

CONCEPTUALIZING PHILANTHROPIC BEHAVIOR AND ITS ANTECEDENTS OF VOLUNTEERS IN HEALTH CARE

Siti Noormi Alias & Maimunah Ismail
Faculty of Educational Studies, Universiti Putra Malaysia

Abstract

This article aims to identify antecedents of philanthropic behavior as mediated by social networking of professionals in the health care sector. This study is based on reviews of past studies on philanthropic behavior locally and internationally. These reviews were conducted using several keywords such as philanthropy, philanthropic behavior, giving donations, and volunteering through several electronic databases available including Google Scholar, Emerald, SAGE, Springerlink, Science Direct, and Wiley. We found four groups of philanthropic antecedents including extrinsic, intrinsic, social, and organizational factors. Based on this finding, a research framework is developed to be used for future investigation about factors affecting the philanthropic behavior among community health volunteers as mediated by social networking.

Introduction

As recited in Al-Quran:

“Worship none but Allah; treat with kindness your parents and kindred, and orphans, and those in need; speak fair to the people; be steadfast in prayer; and practice regular charity” (Al-Baqarah: 83)

This verse describes the call to do good or philanthropically behave to those in need or underserved, as well to practice regular charity. In Islam, there is zakat (alms-tax) as one of the five pillars of Islam that requires all Muslims to fulfil their responsibility by giving about 2.5% from their possessions (Choudhury & Harahap, 2008; Eckel & Grossman, 2004). In addition to zakat, there are also waqf and sadaqah which also can be considered as Islamic philanthropy (Mohd Zakaria, Abd. Samad, & Shafii, 2012). Philanthropy etymologically refers to “love of mankind” (Fulton & Blau, 2005; Sulek, 2010a). Sulek (2010) refers to philanthropy as “the love of mankind; benevolence towards the whole human family; universal goodwill. It differs from friendship as the latter is an affection for individuals”.

There are several other terms used interchangeably with philanthropic behavior in literature referring to the act of giving to underserved people such as prosocial and altruism. The term prosocial behavior was used in the early 1970s in accordance to the brutal murder of Katherine “Kitty” Genovese murder in 1964 (Penner, Dovidio, Piliavin, & Schroeder, 2005; Kohn, 1990). McDougall (1908) argues that prosocial behavior is the result of “tender emotions” created by the parental instinct. However, most scholars agreed that it refers to any act that is generally beneficial to other people without any specification on its nature (i.e. Penner et al, 2005; Aronson, Wilson, & Akert, 2004; Kohn, 1990). As an example, an individual will be considered prosocially behave when he helps his colleagues in office and helps a child cross the road.

Altruism refers to individual willingness to reduce his own consumption for benefit of others (Foster, Wenseleers, & Ratnieks, 2006; Becker, 1976; Martin, 1994). Studies on altruism were originated from the animal world particularly in kin selection within insect societies (see Foster, Wenseleers, & Ratnieks, 2006) and then being adapted in the human world to force a majority of selfish individuals to cooperate (Fehr & Fischbacher, 2003).

Although the three terms philanthropy, prosocial, and altruism have similarities to certain extent in which to benefit others, however there are differences on its origin and also the environment in which it is applied. In this analysis, philanthropy is chosen due to its extensive use in theory and practice.

The Problem and Its Context

Development of an individual in the community particularly in terms of health care cannot rely solely on local and international courtesy as well as government assistance (Mohd

Zakaria, Abd. Samad, & Shafii, 2012). Additional private philanthropy is necessary to generate more resources and build strong communities (Alam, 2010; Bremer, 2004). Alam (2010) states that the amount of philanthropic giving among Islamic community is estimated between USD250 billion and USD1 trillion annually. In Malaysia, the total of collected zakat in 2011 was RM1.27 billion. This figure does not include the amount of private donations to NGOs, religion schools, or any other charity institutions. This act of philanthropic giving by individual, whether it is compulsory or voluntary in nature, is worth to be studied because it is one of the approaches to reduce the wealth gap within societies (Mohd Zakaria, Abd. Samad, & Shafii, 2012). Moreover, as the “government’s health care system strives to function efficiently, by encouraging preventive and primary care, improve quality, and overcome nonfinancial barriers to care” increased the needs for community health workers and volunteers to provide outreach and linkages between communities and delivery systems, provide health education, and other primary care as well as improve quality by contributing to patient-provider communication, continuity of care, and consumer protection (Witmer, Seifer, Finocchio, Leslie, & O’Neil, 1995, p. 1055). From this philanthropically activities that go beyond the requirement, several questions arise: Why people give money and time to the philanthropic causes? What drives people toward donating and volunteering activities?

