

Generosity in Organization

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One of the most important issues is to apply novel concept in management sciences. Align with spirituality at work, Organizational citizenship behavior and positive organizational behavior I want to introduce generosity in organization.

In recent years, an overwhelming body of knowledge is available on generosity & philanthropy in the social sciences. These Researches appears in journals of very different disciplines, including marketing, economics, social psychology, biological psychology, neurology and brain sciences, sociology, political science, anthropology, biology, and evolutionary psychology Bekkers [1] in academic and professional literature and research reports produced by research centers and foundations Vaidyanathan [2].

Although you can find its root in prosocial behavior Hinde [3], Organizational citizenship behavior [4-6], volunteer program Wilson [7], cooperation Dovidio [8], corporate social responsibility, corporate giving, corporate philanthropy and corporate generosity [2], you cannot find a unique acceptable definition that cover all of mentioned terms in different disciplines.

There are some challenges about generosity in organization like

problems in conceptualization, methods and measurement, sampling and response rate that should be considered by interested scholars [1-2].

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