

**GHANA INSTITUTE OF JOURNALISM**

**SCHOOL OF GRADUATE STUDIES AND RESEARCH**

**ASSESSING THE IMPACT OF CORPORATE SOCIAL RESPONSIBILITY  
(CSR) ON SUSTAINABLE DEVELOPMENT: A STUDY OF MOBILE WEB  
GHANA & GHANA RUBBER ESTATE**

**BY**

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## DECLARATION

I hereby declare that this dissertation is the result of my own in-depth research, with the exception of references to other related works, which have been duly acknowledged in this project work. This research was carried out at Mobile Web Ghana and Ghana Rubber Estate under the supervision of Dr Charles Asare Bamfo.

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## SUPERVISOR'S DECLARATION

I hereby declare that the preparation and the submission of this dissertation was duly supervised by me in accordance with the guidelines for writing dissertation laid down by the Ghana Institute of Journalism.

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## **DEDICATION**

This research work is dedicated to God Almighty.

## **ACKNOWLEDGEMENT**

I would like to express my special thanks of gratitude to God who guided me through the thick and thin times in this research work. I would not have made it this far without the fervent prayers of our beloved parents. I thank all the lecturers of the Ghana Institute of Journalism for moulding me, especially my supervisor, Dr Charles Bamfo for his patience, guidance and useful criticisms for this dissertation. I would like to extend my sincerest gratitude the management and staff of Mobile Web Ghana and Ghana Rubber Estate for their timely support and contribution to this research work.

God bless you all.

## **ABSTRACT**

Corporate Social Responsibility, CSR has become one of the key avenues for companies and organisation to contribute directly to the development of the society or community they operate in. This research assessed the impact of these activities on the sustainable development of the various communities or publics at the receiving end of these gestures. Organisations have now tailored their CSR activities directly in line with the Sustainable Development Goals for a maximum impact in society. These activities do not only feed into the need of the communities but also the general need of the country to achieve a sustainable development that can help the next generation. The impact of CSR is great in Ghana as most companies use the platform to buy goodwill from the clients and the public as being the most valuable companies giving back to society and supporting their development. Most companies now tailor their CSR activities to suit the Sustainable Development Goals. Various companies have outlined social change and human capital development as some of the key determinant of these CSR activities. Giving back to society and growing ones brand in the community of operation still remain another central drive for these CSR activities. This shows that CSR activities are not just undertaken for the sake of it but rather it a well research area for companies to be able to meet the needs of the beneficiary communities. More companies are leveraging on the CSR to be seen as a good enterprise in society but most companies will have to position their CSR activities to fit the world plan that is the SDGs to the greater good of the whole world and not just the community.

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# CHAPTER ONE

## INTRODUCTION

### 1.0 Background

Corporate Social Responsibility (CSR) is a concept where companies integrate social and environmental concerns into their business operations and their interaction with their stakeholders on a voluntary basis (EU Commission, 2002). Organizations are in a quest to get socially accepted by the various communities, they find themselves operating in. For this reason, they embark on various projects voluntarily and find the need in collaborating with the inhabitants to come up with, what is appropriately seen as solutions to a problem identified in the community. Organizations while embarking on acceptance, also indirectly seek to draw inhabitants in these communities as consumers for their products and services.

Corporate Social Responsibility (CSR) is also a concept which has become very dominant in business reporting where there are policies in every corporation on corporate Social Responsibility activities and the production of detailed annual reports on Corporate social responsibility activities (Crowther&Aras,2008). Generally, Corporate Social Responsibility has been understood to be the way businesses or corporate organizations integrate social, environmental and economic concerns into their values, culture, decision-making, strategy and operations in a transparent and more accountable manner and thereby establishing better practices within the organization, creating wealth and improving the society in which they find themselves in.

It has become the mandate for most businesses to embark on some kind of Corporate Social Responsibility (CSR) campaigns which could be within their organizations (internally) or externally (in the community) and thereby shape the perception of exploiting the society by giving back to that same society.

Corporate Social Responsibility (CSR) is believed to have a positive relationship with a company's goodwill and thereby have a positive impact on consumer's behaviour since consumers are the first stakeholder group (Helmer& Stahl, 2009). There is a tendency today for companies to treat their consumers as key stakeholders since the importance of brand image has increased (Singh, Sanchez & del Bosque, 2008). However, there is no in-depth measurement available on the impact of Corporate Social Responsibility initiatives on business performance and more importantly for the purpose of this study, influencing consumers to be more aligned to that particular organization. Corporate Social Responsibility (CSR) began in the 1920s as a concept, failed to become a serious topic amongst business leaders until the 1950s due to the Great Depression and World War II.

It was however in the spotlight in 1951 when Frank Abrams, chairman of the board for Standard Oil of New Jersey, published an article in Harvard Business Review where he stated that it was a business' obligation: "to conduct the affairs of the enterprise to maintain an equitable and workable balance among the claims of the various directly interested groups, a harmonious balance among stockholders, employees, customers, and the public at large" (Frederick, 2006).

