

Journal



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Factors Affecting the Social Responsibility Programs of Companies In Egypt (Field Study)

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Abstract

The companies' social responsibility has been an important topic ever since the eighties of the 20th century. This was a response to the socio-economic challenges faced the companies in their efforts to achieve balance between their private economic objectives and the general societal needs. In fact, there is a close relationship between the social responsibility and the strategic planning and public relations practices. Some stated that this responsibility is part of the strategic management because the facilities/firms do work in an atmosphere that secures profits for them, as such they should serve the needs of the society, this commitment is what we call (social responsibility).

Hence comes the importance of this study due to the significant role the companies must play towards their society and the environment surrounding it. The study also seeks to shed light on the companies' adoption of social responsibility programs (SRP) (production/service) in Egypt and the factors affecting the adoption of these programs in the institution/establishment and the obstacles that block the implementation of this concept in general.

Objectives of Study:

The main goal of study lies in examining the factors affecting the companies' adoption of social responsibility programs (SRP), this main goal entails sub goals:

- 1- The extent of companies' adoption of social responsibility concept.
- 2- The companies interest in social responsibility programs and their role in serving the Egyptian society.
- 3- Monitoring the factors affecting the companies' adoption of social responsibility programs (sample of study).
- 4- Contribution by companies (sample of study) in different projects as part of their social responsibility.
- 5- Giving comprehensive view of the social responsibility dimensions of those in charge thereof in the companies.

Type of Study:

This study belongs to Descriptive Researches which aim to establish the characteristics of a certain phenomenon or situation, it depends on collecting, analysing and interpreting facts in order to deduce certain results to generalise the same regarding the phenomenon or situation under study. As such the study tends to describe and analyse the actual reality concerning the social responsibility concept(SRC) as seen by those in charge in the companies (sample of study) as well as the reasons why the companies adopted this concept and the purpose they want to achieve and the positive impacts of applying that concept.

Methodology of Study:

The study depends on Survey Method and the researcher adopts the following in this respect:

- Surveying scientific heritage related to SRC which is the most up-to-date expression at present time in the field of the companies' interaction with society and environment.
- Surveying the methods used by officials in the companies (sample of study) in order to find out the extent of companies' adoption of SRC and the factors affecting thereof.

Data Collection Tools:

- -Questionnaire
- - Interview

Study Society & Sample:

In the framework used the researcher set the community for his study, namely, the companies operating in Egypt whether local or international, production/service. He depended on available sample(32 companies) taking into account their diverse activity production/service, their fields are:

- The study took place at the offices of companies operating in Egypt.
- The research was made on those officials in charge of SR in the companies.
- Collection of data covered three months (January, February and March 2016), after that the researcher started his analysis and interpretation work by using Spss 15 program suitable for such study by presenting simple repetitive schedules or relations related to the study.

The most important conclusions are:

- 1-The SR domains targeted by the companies in their activities and programs were numerous, they included social, educational, health and environmental programs as well as small enterprises. SR necessitates that companies must respect human rights in all fields including those of women, children and the environment.

- 2- There were many factors affecting SR at top of which was the companies interest in developing their relations with the public in a balance manner, because there is a positive relation between the company's societal level of contribution and its brand, in order to maintain loyalty to its products among the public, and develop sustainable development concepts.
- 3- The company's web site is the most important way to present and display SR activities carried by (sample companies). These sites enable the companies to communicate directly and deeply with different publics and ease the way of getting feedbacks.
- 4- There are many obstacles and blocks facing the companies in applying SR especially: weak partnerships with institutions in the society, this does not help them to develop this concept and as such their activity would be confined to one group not many groups. In fact, this is a joint responsibility between public and private sectors and civil society organizations. The first party is interested in providing the information needed by the companies and motivating them to work in the field of serving the society by extending the necessary facilities required to implement their SPs. The private sector's SR lies in its collaboration with societal service institutions to achieve sustainable developmental objectives and participate in societies' stability. Obstacles include the fact that this is a new concept and we lack this kind of culture and need years to spread and apply the same. There is some confusion between concepts of charity and that of social activities.
- 5- There is good interest on the part of the companies (Sample of Study) in sponsoring SRPs to reflect the interest in the companies' social and developmental role. The companies realize that this concept is very essential for the development of society and the service of many vulnerable categories and sectors on one hand, and improve their names on the other.

