

# **MOTIVATIONS FOR USE OF SOCIAL PRACTICES AIMED AT THE COMMUNITY: COMMITMENT, CALCULATION, CONFORMANCE, AND CARING**

*Adele Santana, University of Northern Iowa, College of Business Administration, 246 Curris Building, Cedar Falls IA 50614, 319 266-1538, adele.queiroz@uni.edu*

## **ABSTRACT**

Social practices are firms' activities that benefit societal groups, or stakeholders, and go beyond the economic function of the organization and beyond what is required from the organization by laws and regulations. Using the institutional perspective, this paper proposes that each social practice used by a firm is motivated by a combination of four mechanisms - commitment, calculation, conformance, and caring. Antecedent environmental factors and individual characteristics that influence each of the motivational mechanisms for social practices that aim at the stakeholder "local community" are proposed

**Keywords:** business-community involvement, organizational motivation, institutional approach, pillars of institutions.