However, in 1953, a book "The Social Responsibilities of the Businessman" was published by Howard Bowen who then made the first significant scholarly contribution. In his book, he proposed the definition of Corporate Social Responsibility (CSR) as "the

obligations of business to pursue those policies, to make those decisions or to follow those lines of action which are desirable in terms of the objectives and values of our society (Bowen, 1953).” Now, Corporate Social Responsibility (CSR) builds three parts of our country, that is, infrastructure, economy and the society. By doing so, it builds its image through trust, will and mutual relationships.

Now there is also there need for Corporate Social Responsibility (CSR) activities to be situated in a framework at aid the effort of achieving the Sustainable Development Goals. Building awareness is arguably the major purpose behind cause-related marketing, a subset of Corporate Social Responsibility that is defined by Varadarajan and Menon (1988) as a company promoting that a percentage of sales will go to support a specific non-profit organization or cause.

Only two studies were found in the academic literature that measure awareness, and both used non-probability sampling. Ross, Stutts, and Patterson (1991) found that 53 percent of a sample could recall a cause-related advertisement for a product, and Webb and Mohr (1998) found that 79 percent of a sample could describe a specific cause-related marketing campaign after the concept was explained to them.

Studies have shown that consumer awareness or knowledge of the more general social responsibility levels of companies could not be found. This is probably because it is a very broad and complex concept that is also very challenging. There is a speculation that knowledge of Corporate Social Responsibility campaigns, is fairly low because it is difficult for society to acquire and store such information about many of the firms that provide the products they buy.

Lack of awareness is likely to be a major inhibitor of consumer responsiveness to Corporate Social Responsibility (CSR), although there are other mitigating factors.

Again, there has been a sale of over one million copies of “Shopping for a Better World”, a book rating major companies on eight aspects of Corporate Social Responsibility (Council on Economic Priorities 1994). With this purchasing information, it could be inferred that there are a number of consumers who also greatly desire to have knowledge of the social responsibility records of companies. Most of the research studies that have been worked on to ascertain consumer response do not take the lack of awareness problem into account but have rather assumed awareness of Corporate Social Responsibility (CSR) or created it by providing examples, than identifying consumers response.

This practical assessment embarks on investigating the influence of Corporate Social Responsibility practices on consumers’ purchasing decision by identifying the relationship Corporate Social Responsibility has with purchasing decisions, with a special reference to the mineral water production sector, using Awake Mineral Water as the point of call and the public’s opinion relating to the business. Further, the study empirically examines the influence of Corporate Social Responsibility (CSR) practices on a consumer’s buying decision process or other influencing factors and also confirms if customers react to Corporate Social Responsibility activities in a similar way or if reactions vary as per different demographics.

### **1.1 History of Corporate Social Responsibility in Ghana**

Organisations by their very nature have responsibilities (i.e., economic, ethical, legal and social) assigned to them by law, shareholders and other stakeholders and the society at large (Carroll, 1979; Brummer, 1991; Peattie, 1992). These responsibilities they will have to diligently execute in order to ensure their continuous existence. Individuals, organisations and countries have defined the concept to reflect their national traditions, situations and peculiar challenges. According to the World Business Council

for Sustainable Development (WBCSD) in its publication, “Making Good Business Sense”, Ghanaians see the concept as building capacity for sustainable livelihoods, respecting cultural differences and finding business opportunities in building the skills of employees, the community and government.

## **1.2 Corporate Social Responsibility (CSR) In Developing Countries**

Historically, the concept of Corporate Social Responsibility (CSR) is alien in many developing countries and remains so in some countries even today. Many a times, donations are made en passant in the name of Corporate Social Responsibility (CSR) without understanding what it means. Some organisations make donations either because they see their competitors doing it or because an official within the organisation wants to show off. Corporate Social Responsibility (CSR) has not been part of the corporate agenda of many companies in the developing world. Admittedly, over the past ten years some countries in Africa have seen significant progress in the area of human rights and Corporate Social Responsibility(CSR)- South Africa (Visser, 2005) and Kenya (Mwaura, 2004) can be singled out as two cases in point. However, the spread is not as encouraging as it is expected considering the abuse and neglect that characterise most regions that harbour natural resources and being exploited by many companies. The focus has always been more on environmental issues and philanthropy than on legal and ethical business practices.

## **1.3 Corporate Social Responsibility (CSR) In Ghana**

In Ghana, the socialist orientation of the first president Dr Kwame Nkrumah gave the impression maybe rightly or wrongly that State Owned Enterprises (SOEs) were able to solve societal problems. This, in a way limited corporate organisations’ social obligations to the payment of taxes. However, in recent times there has been a clarion call on organisations to undertake social programs, as government alone cannot handle

societal problems. This has affected the implementation of the concept in the country. Corporate Social Responsibility (CSR) activities in Ghana are spearheaded by large scale multi-national companies. The multi-faceted problems of the country- low per capita income, weak currency, capital flight, low productivity, low savings etc. make it almost impossible for indigenous companies, most of which are engaged in the retail and in the production of primary commodities, to undertake social actions. Large scale manufacturing, telecommunication and mining companies such as MTN, Valco, Goldfields, and AngloGold have been instrumental in the social development of the country. However, just as it is globally, extractive industries whose operations have direct impact on the environment and local communities are always in the news for obvious reasons-they are either breaching some of the tenets of the Corporate Social Responsibility (CSR) agenda or fulfilling them in earnest.