Vast literature is available on philanthropic behavior from various disciplines including sociology, social psychology, public economics, management, and nonprofit and voluntary sector. However, according to Lindahl and Conley (2002) philanthropy is “a field in need of a greater base of substantive, objective research rather than a casual acceptance of anecdotal evidence”. It is also realized that the philanthropic behavior can be analysed from the perspective of community development or its larger area of human resource development because the action involves human resources as the implementor and the target group. Based on the problem and the context presented above, this paper aims to analyze the driven factors lead to philanthropic behaviour of individuals particularly the volunteers as mediated by social networking based on reviews of past studies. This analysis may serve as a reference for more empirical research in the future. These factors have been divided into four groups: extrinsic, intrinsic, social, and organizational factors as the antecedents or independent variables, philanthropic behavior as the dependent variable and social networking as the mediator.

The following section of this article covers the following subtopics: theorizing philanthropic behaviour which include philanthropy, theories of philanthropy, and antecedents of philanthropy. The paper ends with a conclusion in which a framework describing the relationship between the four antecedents of philanthropic behavior (i.e. extrinsic, intrinsic, social, and organizational antecedents) is developed, through which suggestion is made in terms of the existence of mediating role in exploring the relationship between the variables.

Theorizing Philanthropic Behaviour and Its Antecedents

Philanthropy

Eventhough the there are vast empirical studies as well as conceptual ideas can be found in literature (see i.e. Jackson, 2013; Kim, 2012; Opoku, 2012; Apinunmahakul & Devlin, 2008), however there are still not much evidence on philanthropic actions in Malaysia. To date, several philanthropic studies available in Malaysia include Cogswell’s (2002) study on multiethnic philanthropy in Malaysia. Cogswell suggests that philanthropic activities in Malaysia remains as ethnic specific, often targeted to the religious or cultural preservation of the ethnic group. She also highlights that Malaysia is blessed with philanthropists and charity leaders who are dedicated, undaunted by political realities, and courageous in their determination to make the country a better place to live. Mohd Zakaria, Abd. Samad, and Shafii (2012) who explored waqf practices in Malaysia find out that the waqf practices have a potential of narrowing social distance and reducing inequalities among societies. Daldeniz and Hampton (2010), who compared volunteering activities between Nicaragua and Malaysia find out in the study that there is similarity in personal motivations to embark on the volunteering activities between the two countries.

Eikenberry (2005) suggests that philanthropy refers to individual contributions for public good, focused on quality of life. Individual contributions in terms of money or other tangible resources are desired to help the needy and it becomes an indicator of moral responsibility (Cheal, 1986), however they are not regarded as irresponsible if they do not philanthropically behave (Carroll, 1991). Besides, philanthropy also refers to relief of suffering and improved quality of life for all humankind, and are measured by volunteerism, service to underserved peoples, and concern for the health of society as a whole (Smith & Weaver, 2006). Philanthropic actions involve two major activities, donating and volunteering (Bryant, Jeon-Slaughter, Kang, & Tax, 2003). Hence, understanding donating and volunteering behavior would better increase our appreciation about the nature of philanthropic behavior and factors affecting it among individuals such as volunteers.

Donating

Donating involves activities of giving money, properties or any tangible goods to an individual, organization, or certain upcoming special event (Bryant, Jeon-Slaughter, Kang, & Tax, 2003; Lindskold, Forte, Haake, & Schmidt, 1977). In more specific word, Bekkers and Wiepking (2011) define charitable giving as the voluntary donation of money to an organization benefiting others beyond one's own family. For example, in accordance to Typhoon Haiyan disaster on 8 November, 2013 affecting more than 11 million people in the Philippines, leaving many dead, injured, and homeless, International Federation of Red Cross and Red Crescent Societies (IFRC) and Mercy Malaysia have launched Typhoon Haiyan Appeal to assist in the relief and recovery work. In addition to its website, the appeal also done through social networking (e.g. facebook). This type of philanthropic engagement goes beyond country borders.

Volunteering

While donating involves distribution of wealth, volunteering related to time and effort is spent to help and serve the underserved people (Bryant, Jeon-Slaughter, Kang, & Tax, 2003). Penner, (2002, p.447) suggests "volunteerism involves long-term, planned, prosocial behaviors that benefit strangers, and usually occur in an organizational setting". Volunteerism is said to be more familiar in organizational setting because as high as 85% work as part of an organization (Independent Sector, 1999). Volunteers play an important role in running the non-governmental organizations (Bakker, Van Der Zee, Lewig, & Dollard, 2006). The voluntary sector plays a vital role especially in dealing with various challenging social issues in the society (Sargeant & Lee, 2004). As example, in response to the Typhoon Haiyan again, the Philippines Red Cross has deployed assessment and rescue teams to the affected areas known as Yolanda to evaluate the damage and to support rescue efforts (IFRC, 2013). Responding to the same disaster, the Mercy Malaysia volunteers were already in the area, knowing their assistance would be needed in the aftermath. More and more volunteers especially medical and logistic volunteers will be deployed in the mission (Mercy Malaysia, 2013).

