

# **USING A LONGITUDINAL APPROACH TO EXAMINE RELATIONSHIPS BETWEEN SIX SIGMA AND CORPORATE SOCIAL RESPONSIBILITY (CSR) ON FINANCIAL PERFORMANCE OF FINANCE SERVICES INDUSTRY**

*Pinyarat Sirisomboonsuk, College of Business, The University of Texas Permian Basin, 4901 E. University Blvd., Odessa, TX 79762, 432-552-2207, [sirisomboonsuk\\_p@utpb.edu](mailto:sirisomboonsuk_p@utpb.edu)*

*Ray Q. Cao, Marilyn Davies College of Business, University of Houston – Downtown, One Main Street, Houston, TX 77002, 713-221-2747, [caoq@uhd.edu](mailto:caoq@uhd.edu)*

*Vicky C. Gu, College of Business, University of Houston – Clear Lake, 2700 Bay Area Blvd., Houston, TX 77058, 281-283-3205, [guvicky@uhcl.edu](mailto:guvicky@uhcl.edu)*

*James R. Burns, Rawls College of Business, Texas Tech University, 709 Flint Avenue, Lubbock, TX 79409, 806-834-1547, [jim.burns@ttu.edu](mailto:jim.burns@ttu.edu)*

*Steve B. Zhou, Marilyn Davies College of Business, University of Houston – Downtown, One Main Street, Houston, TX 77002, 713-226-5563, [zhoub@uhd.edu](mailto:zhoub@uhd.edu)*

## **ABSTRACT**

We investigate the moderating effect of Six Sigma programs on the relationship between CSR and firm performance in the finance services industry (e.g., banking and insurance). Drawing upon both CSR and Six Sigma literature, we propose and test several hypotheses applying the panel analysis. Our results show that Six Sigma and CSR enhance the firm performance and that the interaction between Six Sigma and CSR also improve the firm performance. This study is among the first to empirically test the effect of CSR on firm performance by explicitly considering how Six Sigma applications can moderate the efficacy of this relationship.

**Keywords:** Corporate social responsibility; Financial performance; Financial services industry; Longitudinal approach; Six Sigma