#### **1.4 Sustainable Development**

The origin of the term Sustainable Development lies in the 18th century and was actually used in forestry. In those times, it was only allowed to cut down a certain number of trees so that a long-lasting protection of the tree population was guaranteed. This method ensured a continuous supply of wood without reducing resources for forthcoming generations. The Club of Rome precipitated an international discussion due to its report—Limits to Growth (Meadows, 1972). In the course of this discussion, an ecodevelopment approach was created which effected the protection of resources and environment coming to the fore. This development has led to the mission statement of Sustainable Development we have today. In 1987, the World Commission on Environment and Development defined Sustainable Development as an ethical concept and has become the major definition. Sustainable Development is a development that meets the needs of the present without compromising the ability of future generations to

meet their own needs. It contains within it two key concepts: the concepts of —needs‡, in particular the essential needs of the world’s poor, to which overriding priority should be given; and the idea of limitations imposed by the state of technology and social organisation of the environments ability to meet present and future needs. Thus the goals of economic and social development must be defined in terms of sustainability in all countries developed or developing, market-oriented or centrally planned.‡, cited in —Our Common Future‡ (World Commission on Environment and Development, 1987). Elkington goes more into detail when arguing that companies should not only focus on enhancing its value through maximising profit and outcome but concentrate on environmental and social issues equally (Elkington, 1998). Therefore, Sustainable Development is defined as a model of triple-bottom-line.

### **1.5 Problem Statement**

Corporate Social Responsibilities (CSR) is an integral part of businesses and the society in general. In our society and elsewhere, Corporate Social Responsibility is a give and take affair, where businesses maximize profits and the society also benefits by volunteerism, donations and infrastructure-wise. Any organization that refuses to do Corporate Social Responsibility (CSR), is almost perceived by the society as not wanting to give back to the society that has accepted them. Corporate Social Responsibility (CSR) is generally viewed as a good course and normally not associated with decisions that it greatly influences the perception of the society about the organisation.

Corporate Social Responsibility is said to be “... an obligation to pursue policies to make decisions and to follow lines of action which are compatible with the objectives and values of society (Douglas et al., 2004). In the beginning, however, the term Social

Responsibility was rather used than CSR. Social Responsibility assumes that economic and legal duties of the companies should be extended by certain responsibilities to society (McGuire,1963).

In the Ghanaian society, there are organisations that are not involved Corporate Social Responsibility (CSR) activities and are able to sell their products, project their brands and gain their profits. Previous research indicates that many consumers favour companies with strong business ethics, respond positively to ethical and social attributes of a product, and are willing to engage in social awareness as it relates to consumption behaviour (Auger et al., 2003, 2008).

Nevertheless, the big question will be over the years some researchers have identified the role of CSR on Sustainable Development, how has the impact being so far. This study will look at the impact of the CSR on Sustainable Development taking in great account the Sustainable Development Goals adopted by the United Nations, Agenda 2030.

## **1.6 Research Objectives**

The general objective of the study is to examine the impact of Corporate Social Responsibility (CSR) on Sustainable Development.

The study seeks:

1. To investigate the benefit of Corporate Social Responsibility to society's development.
2. To determine the underlying factors that influence CSR activities.
3. To ascertain how Corporate Social Responsibility (CSR) are undertaken in line with the Sustainable Development Goals

## **1.7 Research Questions**

The following questions guide this study:

1. What is the impact of Corporate Social Responsibility (CSR) on sustainable development?
2. What is the benefit of CSR to societal development benefit?
3. What factors influence CSR activities?
4. What is the relationship between CSR and Sustainable Development Goals?

## **1.8 Significance of Study**

In the course of this study, data and information gathered will be significant in understanding the impact of Corporate Social Responsibility on Sustainable Development. Understanding the impact of Corporate Social Responsibility on Sustainable Development will help organisations companies and society appreciate the role it plays on the development of the community.

## **1.9 Scope of Study**

This study will look at the impact of corporate social responsibility on sustainable with main focus on Mobile Web Ghana and Ghana Rubber Estate as an area of study.

## **1.10 Organization of the Study**

The study is organized into four main chapters: Chapter One, comprises of the background of the study, history of corporate social responsibility in Ghana, an overview of Mobile Web Ghana and Ghana Rubber Estate, the problem statement, the general and specific objectives of the study, the research questions, significance of the study, scope of the study and Organization of the study. Chapter Two, examines some relevant theories with regard to the subject matter and some empirical works in the study area and review of relevant literature. Chapter Three, describes the research design that is used to collect

the data, the sampling method and sample size, data collection method, instrument for processing the raw data and the analytical tools that will be used to analyse the data. Chapter Four, outlines the findings and interprets the results of the findings and conclusion

## **CHAPTER TWO**

### **LITERATURE REVIEW AND THEORETICAL FRAMEWORK**

#### **2.0 Introduction**

This chapter presents the literature review of the research topic under study. It presents concise information on the concept of corporate social responsibility. The concepts related to this research have been discussed in this very chapter as well as the review of theoretical frameworks to this research work. The review of the related literature would provide an insight as well as background knowledge in relation to the research topic under study.