Theories of Philanthropy

Four theories are used in this study to conceptualize the philanthropic behavior that include dominant statuses approach, social identity approach, theory of conformity, and organizational support theory. Details explanation about these theories in relations to antecedents of philanthropic behavior are discussed as follows.

Dominant Statuses Approach

This model of dominant statuses approach was established by Lemon, Palisi, and Jacobson, (1972). This model argues that people will participate more in philanthropic activities if they hold "dominant" statuses, such as religion, educational level, marital status, age, and income gender (Smith, 1983). Lemon, Palisi and Jacobson (1972, p.32) define a "dominant status position" as "that category on a social dimension which is commonly accorded the highest amount of value in relation to other categories by the members of a group or society." This shows that the most valued category of a given social dimension may vary through time and among groups or societies. People may also be motivated to give time and money, as they have stake in the

community (Oesterle, Johnson, & Mortimer, 2004). This theory or approach is a simple but powerful in explaining the role of extrinsic variables in philanthropic action (Smith, 1975). This theory has been used by Ishio's (2010) study on sociodemographic variables on American patriotism, as well as in Pieterse and Carter's (2010) study on the relationship between perceived racism and psychological functioning as moderated by racial identity status attitudes.

Social Identity Approach

A basic assumption in this theory is that people tend to think of themselves in terms of groups and organizations in which they belong (Boezeman & Ellemers, 2008b). As a result of social identification (or self-categorization) processes, people may develop a sense of psychological attachment to their organization(s), which can be an important predictor of their motivated behavior (Ellemers, 2001; Ellemers, De Gilder, & Haslam, 2004). Thus, based on this theory, it is assumed that a person will put an effort and suit himself to be part of particular group. As an example, if one is attracted by their peers or colleagues of doing philanthropic behavior, in accordance, he or she will do the same.

Theory of Conformity

This theory of conformity assumed that people care about how others perceive them, thus they strive to conform to social norm (Bernheim, 1994; Meer, 2011). As a result of conforming to social norm, peer influences, and social interactions, different patterns of social conformity can be seen including involvement in philanthropic activities (Finnemore & Sikkink, 1998; Manski, 1993).

Organizational Support Theory

Organizational support theory was developed from the social exchange perspective in order to explain about the member-organization relationships (Loi, Ngo, & Foley, 2006). It is assumed that organizational factors are linked to evaluations of respect, which in turn could enhance individual engagement and contributions to the organization, one of which is philanthropic engagement (Boezeman & Ellemers, 2008a; Boezeman & Ellemers, 2008b).

Antecedents of Philanthropic Behavior

Extrinsic/Demographic Factors

According to Kottasz (2004) and Sargeant (1999), extrinsic antecedents are similar to those demographic variables that influence individual's behaviour such as philanthropic behaviour. These variables of individual demographic background are well-known and well studied (Smith, 1994), undoubtedly, it becomes among the prominent indicators for people to donate or volunteer their time (Sargeant & Lee, 2004). Examples of extrinsic factors are gender, religion, age, educational level, profession, marital status, number of children in the household, income (Apinunmahakul & Devlin, 2008; ; Sargeant & Lee, 2004; Smith, 1994).

A study conducted by Kottasz (2004) among young affluent males and females found that there are significant differences between male and female donors. Male are more likely to donate to the arts sector in return for social rewards, whereas women tend to give to charities and gain personal recognition from it. Religion plays an important role in enhancing philanthropic behavior through associational activities and giving for public purposes (Hall, 2006). Bekkers and Wiepking (2011) identified four groups of characteristics under religion: (1) religious membership; (2) religious participation; (3) religious preference; and (4) religious belief. They report that religious members and active participants are more likely to engage in charitable giving and donate with higher amounts of money and participation.

The level of education is also one of extrinsic variables correlates to philanthropic behavior (Bekkers & Wiepking, 2011). Many studies have shown that giving and volunteering increase with level of education (i.e. Apinunmahakul & Devlin, 2008; Brown & Lankford, 1992). In fact, Apinunmahakul and Devlin's (2008) study among 18,301 individuals representing the Canadian population aged 15 or older found that people with a university education are clearly more likely to give and to give more than those with any other level of education. Indeed, Glaeser, Laibson, and Sacerdote (2002) conclude that education is strongly linked to both human and

social capital in which better educated individuals are more aware about the needs of underserved people who then foster the development of social capital. Following education, type of profession also shows variations in the degree of philanthropic behavior. For instance, many volunteers from the Mercy Malaysia who went for health care mission abroad (such as in Aceh and Afghanistan) were para-medical professionals and doctors from the medical sector.

Obviously, higher income households donate higher amounts than lower income (Apinunmahakul & Devlin, 2008; Bekkers, 2006). However, only two studies from US found that there is no significant effect of income on philanthropic behavior. However, these studies are only a field experiment with mail solicitations in central Florida (List, 2004), and a study of donations to panhandlers (Lee & Farrell, 2003).

