

## ABSTRACT

Internal Corporate Social Responsibility (CSR) has turn out to be an enormously imperative part of organization's social responsibility. This research empirically explores the concept of internal CSR, its implications in Pakistan, and by what means it enhances the satisfaction and commitment of employees. This study will highlight the context of well managed internal CSR system, which ultimately enhance the production of the firm, and the procedural justice laterally with regimented employee's welfare activities which fallouts in maximum satisfaction and loyalty of employees. Sequential exploratory method is used to accomplish the objectives, two different types of questionnaires for management and for employees were designed, 200 from employees and 15 samples from management were collected. seven interviews are conducted. Data was collected from different organizations of Hyderabad region. Observations after the survey are that organizations of region need to introduce and implement internal CSR practices more affectively. Although employees of organizations with well managed internal CSR practices seems more satisfied and loyal to their organizations. This study will help organizations understand that Implications practices of internal CSR cannot be estimated as expense, but the investment done by firm to enhance employee's satisfaction and ultimately organizational productivity.

**Keywords:** Internal CSR, Job Satisfaction, job performance, CSR-HR nexus, sustainability of organization.