#### **2.1 Theoretical Framework**

#### **2.2 Four Theories of Corporate Social Responsibility**

The Corporate Social Responsibility (CSR) field presents not only a landscape of theories but also a proliferation of approaches. CSR theories and approaches have four dimensions, relating to profits, political performance, social demands, and ethical values. The theories are the instrumental theories, Political theory, Integrative theory and ethical theory (Garriga and Melé 2004).

#### **2.3 Instrumental Theories**

These theories posit that the corporation is seen merely as an instrument of wealth creation, and its social activities as a means to achieve economic results. Hence, there

should be maximization of shareholder value as the supreme criterion for evaluating specific corporate social activities.

There should be social investments in a competitive context. The supporters of this theory argue that investing in philanthropic activities may be a way to improve the context of competitive advantage for a firm and usually creates greater social value than individual donors or governments can.

This theory also suggests that the ability of a firm to perform better than its competitors depends on the unique interplay of human, organizational, and physical resources over time and on the organizational and strategic routines by which managers acquire, modify, integrate, and recombine resources to generate new value-creating strategies. The theory also suggests that organisations should engage in cause-related marketing, aimed principally at boosting company revenues and sales or enhancing customer relationships by associating the brand with the ethical or social responsibility dimension.

## **2.4 Political Theory**

This refers to the power of corporations in society and the responsible use of this power in the political arena. Among the most important, Garriga and Melé mention Corporate Constitutionalism which is built on the idea that a business is a social institution and must use power responsibly. This theory suggests that organisations should engage in corporate citizenship that is philanthropy, social investment, and certain acknowledged responsibilities toward the local community. Corporations should have a strong sense of business responsibility toward the local community, partnerships, and consideration for the environment.

## **2.5 Integrative Theories**

This theory suggests that a corporation should focus on detecting, scanning for, and responding to social demands in a way that generates social legitimacy, greater social acceptance, and prestige. Hence corporations should engage in issues management, which is the processes by which the corporation identifies, evaluates, and responds to social and political issues that may impact significantly upon it. The theory also posits that corporations should engage in stakeholder management, an approach oriented toward people who affect or are affected by corporate policies and practices. By doing this, corporations tend to have increased sensitivity towards it's environment and stakeholder get a better understanding of the dilemmas the organization faces.

## **2.6 Ethical Theory**

This is based on the ethical responsibilities of corporations to society and principles that express the right thing to do or the necessities to achieve a good society. Garriga and Melé suggest that corporations should consider their duties toward all stakeholders of the firm that is the suppliers, customers, employees, stockholders, and the local community. This theory also highlights principle of the universal rights, which is based on human rights, labour rights, and respect for the environment. It also suggests that corporations should engage in sustainable development aimed at achieving human development, while taking into account both present and future generations. To evaluate its own sustainability, the business should adopt strategies which would include not only economic, but also social and environmental aspects of its performance.

The theory again suggests that corporations must contribute to common good, because it is a part of society. The corporation has many means to achieve this: by

creating wealth and providing goods and services efficiently and fairly, while at the same time respecting the dignity and the inalienable and fundamental rights of individuals in society.

## **2.7 Relationship between Trust and CS**

According to Swain & Chumpitaz (2008), CSR is regarded as a signal of trustworthiness that clarifies the effort of a company in terms of enhancing the welfare of customers. CSR programs have positive influence on customer's trust and purchasing behaviour. Regarding a theory proposed by Spence (1974), customer purchase intention can be weighted by a company's CSR activities as it reduces the inherent uncertainty in any transaction. Morgan and Hunt (1994) claimed that the effect of customers' trust is derived from existing values that customers and the company share with each other.

Thus, customers' trust can be defined as joint beliefs, regarding whether certain kinds of behaviours, goals and policies are significant, appropriate or good. A company can gain benefits from CSR activities through customer loyalty, positive brand attitude, and customer.

## **2.8 Review of Related Studies**

### **2.9 Definition and Concept of Corporate Social Responsibility**

The concept of Corporate Social Responsibility (CSR) began in the 1920s, however, due to the Great Depression and World War II, it failed to become a serious topic amongst business leaders until the 1950's. The common understanding of corporate social responsibility (CSR) identifies it with the fact that it is a business system that enables the production and distribution of wealth for the betterment of its

stakeholders through the implementation and integration of ethical systems and sustainable management practices. (Smith 2011).