Intrinsic/Individual Factors

Individual antecedents or personal intrinsic also can explain philanthropic behavior. It refers to individual motives for electing to give money and time (Kottasz, 2004). Several intrinsic factors include egoistic and altruistic behaviours (Kottasz, 2004), personality such as extraversion and assertiveness (Smith, 1994). Egoistic driven factors attract individual involvement in philanthropic activities for a person's own welfare through rewards obtained for helping or avoid punishment for not helping (Cialdini, Reno, & Kallgren, 1990). Meanwhile, altruistic driven factor or for the sake of other people has the ultimate goal of helping the needy (Martin, 1994) even it costs the person's interest (Kottasz, 2004) or simply called "crowding out" effect by Bekkers and Wiepking (2007). However, whether the true altruism exists is still debated (Bekkers & Wiepking, 2007; Kottasz, 2004). Findings from Payne's (1998) study among 430 non-profit organizations (NPOs) show that private donations to these NPOs do not effectively vary with changes in government grants. Similar finding also observed in Brooks's (2003) study in which an increase in public funding has no effect on total donations.

From an early study on the relationship between individual personality with donating behavior among 217 respondents of whom 155 are donors (Yavas, Riecken, & Parameswaran, 1981), the personality variables failed to differentiate between donors from non-donors. Interestingly, more recent studies reveal that philanthropic behavior significantly correlate with individual personality (Sargeant, Ford, & Hudson, 2008; Bekkers, 2006). Bekkers' (2006) study on the relationships of personality characteristics to charitable giving, postmortem organ donation, and blood donation among households in Netherlands found that donations increase with emotional stability and extraversion. In addition, personality characteristics are related to specific types of giving (i.e. agreeableness to blood donation, empathy concern to charitable giving, and prosocial value orientation to postmortem organ donation).

Social Antecedents

A need to belong or a need for social interactions is a fundamental human motivation in human interpersonal behavior (Baumeister & Leary, 1995). Thus, individuals involvement in philanthropy activities can also be motivated by social factors such as a desire to fulfil social interaction with others or as a result of the social interaction itself. Besides, there are also people who give their time and money for philanthropic purposes because they are asked to do so. As an example, Bryant, Jeon-Slaughter, Kang, and Tax (2003) found from 78% of respondents were asked and solicited to donate money or property, 85% of those donated some money or property; Lindskold, Forte, Haake, & Schmidt's (1977) study involving about 3000 pedestrians shows that the direct appeal was more successful than the impersonal appeal.

Peer pressure also leads to philanthropic behavior. Meer (2011) used data from a university to find out whether alumni are more likely to give when they are solicited by someone to whom they have social ties. The study found that social ties play a strong causal role in influencing individual decision to donate. This evidence reflects back to the role of family institution as a paramount push factor to the involvement of their child in philanthropic activities.

Individuals involvement in philanthropic activities or other social roles recognized by others can increase person's image (Hu, 1994). Ariely, Bracha, and Meier's (2009) study shows that image is a vital driven to philanthropic behavior. This finding is consistent with the study of Wang, Abdur Razzaque, and Kau (2007) which was conducted among consumers in the People's

Republic of China (PRC), they found that the image affect the importance attached to gift-giving, the amount given and the choice of brand.

Organizational Antecedents

Philanthropic behavior specifically volunteerism occurs in an organizational context (Penner, 2002). Thus, it is essential to discuss the organizational variables that are most likely to influence individual involvements in this context. Different people will have different preferences when they had thought about giving time and money for a certain kind of non-governmental organization (Penner, 2002). Holland (1997) in her qualitative study among 35-40 faculty administrators and students identify seven organizational factors that can influence a person willingness to volunteer or give donations. The factors are organizational goals, hiring and promotion system, organization structure, volunteers' work specification, flexibility (i.e. composition and rewards), institutions role, community service, and research and publication.

Boezeman and Ellemers (2008b) argue that pride in the organization and respect obtained from the organization predicts organizational commitment among volunteers. In addition, organizational factors including organizational size (i.e. Trussel & Parsons, 2007), organizational justice, trust, and organizational citizenship behavior (i.e. Wong, Ngo, & Wong, 2006; Loi, Ngo, & Foley, 2006). Organizational factors in this context of voluntary sector refers to how members of an organization running its activities such as fundraising, hiring and maintaining volunteers then goes to how all of these resources (i.e. money and human resources) being distributed to help the underserved people in community.

Organizational factor, as example trust, is an important element towards development of governance structures (Herzlinger, 1996) through credibility and legitimacy of charity institutions (Sargeant & Lee, 2004). Melendez (2001, p.121) highlighted that "nonprofit organizations must earn the public trust every day in order to ensure donors of their trustworthiness and effectiveness. Donors do not contribute to organizations they do not trust and about which they do not feel confident".

