor **Mr. Umar Ayub** who was there for us in every step of this hefty thesis. All the guidance and knowledge he imparted onto us regarding different perspectives on the functioning of prudential regulation were truly helpful in completing this final thesis. Especially the providing of worthy research material for my thesis was a great motivation for us. He truly personified the role of an efficient advisor.

And also, I am grateful to this institutions that participated in this research project.

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ABSTRACT

This thesis main object is to increase the generalizability of spiritual leadership theory as Fry explain many outcomes of spiritual leadership and one of the outcome he predicted is CSR using this theoretical gap we conducted empirical research. In this study we use quantitative methods in which cross sectional study was done and data was collecting through questionnaire. The place of the study is Lahore Pakistan and evidence is taken from the hospitality industry working in Lahore Pakistan. Questionnaire were filled by the employees working in the hospitality industry and our sample size is 226. Seven hypothesis were proposed and all the hypothesis were accepted in this study. The result expand the spiritual leadership generalizability in term of CSR because this gap is not tested yet by the researcher and our study contributes in the body of knowledge while filling this gap. For future researcher and academicians this research will also help them to understand the spiritual leadership theory and its outcomes and its generalizability.

Key words:

Spiritual leadership; Corporate social responsibility; Hospitality industry; Spiritual well being

CHAPTER 1

INTRODUCTION

1. Overview

In this chapter researcher will start the research with background about the topic which lead us towards the problem statement and research objectives then we will write the contribution of this studies and what we are adding in the body of knowledge, what questions we will answer through this research.

1.1 Background of the study

Corporate Social Responsibility (CSR) is one of the most important thing firm may do because it increase the profit margin it also increase the brand value and the customer loyalty (Alrubaiee, Aladwan, Joma, Idris, & Khater, 2017). Based on this approach CSR is not the cost it's the investment to increase the organization outcomes (Angus-Leppan, Metcalf, & Benn, 2010). CSR creates the different between the organizations. It shows organization using CSR getting better profit than those not using CSR (Jain, Vyas, & Roy, 2017). If company want to grow they have to create some CSR with added value to their product or in the eye of user (McWilliams & Siegel, 2000, 2001a; Ramasastry, 2015). CSR can give many advantages to organizations: maximization of company trust and better share position in the market, reinforce corporate picture, pull in and hold most talented workers, lessen the cost, making upper hand, creating competitive advantage and enhanced client loyalty (Vitezić, Vuko, & Mörec, 2012).