Corporate Social Responsibility and its definition have a long and diverse history. Bowen (1953), in the early 1950s, was the first to propose a definition of the social responsibilities of businessmen: “It refers to the obligations of businessmen to pursue those policies, to make those decisions, or to follow those lines of action which are desirable in terms of the objectives and values of our society” (Bowen, 1953, p. 6). In the 1960s, the description of CSR was expanded: McGuire (1963) states, “The idea of social responsibilities supposes that the corporation has not only economic and legal obligations but also certain responsibilities to society which extend beyond these.

Defining the concept of corporate concept of corporate social responsibility (CSR) has been advocated for decades and is commonly employed by corporations globally. However, agreement on how CSR should be defined and implemented remains a contentious debate amongst academia, businesses and society as different schools of thoughts have different definitions for the meaning of Corporate Social Responsibility.

According to (Frederick, 2006) Corporate Social responsibility helps to conduct the affairs of enterprises to maintain an equitable and workable balance among the claims of the various directly interested groups, a harmonious balance among stockholders, employees, customers, and the public at large. According to (Masaka 2008), Archie Carroll a CSR scholar was widely respected amongst CSR scholars for his contribution of a four-part definition of CSR. The first part of his definition is consistence with the capitalist economic view that a corporation must generate profits in order to operate.

The second part says a corporation must also abide by the laws within the countries that it operates. However, in the third part Carroll believed that operating

legally was not sufficient and that corporations have an obligation to society to act ethically as well. The fourth part of the definition also relates to the importance of societal impacts, which he referred to as discretionary responsibilities such as philanthropy. According to (Carroll, 1999) Corporate Social Responsibility “means something, but not always the same thing, to everybody. To some it conveys the idea of legal responsibility or liability; to others, it means socially responsible behaviour in an ethical sense; to others, the meaning transmitted is that of “responsible for,” in a causal mode; many simply equate it with a charitable contribution; some take it to mean socially conscious; many of those who embrace it most fervently see it as a mere synonym for “legitimacy,” in the context of “belonging” or being proper or valid; a few see it as a sort of fiduciary duty imposing higher standards of behaviour on businessmen than on citizens at large”.

The International Standards Organization (ISO) has created an international standard for the social responsibility of private (corporate) and public-sector organizations. ISO 26000 establishes seven core subjects of social responsibility, all of which are parts of most current CSR definitions. This includes organizational governance, community involvement and development, human rights, labour practices, the environment, fair operating practices, consumer issues.

## **2.10 Corporate Social Responsibility as a System of Interrelated Parts**

Corporate social responsibility is defined as a business system that enables the production and distribution of wealth for the betterment of its stakeholders through the implementation and integration of ethical systems and sustainable management practices (McKinsey, 2006). The definition provided has multiple characteristics that are consistent

with other definitions, the key parts” of the definition include: the production and distribution of wealth, stakeholder management, creating an ethical system and sustainable management practices. Each of the parts of the proposed definition cannot be implemented as individual programs, nor can any be excluded. A system thinking approach is needed to enable corporations to manage “the interrelationships between the variables that is stakeholder management, creating an ethical system and sustainable management practices. Excluding one or more of the components, causes the CSR system to collapse. For instance, a breach of ethics is not a sustainable business practice that harms one or more stakeholders and thus, impairs the ability of the corporation to produce and distribute wealth. (Senge, 1990).”

### **2.11 CSR Activities and Attributes**

Bhattacharya and Sen (2004), using databases from Socrates: The corporate Social Ratings Monitor, categorized Corporate Social Responsibility (CSR) initiatives into diverse domains; Community support (e.g., support of arts and health programs, educational and housing animals’ rights and welfare, and involvement with social and culture issues). These activities tend to be influential attributes characterizing the effect of a company’s CSR on the choice of products purchased by consumers.

### **2.12 EMPIRICAL LITERATURE**

There have been some research works on the field of Corporate Social Responsibility, CSR. P Bhagwat in his book ‘Corporate Social Responsibility and Sustainable Growth’ 2011 looked at how in recent years, the discussion about sustainability has risen above average and a huge amount of different terms have been established. This leads to a very

broad and unspecified discussion about this topic, especially in economic and business management.

The research work examine where the focus in the discussion of Sustainable Development (SD) and Corporate Social Responsibility (CSR) is. Clusters have been identified which intend to clarify whether CSR correlates with the social dimension of SD as defined by Brundtland; whether CSR represents SD on a corporate level; whether SD and CSR are used synonymously; or whether articles exist which focus especially on the social dimension of SD but do not use terms such as CSR. A framework is presented in which the relationship between SD and CSR is defined to ease further research in SD and CSR, moreover, to enhance the development of new methodologies and instruments towards the implementation of SD / CSR strategies into companies. However, the research work does not address the impact of the CSR on Sustainable Development.

International Business, Corporate Social Responsibility and Sustainable Development by As Kolk and Rob Va Tulder, 2010 explained that while attention to the social and environmental impacts of international business (IB) is not new, the past years have seen renewed interest due to pressing global problems such as climate change and poverty. Multinational enterprises (MNEs) are regarded as playing a specific role given their global influence and activities in which they are confronted with a range of issues, stakeholders and institutional contexts, in both home and host countries. Their potential in being not only part of the problem, but also perhaps part of the solution, is increasingly recognised and has come to the fore in research interest in corporate social responsibility (CSR) activities and sustainable development implications of IB.