Sargeant and Lee (2004) show that as shown in perceived organizational trust leads to commitment and further develop giving behavior among charity givers. Therefore, organizational factors cannot be neglected even though people are doing work for public good. Another finding that can be extracted from the Sargeant and Lee's (2004) study is that about the existence of moderating effect of commitment between trust-giving behavior relationship. This suggests that the relationship between extrinsic, intrinsic, social, and organizational antecedents with philanthropic behavior might be direct or indirect relationship. Hence, there is a need to confirm this relationship. Moreover, the number of empirical research which included the moderating variable in their study is still scarce.

Social Networking as Mediator

Social networks, by its nature can influence individual willingness to cooperate and commit to philanthropic behavior for the public good (Fowler & Christakis, 2010). Scholars studying individual cooperation to certain activities particularly philanthropic behavior recently have turned their attention to the role of social networks in enhancing their willingness to help the underserved people (Ohtsuki, Hauert, Lieberman, & Nowak, 2006), however, to date the empirical studies on the role of social networking as a mediating effect specifically on philanthropic behavior are still less explored (Fowler & Christakis, 2010). Several studies that employed the social network as mediator variable include Cattell (2001) qualitative study on the mediating role of social networks on poverty and wellbeing. This result of the study shows the complexity of social networks as mediating variable between the two variables. Another study highlights the social network as mediator is Zhou, Wu, and Luo (2007). This study explains the relationship between internalization and firm performance. Even though the study does not directly relate to philanthropic behavior, however it shows the potential role of social network as mediating variable between the linear relationship between two variables.

Figure 1 shows the framework consisting the above four groups of antecedents (i.e. extrinsic, intrinsic, social, and organizational factors), social networking as the mediator towards philanthropic behavior.

