

# A literature review of judging the role of corporate social responsibility in the society

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## Abstract

**Purpose:** To identify the role of corporate social responsibility, and the evolution of the academic understanding of the concept as the socially conscious environment, employees and customers place a premium on working for and spending their money with businesses that prioritize corporate social responsibility (CSR).

**Methodology:** Qualitative case study had been employed in the conduct of the study and gathering of data necessary to address the issues of the research , and Self-administered evaluation which were used to collect the data.

**Findings:** Some of the findings of the study are: (1) corporate social responsibility develops a strong sense of society organizational membership (2) corporate social responsibility and its implications vary across specific dimensions of national culture. (3) Promoting the uptake of CSR amongst SMEs requires approaches that fit the respective

**Keywords:** corporate social responsibility, the society

## 1.0 Introduction

### 1.1 Background of the Study

Corporate social responsibility CSR is a type of business activity to support the vision of sustainable development , it follow a strategy to effect on the social, economic and environmental factors.

Some literature found as an example that the lead designer of Passion Lilie, swathe role of CSR effect your business after developing brand name or the company image, enhancing your brand and motivating you as a business owner.

That is to care about the public vision of your business in a critical evaluation for its success," Schmidt told Business News Daily. That the role of Corporate social responsibility CSR will appear in a positive image that you trust, you can develop a brand for your company as being socially conscious."

To have a socially conscious care try to use the

corporate responsibility with developing and expanding, it is becoming extremely core point for all of the parties from Consumers, employees and stakeholders , it is a start step to prioritize CSR when choosing a brand or business type The business will be such beliefs, practices and profits by holding corporations accountable for effecting social change .

"There are some programs to enhance the concepts of CSR, as robust CSR program is an opportunity for institutions, it is a trend to help in demonstration the good corporate citizenship and protect the company from external risk, that will be by looking at the local social and environmental sphere that surrounds the company.

To illustrate how critical social responsibility has become , there were some researches , as the one published by Cone Communications who found that without the government regulation , most of Americans hope businesses will drive social and environmental change( sixty percent) .

Nearly all of the consumers preferred the buying and shopping for product especially if the company supported the principle of a corporate social responsibility ,it is very important to discuss the matter of refusing buying with roughly 75% in the case of if they learn it supports an issue contrary to their own beliefs.

### 1.2 Statement Problem

"The next generation of consumers is seeking out that are focused on the triple bottom line: people, planet and revenue, the corporate social responsibility in any organization will be increased by profit into programs that give back."

In addition to a better business image, the sustainable development can help your work financially., the following sub-questions will be addressed.

1. How do the corporate social responsibility effected by the cultural ?
2. Does corporate social responsibility offer a new role in the society?

### 1.3General objective of the study

The research intends to achieve the a general objective to identify the role of corporate social responsibility

Specific Objectives

To analyze and compare the cross-cultural differences which can effect on corporate social responsibility

- ❖ To investigate effects of To understand corporate social responsibility ..
- ❖ To obtain knowledge on the impact of

corporate social responsibility on the society.

## 2.00 THEORETICAL REVIEW

In this research, it is interesting to include cultural perspectives, as both CSR perceptions and practices and organizational identification vary across cultures and take different forms. Collectivism is selected and considered a main part for current research as it is relevant to the theoretical model in the application of companies identification provided the fact of the individual behavior in the group .

Collectivist cultures are those where, from birth, people are assimilated in groups and focus on interdependence, group goals, equality norms and collective harmony. In a society, human resource plays a main role as their importance for collecting welfare of others, as compared to individualist societies where the focus is on individual being. The members of a collectivist culture perceive themselves as small member of an extended home or institution Consequently, they believe that the other party in the collection should take care of them and in return, they believed in the positive ethics of loyalty .