Systematic study and inclusion in the literature has been lacking, however. The research work examined the extent to which both concepts have been addressed in IB research,

and identifies some gaps in the body of knowledge and approaches so far. It also introduced recent studies that yield interesting findings, pointing at promising areas for further research but did not focus on the area of impact pertaining to the CSR on Sustainable development.

## CHAPTER THREE

### RESEARCH METHODOLOGY

#### 3.0 Research Setting and Design

A Research design is a general orientation to the conduct of social research” Bryan (2008). Thus, Research design indicates the various approaches used in getting information from respondents on the impact of CSR on sustainable development. The research focuses on the Ghanaian setting with a look at related literature and contexts around Africa and the world.

#### 3.2 Research Method

The qualitative approach has been adopted for this research and as such, In-depth interviews would be conducted to elicit information on the impact of corporate social responsibility on sustainable development. Qualitative research attempts to understand the world from the subjects’ points of view, to unfold the meaning of their experience Kyale (1996). Thus, the qualitative method is perfect in seeking respondent’s point of view on the topic.

Interviews under the qualitative method are also a better option since the researcher is able to communicate with respondents adequately to get concrete and detailed information that answers the outlined research questions.

According to Barbie (2002) “unlike quantitative research which lays emphasis on numbers, qualitative research is a non-numerical examination and interpretation of observations, for the purpose of discovering underlying meanings and patterns of relationships” Qualitative methods are often closely allied with interviews, survey design

techniques and individual case studies, as a way to reinforce and evaluate findings over a broader scale.

### **3.3 Selection of Participants (Sampling)**

The process of selecting a portion of the population to represent the entire population is known as sampling (LoBiondo - Wood & Haber 1998:250). There are two sampling techniques namely, probability sampling and non-probability sampling. Under probability sampling every item in the universe has an equal chance of inclusion in the sample. This Sampling technique uses randomization to make sure that every element of the population gets an equal chance to be part of the selected sample. It's alternatively known as random sampling. With non-probability sampling, items of the population do not have equal chance of being selected or included in the sample. This technique is more reliant on the researcher's ability to select elements for a sample. Outcome of sampling might be biased and makes it difficult for all the elements of a population to be part of the sample equally. This type of sampling is also known as non-random sampling. This research will apply non-probability sampling but will however ensure that a representative sample of the population is used in order to obtain a representative sample of the population.

The reasons why the non-probability sampling was chosen are that;

- It is very useful when the researcher has limited budget, time and work force.
- The technique can be used in an initial study which will be carried out again using randomized, probability sampling.
- It can be used when the researcher aims to do a qualitative (as in this case), pilot or exploratory study.

- It can be used when the researcher does not aim to generate results that will be used to create generalization pertaining to the entire population.

Kothari (2004) points out certain key factors to consider. These include the nature of the universe or population (whether finite or infinite), the sampling unit, sampling frame, budget limitations and sampling procedures. Based on these, the author of this study determined, with guidance, that secondary data available on corporate social responsibility and sustainable development as well as primary data collected through interactions with Mobile Web Ghana are sufficient to satisfy the criteria for a representative sample. These sources provided both secondary and primary for the study.

### **3.4 Data Collection Methods**

According to MBA Lectures (2011), Data collection refers to the gathering of a set of observations about variables using the two main types of data which are primary and secondary data, and it is the starting point of research method. Primary data was used in this study. Primary data can be obtained either through observation or through personal interviews. Hence, primary data gave the researchers first hand contact with selected companies.

### **3.5 In-Depth Interviews**

Interviews usually involve a transfer of information from interviewee to interviewer, which is usually the primary purpose of the interview, although information transfers can happen in both directions simultaneously. “Interview is the verbal conversation between two people with the objective of collecting relevant information for

the purpose of research” Harish (2009). In light of this, interview is be the best tool to aid in data collection per the nature of this research work.

Some types of interviews are structured, unstructured and semi-structured interviews. Structured interviews tend to follow procedures and the interviewer follows a predetermined agenda or questions. Unstructured interviews are used when the interview does not follow the formal rules or procedures. For the purpose of this study, structured interviews were employed in a bid to focus on the main theme, thus the interviewer follows a particular interview guide in conducting the interview with the companies in Accra. The interviews are on one-on-one basis and are recorded with a sound recorder as the diverse responses are transcribed; organized and relevant data are put into tables.

The researcher has the opportunity to read facial expressions and gestures and ask follow up questions. This forms a good source of information to the researcher because it helps in deducing additional information on the research topic. According to McNamara, (1999), “interviews are particularly useful for getting the story behind a participant’s experiences.” In light of this the interviewer makes available direct feedback to the respondent gives clarification and help alleviate any misconceptions or apprehensions over confidentiality that the respondent may have in answering the interviewer’s questions. The issue of solidarity is very controversial among industry players who have diverse opinions on the practice of BEJ, as some suggest it is highly unethical and should not be condoned others are also of the view that it is okay to take solidarity from news sources as a form of appreciation.