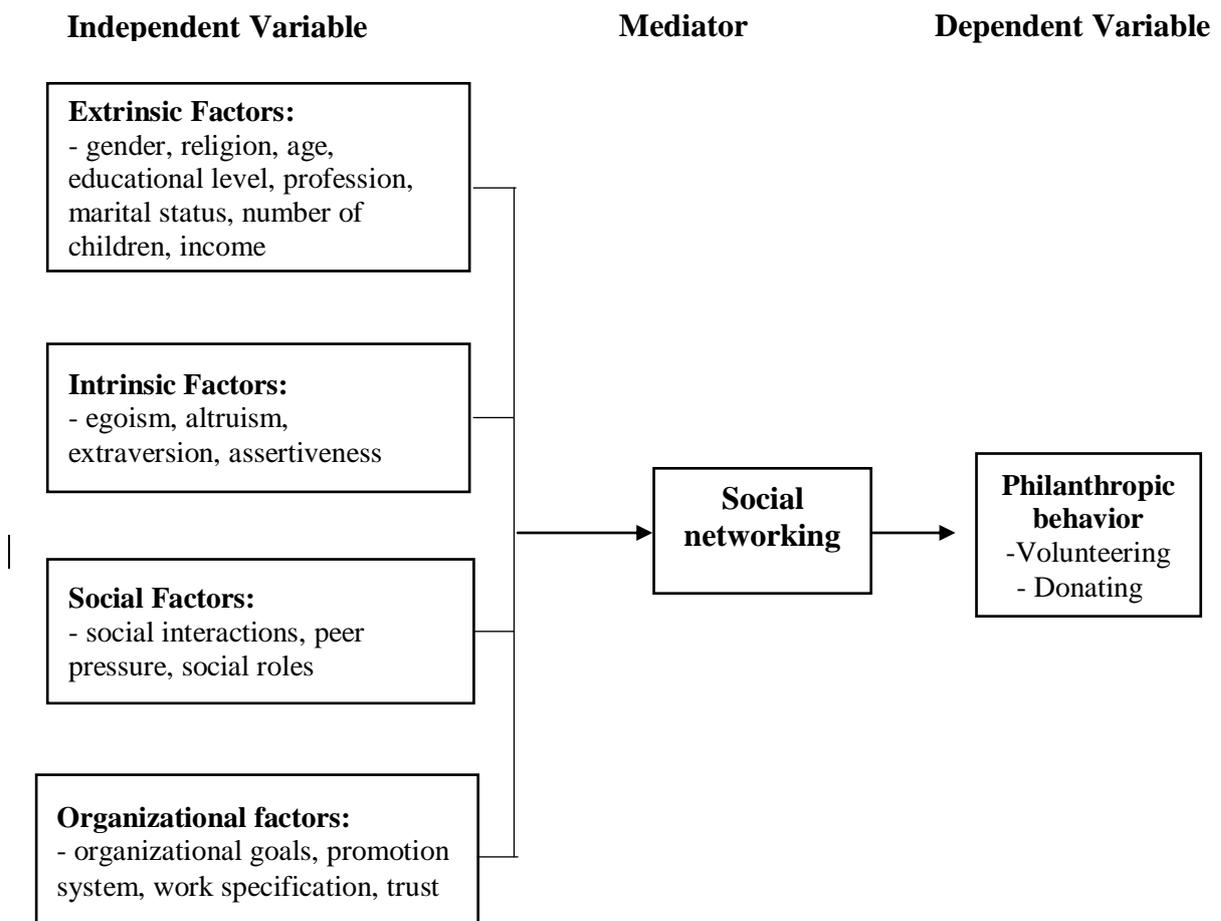


Figure 1. Antecedents of Philanthropic Behavior and the Mediator

Conclusion

Philanthropic behavior is a type of activity executed by an individual for the purpose of helping people in need. Two major types of actions of philanthropic behavior are giving and volunteering. This analysis answers to the question of why people decide to offer their help to others, which can be explained by four groups of antecedents as described in the framework developed. The four groups of antecedents are extrinsic, intrinsic, social, and organizational factors. It is suggested that for future studies should be conducted to test the linear relationship between these antecedents and the philanthropic behavior with the existence of moderating variables in the model. Consequently, empirical evidence that could be obtained based on this framework may contribute to the literature of the emerging philanthropic behavior of individuals particularly in the health care sector based on Malaysian context.

REFERENCES

- Alam, N. (2010). *Islamic venture philanthropy: A tool for sustainable community*. Retrieved from http://papers.ssrn.com/sol3/papers.cfm?abstract_id=1565859
- Apinunmahakul, A., & Devlin, R. A. (2008). Social networks and private philanthropy. *Journal of Public Economics*, 92(1-2), 309-328.
- Ariely, D., Bracha, A., & Meier, S. (2009). Doing good or doing well? Image motivation and monetary incentives in behaving prosocially. *The American Economic Review*, 99(1), 544-555.
- Aronson, E., Wilson, T., & Akert, R. (2004). *Social psychology, media, and research update* (Vol. Fourth Ed). Upper Saddle River, New Jersey: Pearson Education.
- Bakker, A. B., Van Der Zee, K. I., Lewig, K. A., & Dollard, M. F. (2006). The relationship between the Big Five personality factors and burnout: A study among volunteer counselors. *The Journal of Social Psychology*, 146(1), 31-50.
- Baumeister, R. F., & Leary, M. R. (1995). The need to belong: Desire for interpersonal attachments as a fundamental human motivation. *Psychological Bulletin*, 117(3), 497-529.
- Becker, G. S. (1976). Altruism, egoism, and genetic fitness: Economics and sociobiology. *Journal of Economic Literature*, 14(3), 817-826.
- Bekkers, R. (2006). Traditional and health-related philanthropy: The role of resources and personality. *Social Psychology Quarterly*, 69(4), 349-366.
- Bekkers, R., & Wiepking, P. (2007). *Generosity and philanthropy: A literature review*. John Templeton Foundation and Netherlands Organization for Scientific Research (NWO).
- Bekkers, R., & Wiepking, P. (2011). Who gives? A literature review of predictors of charitable giving part one. *Voluntary Sector Review*, 2(3), 337-365.
- Bernheim, B. D. (1994). A theory of conformity. *Journal of Political Economy*, 102(5), 841-877.
- Bidin, A. (2008). Corporate social responsibility: Trends and developments in Malaysia. *Jurnal Undang-Undang dan Masyarakat*, 12, 175-189.
- Boezeman, E. J., & Ellemers, N. (2008). Volunteer recruitment: The role of organizational support and anticipated respect in non-volunteers' attraction to charitable volunteer organizations. *Journal of Applied Psychology*, 93(5), 1013-1026.
- Boezeman, E., & Ellemers, N. (2008). Pride and respect in volunteers' organizational commitment. *European Journal of Social Psychology*, 38(1), 159-172.
- Bremer, J. (2004). Islamic philanthropy: Reviving traditional forms for building social justice. *CSID Fifth Annual Conference: Defining and Establishing Justice in Muslim Societies* (pp. 1-26). Washington, DC: University of North Carolina: Chapel Hill, US.
- Brooks, A. C. (2003). Do government subsidies to nonprofits crowd-out donations or donors? *Public Finance Review*, 31(2), 166-179.