Overall, individualists are less concerned and emotionally attached within- work team[44]. In in Arabian cultures, individuals get its

acceptance and caring about peaceful interdependence. Continuous communication constitute a significant element of self-definition in collectivist cultures

The history of the interesting of the human corporate behavior can be traced back to the ancient Roman Laws and it is makeable at entities such as asylums, helping the poor in health , education and old men to live. This is a type of corporations as social enterprises was familiar in with the English Law during the Middle Ages in academic, municipal and religious institutions.

After that, the concept spread widely at the sixteenth and seventeenth centuries with the influence of the English Crown, which saw corporations as an main issue not a choice for any progress in society.

In the following centuries, with the coming of the English Empire, the English Crown exported its law to its American colonies where corporations played a social function to a certain extent.

at the eighteenth and nineteenth centuries, the new seen of the Christian religious philosophy and approach to the abiding social context as a response to the moral failure of society, it is a main reason to show the poverty of the overall population in the English Empire and some parts of Europe as the lack of the corporate social responsibility.

Here a new reform of This religious approach to put a structure for social reforms and to the Victorian philanthropy which perceived a series of social problems revolving around poverty and ignorance as well as the right of children , the unfair for women .

The concepts of the Victorian social conscience sent a message to Victorian Philanthropists for the more importance of idealism and humanism, and by the late 1800's, the philanthropic roles effected on the session of work and the creation of welfare schemes with examples that could be seen in practice both in Europe as in the United States of America (USA).

A clear case was the creation of the Young Men's Christian Association (YMCA), anew turn in the world of the start at London in 1844 quickly spread in the USA.

By the 1920's and early 1930's, business staff start to support the issue of responsibility for generating shared value and for addressing social concerns.

2010's: CSR and the creation of shared value

Here the shared value was a next necessary step in the evolution of business and can show the policies and operating practices that enhance the competitiveness of a company while simultaneously advancing the economic and social conditions in the communities in which it operates.

The need for Creating Shared Value (CSV) is in section in the core content of the conventional narrow-viewed business strategies which usually don't take into account the broad factors that influence their future success. CSV into this category seeing it as an outdated and narrow vision of principles or concept that has emerged as a way for improving company's reputation, and as a consequence, they claim that CSV should replace CSR.

The description should be most relevant contribution comes from the claim that the objects of the corporation have to be redefined as creating shared value.

## 2.0 METHODOLOGY OF THE STUDY

For the research, a qualitative case had employed in the conduct of the study and gathering of data to identify the various approaches Corporate Social Responsibility is a management concept whereby companies integrate social and environmental concerns in their business operations and interactions with their stakeholders. CSR is generally understood as being the way through which a company achieves a balance of economic, environmental and social imperatives

It gave the researcher direct participation in all the phases of the research For this research, the researcher was actively involved in This research using social identity theory and social exchange theory together as a mechanism to create a link between the internal dimension of CSR and employee-related outcomes. This study addresses the direct interaction of the employee with the organization. The finding of this research shows that if organizations take care of their most important stakeholders-their employees-, this is an investment which ensures that the organization can get a return in the form of the increased engagement of the employees in positive behaviors.

### 3.00. Summary

In order to explain the relationship between the new implementation of CSR all over the world and developing of the society, the study

emphasized the role of social exchange and social identity theories as mediation and moderation mechanisms. In this issue , other mechanisms can be employed by adding a new role of being responsible for sharing the concept of corporate social responsibility.

### 4.00. Conclusion

This research used the concept of the social role for the feeling of respect for social exchange as a trend to guide the mechanism to create a connection between the internal role of CSR and society effect outcomes. This study addresses the direct interaction of the CSR in the organization. The finding of this research shows that if business institutions pay attention for their most important stakeholders-their responsibility-, this is a good step toward how to ensure that the company can get a return in the form of the increased engagement of the ethics in positive behaviors

### 5.00 recommendations

If you are considering sustainable activities that aren't social responsibility caring, don't wait, you have to adopt to socially responsible norms early on, you can set the core for your industry and develop your process. Undertaking CSR initiatives is truly a win for everyone involved.

You should care about the environmental impact of your actions to appeal to socially conscious consumers and employees ,it can also make a real difference in the world.

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