“Interviewers can probe if the respondent’s answer is too brief or unclear. This gives interviewer some flexibility in dealing with unstructured questions and is especially suited for handling complex questions” Harish (2009). Interview gives the researcher the

chance to probe more into a particular answer from respondents if he or she is not clear, because the research seeks to understand the motive behind the practice of BEJ and if this practice has any influence on their reportages at the long run. And this can increase the likelihood of their participation, as many people prefer to communicate directly verbally and sharing information and insights with interviewers.

In-depth interview is used in the data collection of the study. This is because the researcher seeks to have control over the interview and can keep the interviewee focused and on track to completion because BEJ is a very complex topic that can lead respondents to divert from the focus of understanding whether it influences their reportages. Also it captures an interviewee's emotions and body language which can indicate a level of discomfort with the questions.

### **3.6 Ethical Issues and Considerations**

In the process of collecting data, respondents were constantly assured that their identity would be kept strictly confidential as well as the information gathered from them. Respondents were assured that their responses would be used for the purpose of this study only. Anonymity of respondents was adhered to in storing and processing of data. All throughout this study, all scholarly work consulted including books, journals, theses, and research materials are and were duly acknowledged.

### **3.7 Summary**

Data for this study was gathered using the conduct of Interview. The main set of Audience for this study was Mobile Web Ghana. Anonymity of respondent was adhered to in storing and processing of data. All scholarly work consulted for the study was be duly acknowledged.

## CHAPTER FOUR

### DATA ANALYSES AND CONCLUSION

#### 4.0 Reasons for Corporate Social Responsibility Activities

Most companies and organization now undertake their corporate social responsibility for varied reasons aside just giving back to the society in which they operate and make profit. This idea has made is sometimes for people for question if truly the organizations are giving back to society or just trying get leverage on the CSR and grow their brand and get more sales in some cases.

From the responses gathered it shows that with the focus on helping society these companies set aside funds to undertake developmental projects for a sustainable development of their communities.

*Our goal is to build the capacity of young tech-enthusiasts to be able to meet the demands of the tech industry in Ghana and beyond. We undertake corporate social responsibility activities because we aim at improving social-economic and political development with particular emphasis on helping the marginalized in society.*

Identifying with the community they operate has also being a motivating factor for the companies to undertake CSR. Moral obligation as corporate 'citizen' and Good corporate image and publicity.

#### **4.1 CSR'S Benefit to Society**

For the activities of CSR to continue there is a need for a measure of such activities, in order to know whether or not such activities should be undertaken. Providing proof of benefit, responses emphasised on how this activities come to the community at no cost. Most of these activities come in the form of skills training and developmental projects covering areas of technology, education, health among other critical issues of concern to the community. Some of these activities are undertaken after careful consultation with the leaders and members of the community to be able to meet their needs head on.

*Our capacity building activities through training programmes are mostly free. This has benefited our beneficiaries with improving their technical skills, gaining new technical skills and being able to use technology in solving social problems in their various communities. Through our activities, we have been able to train people to be able to tackle issues on sanitation, gender-based violence advocacy, drainage/flooding and equipping government agencies with skills in data analysis and visualisations, among others.*

Providing empowerment to the youth will help achieve a sustainable development, the building of infrastructure will also extend development beyond the major cities to the various rural communities to curb rural-urban migration with its consequential effects.

*Ensure support in the areas of healthcare of the communities and empowerment through education facilities, and employment.*

## **4.2 Influencing Factor for CSR**

Understanding the influencing factors for companies to undertake CSR activities will direct discussion around the impact of CSR activities on sustainable. This will clearly indicate if the companies really know the real needs of society and are being driven by the sustainable development goals. Some of the core areas that came out of the responses are social change and human development, there need for good corporate image and giving back to society. The aspect of moral responsibility has also pushed for such activities to be undertaken.

*As an organisation, we are passionate about social change and human development, thus using technology in solving everyday problems in our communities. This passion is what influences our decision to undertake CSR. Moral responsibility, the need to give back to society and good corporate image and publicity influences are decision to undertake CSRs.*

## **4.3 Beneficiary Response**

Both Mobile Web Ghana and Ghana Rubber Estate have received positive responses from the projects they have undertaken. These positive responses have led them on to embark on more activities in communities. Some of the communities have reached out for more of such activities to either boost the skill set of the community members and partner in the development of their communities.

*The responses are positive. Our beneficiaries tend to gain new skills when they benefit from our training activities. They express excitement in being able to develop mobile applications or use simple tools in making their data analysis and visualisation work easy.*

*In addition, because of the impact we have on them, they reach out to us for more training opportunities or we get collaborations with other organisations (locally & internationally) to undertake other projects.*

#### **4.4 Operational Impact**

These various CSR activities have in the long end created good image for the companies leading to them always being in business in their communities. Product endorsement has also stem from the activities of CSR because after the various projects the community members now easily identify with the brand and recommend it to others. It also fosters peaceful co-existence between the companies and their community for sustainable growth and development.