- Brown, E., & Lankford, H. (1992). Gifts of money and gifts of time: Estimating the effects of tax prices and available time. *Journal of Public Economics*, 47(3), 321-341.
- Bryant, W. K., Jeon-Slaughter, H., Kang, H., & Tax, A. (2003). Participation in philanthropic activities: Donating money and time. *Journal of Consumer Policy*, 26(1), 43-73.
- Carroll, A. B. (1991). The pyramid of corporate social responsibility: Toward the moral management of organizational stakeholders. *Business Horizons*, July-August, 39-48.
- Cattell, V. (2001). Poor people, poor places, and poor health: The mediating role of social networks and social capital. *Social Science & Medicine*, 52(10), 1501-1516.
- Cheal, D. J. (1986). The social dimensions of gift behaviour. *Journal of Social and Personal Relationships*, 3(4), 423-439.
- Choudhury, M. A., & Harahap, S. S. (2008). Interrelationship between zakat, Islamic bank, and the economy: A theoretical exploration. *Managerial Finance*, 34(9), 610-617.
- Cialdini, R. B., Reno, R. R., & Kallgren, C. A. (1990). A focus theory of normative conduct: Recycling the concept of norms to reduce littering in public places. *Journal of Personality and Social Psychology*, 58(6), 1015-1026.
- Cogswell, E. (2002). Private philanthropy in Multiethnic Malaysia. *Macalester International*, 12(1), 105-121.
- Daldeniz, B., & Hampton, M. P. (2010). Charity-based voluntourism versus 'lifestyle' voluntourism: Evidence from Nicaragua and Malaysia. *Working paper No. 211*. University of Kent.
- Eckel, C. C., & Grossman, P. J. (2004). Giving to secular causes by the religious and nonreligious: An experimental test of the responsiveness of giving to subsidiaries. *Nonprofit and Voluntary Sector Quarterly*, 33(2), 271-289.
- Eikenberry, A. M. (2005). Fundraising or promoting philanthropy? A qualitative study of the Massachusetts catalogue for philanthropy. *International Journal of Nonprofit and Voluntary Sector and Marketing*, 10(3), 137-149.
- Fehr, E., & Fischbacher, U. (2003). The nature of human altruism. *Nature*, 425(6960), 785-791.
- Finnemore, M., & Sikkink, K. (1998). International norm dynamics and political change. *International Organization*, 52(4), 887-917.
- Foster, K. R., Wenseleers, T., & Ratnieks, F. L. (2006). Kin selection is the key to altruism. *TRENDS in Ecology and Evolution*, 21(2), 57-60.
- Fowler, J. H., & Christakis, N. A. (2010). Cooperative behavior cascades in human social networks. *Proceedings of the National Academy of Sciences of the United States of America*, 107(12), 5334-5338.
- Fulton, K., & Blau, A. (2005). *Cultivating change in philanthropy: A working paper on how to create a better future*. Monitor Company Group, LLP.
- Glaeser, E. L., Laibson, D., & Sacerdote, B. (2002). An economic approach to social capital. *The Economic Journal*, 112(483), F437-F458.
- Hall, P. D. (2006). A historical overview of philanthropy, voluntary associations, and nonprofit organizations in the United States, 1600-2000. In W. Powell, & R. Steinberg, *The*

- nonprofit sector: A research handbook* (pp. 32-65). United States of America: Yale University Press.
- Herzlinger, R. E. (1996). Can public trust in nonprofits and governments be restored? *Harvard Business Review*, 74(2), 97-103.
- Holland, B. (1997). Analyzing institutional commitment to service: A model of key organizational factors. *Michigan Journal of Community Service Learning*, 4(1), 30-41.
- Hu, H. C. (1994). The Chinese concepts of "face". *American Anthropologist*, 46(1), 45-64.
- International Federation of Red Cross and Red Crescent Societies (IFRC)*. (2013, November 15). Retrieved from Typhoon Haiyan: <http://www.ifrc.org/what-we-do/disaster-management/responding/ongoing-operations/typhoon-haiyan/>
- Ishio, Y. (2010). Social bases of American patriotism examining effects of dominant social statuses and socialization. *Current Sociology*, 58(1), 67-93.
- Jackson, S. (2013). The evolution of philanthropy and CSR: Making it matter. *CSRwire Talkback*, Available at <http://www.csrwire.com/blog/posts/730-the-evolution-of-philanthropy-and-csr-making-it-matter>, 1-2.
- Kim, N. (2012). Toward the use of human resource development for societal development: Issues, challenges, and opportunities. *Advances in Developing Human Resources*, 14(3), 345-354.
- Kohn, A. (1990). *The brighter side of human nature: Altruism and empathy in everyday life*. New York: BasicBooks.
- Kottasz, R. (2004). Differences in the donor behavior characteristics of young affluent males and females: Empirical evidence from Britain. *Voluntas: International Journal of Voluntary and Nonprofit Organizations*, 15(2), 181-203.
- L. W., & Conley, A. T. (2002). Literature review: Philanthropic fundraising. *Nonprofit Management and Leadership*, 13(1), 91-112.
- Lemon, M., Palisi, B. J., & Jacobson, P. E. (1972). Dominant statuses and involvement in formal voluntary associations. *Nonprofit and Voluntary Sector Quarterly*, 1(2), 30-42.
- Lindskold, S., Forte, R. A., Haake, C. S., & Schmidt, E. K. (1977). The effects of directness of face-to-face requests and sex of solicitor on street corner donations. *The Journal of Social Psychology*, 101(1), 45-51.
- Loi, R., Ngo, H. Y., & Foley, S. (2006). Linking employees' justice perceptions to organizational commitment and intention to leave: The mediating role of perceived organizational support. *Journal of Occupational and Organizational Psychology*, 79(1), 101-120.
- Manski, C. F. (1993). Identification of endogenous social effects. *The Review of Economic Studies*, 60(3), 531-542.
- Martin, M. W. (1994). *Virtuous giving: philanthropy, voluntary services and caring*. Bloomington, IN: Indiana University Press.
- McDougall, W. (1908). *Social Psychology*. London: Methuen.
- Meer, J. (2011). Brother, can you spare a dime? Peer pressure in charitable solicitation. *Journal of Public Economics*, 95(7), 926-941.