*Our activities have a positive impact on our operations in the sense that, at the end of our training programmes, we are able to impact people with new technological skills. The feedback influences us to organise more future trainings knowing well that it will be of benefit to our beneficiaries.*

*Peaceful and cordial co-existence with neighbouring communities, good public image and approval of products and marketability on the international markets.*

#### **4.5 Brand Impact**

Good brand image is needed to stay in business and CSR offers one of the platforms to solidify ones brand image. In terms of activities undertaken to bring about development in deprived areas, brand carry along the goodwill of the people to sell their products or services.

*Our CSR has had a positive impact on our brand. People or organisations identify us mostly by our capacity building activities. This has created opportunities for us through networking, collaborations/partnerships with both local and international organisations to undertake projects. Our audience too give positive testimonials about us to others and this influences new participants anytime we call out for training programs.*

#### **4.6 CSR's Contribution to Sustainable Development**

Companies do not just put together CSR activities but rather they focus on how to play in with the international goal of having a sustainable environment that can help the current and the next generation to survive. They tackle areas such as gender-based violence, sanitation and environmental sustainability.

*With some of our projects/activities, which highlights on gender-based violence advocacy, solving issues on flooding and sanitation among others, are all geared towards enhancing an improved way of living and sustainable growth. The development of technological solutions has helped in bridging the gap of using enhanced ways in making life better.*

*Our CSR activities touch on the three main planks of sustainable development. Thus, our CSR activities focus on the environment, social and economic activities.*

#### **4.7 Sustainable Development Goals**

The Sustainable Development Goals are the blueprint to achieve a better and more sustainable future for all. They address the global challenges we face, including poverty, inequality, climate change, environmental degradation, peace and justice. A conscious effort is made by companies to help achieve these goals.

*Yes, our CSR falls in line with the Sustainable Development Goals. Our CSR activities are mostly centred on goal 5, 6, 7, 11 and 17.*

#### **4.8 Impact Assessment**

These activities as measured by the responses to create the needed impact on communities.

*We have done a nationwide tour in all regions of Ghana, training government institutions on open data analysis and visualisation. We have trained a number of journalists, students, CSOs/NGOs, and teachers on using data for gender-based violence advocacy. We have organised educational outreaches where we have trained students with majority as girls on sexual assault and empowerment. We have developed mobile applications and mapping software to fight flooding in Ghana, this we did in partnership with the World Bank.*

## CHAPTER FIVE

### 5.0 Conclusion

This study has examined the impact of CSR activities on sustainable development, focusing on two companies in Ghana, Mobile Web Ghana and Ghana Rubber Estate. During the study, some similarities have been identified in their approach to the concept of corporate social responsibilities in relation to sustainable development.

The similarities cut across how the both looked at the concept and its benefit to society.

Both companies see the concept has one that is required of them to be undertaken to be seen a good company which is not only making money from society but also contributing to its development. The two companies have agreed on the idea that this venture help them to give back to society as well as helping the nation's development.

In the implementation of the various projects the activities comes at no cost to the beneficiaries and this is the key factor of the giving back to society. They are budgeted for by the company and financed every year.

Another similarity in the approach of both companies under study is the how they all address this concept with the sustainable development goals in mind, they careful select the projects within their fields but have direct link to the goals set by the United Nations.

There are also come clear differences in the approach of both companies, on the aspects of the addition aim for the various CSR projects, Mobile Web Ghana is more focused on social change and human development. Their projects are also anchored on this leading to train skill sets of their beneficiaries in line with their operations. But

Ghana Rubber Estate operating on the environmental scene but more determined to build their brand and also they see it as a morality rule for the company. Their activities are ones that help get rid of waste in society and they build other health and education facilities.

Mobile Web Ghana undertakes their activities three times a year and the Ghana Rubber Estate does its own ones a year.

The concept of CSR is well understood by most companies and it is a growing edge for most companies to contribute to society through this avenue.

The companies draw brand equity from these activities that help them to stay long in business in their communities. Society members also are expectant for these companies to help develop their communities through their CSR budgets and most companies have in recent times benefited from these gestures in Ghana. Giving huge publicity to the projects other companies who are lacking behind have also taken the step to contribute to the society they are making profit from. It is also clear most often companies turn to undertake projects within their field while others through their foundations do other projects un-related to their work but are of benefit to society.

CSR has influenced sustainable development by addressing the concerns raised by the Sustainable Development Goals by providing the needed platforms to achieve the goals set by the United Nations of which Ghana is a member state. Building of education facilities, health among others and training skills sets to combat issues of gender equality in society. This in the long end plays into the development of society for sustainable growth. Social change, human capital development, giving back to society and brand equity are among factors that drive companies to undertake CSR and this are done in line with the Sustainable Development Goals. When a great

consideration is given to CSR, development can be driven through this angle in society so a sustainable development.

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