- Melendez, S. E. (2001). The nonprofit sector and accountability. *New Directions for Philanthropic Fundraising*, 31, 121-132.
- Mercy Malaysia. (2013, November 15). Retrieved from Typhoon Haiyan: http://www.mercy.org.my/upload/Thphoon_Haiyan_Poster.pdf
- Mohd Zakaria, A., Abd. Samad, R., & Shafii, Z. (2012). Venture philanthropy - Waqf practices and its implementation: Scenario in Malaysia. *International Journal of Business, Economics, and Law*, 1, 108-115.
- Oesterle, S., Johnson, M. K., & Mortimer, J. T. (2004). Volunteerism during the transition to adulthood: A life course perspective. *Social Forces*, 82(3), 1123-1149.
- Ohtsuki, H., Hauert, C., Lieberman, E., & Nowak, M. A. (2006). A simple rule for the evolution of cooperation on graphs and social networks. *Nature*, 441(7092), 502-505.
- Opoku, R. A. (2012). Examining the motivational factors behind charitable giving among young people in a prominent Islamic country. *International Journal of Nonprofit and Voluntary Sector Marketing*.
- Payne, A. A. (1998). Does the government crowd-out private donations? New evidence from a sample of non-profit firms. *Journal of Public Economics*, 69(3), 323-345.
- Penner, L. A. (2002). Dispositional and organizational influences on sustained volunteerism: An interactionist perspective. *Journal of Social Issues*, 58(3), 447-467.
- Penner, L. A., Dovidio, J. F., Piliavin, J. A., & Schroeder, D. A. (2005). Prosocial behavior: Multilevel perspectives. *Annual Reviews of Psychology*, 56, 365-392.
- Pieterse, A. L., & Carter, R. T. (2010). The role of racial identity in perceived racism and psychological stress among Black American adults: Exploring traditional and alternative approaches. *Journal of Applied Social Psychology*, 40(5), 1028-1053.
- Sargeant, A. (1999). Charitable giving: Towards a model of donor behavior. *Journal of Marketing Management*, 15(4), 215-238.
- Sargeant, A., & Lee, S. (2004). Trust and relationship commitment in the United Kingdom voluntary sector: Determinants of donor behavior. *Psychology and Marketing*, 21(8), 613-635.
- Sargeant, A., Ford, J. B., & Hudson, J. (2008). Charity brand personality: The relationship with giving behavior. *Nonprofit and Voluntary Sector Quarterly*, 37(3), 468-491.
- Sector, I. (1999). *Giving and volunteering in United States 1999: Executive summary*. Washington, DC.
- Smith, D. H. (1975). Voluntary action and voluntary groups. *Annual Review of Sociology*, 1, 247-270.
- Smith, D. H. (1994). Determinants of voluntary association participation and volunteering: A literature review. *Nonprofit and Voluntary Sector Quarterly*, 23(3), 243-263.
- Smith, J. K., & Weaver, D. K. (2006). Capturing medical students' idealism. *Annals of Family Medicine*, 4(1), 32-37.
- Sulek, M. (2010a). On the modern meaning of philanthropy. *Nonprofit and Voluntary Sector Quarterly*, 39(2), 193-212.

- Trussel, J. M., & Parsons, L. M. (2007). Financial reporting factors affecting donations to charitable organizations. *Advances in Accounting*, 23, 263-285.
- Wang, Q., Abdur Razzaque, M., & Kau, A. K. (2007). Chinese cultural values and gift-giving behavior. *Journal of Consumer Marketing*, 24(4), 214-228.
- Witmer, A., Seifer, S. D., Finocchio, L., Leslie, J., & O'Neil, E. H. (1995). Community health workers: Integral members of the health care work force. *American Journal of Public Health*, 85(8), 1055-1058.
- Wong, Y. T., Ngo, H. Y., & Wong, C. S. (2006). Perceived organizational justice, trust, and OCB: A study of Chinese workers in joint ventures and state-owned enterprises. *Journal of World Business*, 41(4), 344-355.
- Yavas, U., Riecken, G., & Parameswaran, R. (1981). Personality, organization-specific attitude, and socioeconomic correlates of charity giving behavior. *Journal of the Academy of Marketing Science*, 9(1-2), 52-65.
- Zhou, L., Wu, W. P., & Luo, X. (2007). Internationalization and the performance of born-global SMEs: The mediating role of social networks. *Journal of International Business Studies*, 38(4), 673-690.