Corporate Social Responsibility (CSR): Activities of Social Responsibility at King Faisal University (KFU) in Saudi Arabia

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ABSTRACT

Corporate Social Responsibility (CSR) has recently become a significant factor, which plays a significant role in industrial companies as well as governmental ones. CSR has taken an added value to these corporations even that non-profit corporations. CSR among universities is Saudi Arabia is still at the beginning except two universities as this mentioned in literature review. Results explained that CSR at King Fiasal University (KFU) is still not obvious even though its vision with special department issued. This paper ends with a conclusion and a set of recommendations.

Introduction

The importance and understanding of Corporate Social Responsibility(CSR) in Kingdom of Saudi Arabia (KSA) is booming lately. There are many main private organizations, public organizations, and non-profit organizations, which have considered CSR in their main goals and accomplishments. As per Blowfield and Murray (2008) , Corporate Social Responsibility (CSR) is known by many names: Corporate Responsibility, Responsible Business, Sustainable Responsible Business, Responsible Competitiveness and Strategic Philanthropy. Even though the names differ, the meanings of the different terms are the same. Researchers prefer the term "Corporate Social Responsibility" because this seems to be the most common term globally, it does not seem to exclude any of the others terms, and because it is a "dynamic and contestable concept that is embedded in each social, political, economic and institutional context." (Crane, Matten and Spence , 2008).

While there is no universal definition of corporate social responsibility, it generally refers to transparent business practices that are based on ethical values, compliance with legal requirements, and respect for people, communities, and the environment. Thus, beyond making profits, companies are responsible for the totality of their impact on people and the planet. "People" constitute the company's stakeholders: its employees, customers, business partners, investors, suppliers and vendors, the government, and the community. Increasingly, stakeholders expect that companies should be more environmentally and socially responsible in conducting their business. In the business community, CSR is alternatively referred to as "corporate citizenship," which essentially means that a company should be a "good neighbor" within its host community. Corporate social responsibility is the view that organizations should act ethically, in ways that contribute to economic development, the environment, quality of working life, local communities, and the wider society. (Buchana, and Huszynski, 2010). CSR involves corporations voluntarily exceeding their legal duties to take account of social, economic

and environmental impacts of their operations. For example, the European Commission defines CSR as: "a concept whereby companies integrate social and environmental concerns in their business operations and in their interactions with their stakeholders on a voluntary basis" (European Multi-stakeholder Forum on CSR, 2004: 3). The European Commission has put forward a simpler definition of CSR as "the responsibility of enterprises for their impacts on society and outlines what an enterprise should do to meet that responsibility.

Al-Salamin and Tembe (2013), conducted a conceptual framework that explains the effective supply chain strategy which focused on the triple bottom line which contained all practice of social responsibility as it is clear in figure (1) below
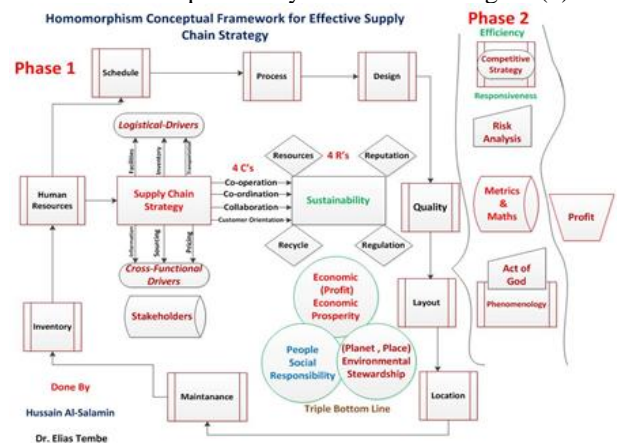

Figure 1. Holomorphic Conceptual Framework for Effective Supply Chain Strategy
Source: Hussain Al-Salamin, Dr. Elias Tembe (2013) King Fiasal University

"Some of the positive outcomes that can arise when businesses adopt a policy of social responsibility include:

There are various company benefits such as: improved financial performance,lower operating costs, product safety and decreased liability, enhanced brand image and reputation,

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increased sales and customer loyalty, greater productivity and quality, more ability to attract and retain employees, reduced regulatory oversight, access to capital, and workforce diversity.

There are various community and the general publicbenefits such as: charitable contributions, employee volunteer programs, corporate involvement in community education, corporate involvement in community education, employment and homelessness programs, and product safety and quality.

There are various environmental benefits such as: greater material recyclability, better product durability and functionality, greater use of renewable resources, and integration of environmental management tools into business plans, including life-cycle assessment and costing, environmental management standards, and eco-labeling."
http://www.iisd.org/business/issues/sr.aspx

The corporate social responsibility movement expects organizations to promote social and environmental or "green" issues. This has become a major environmental pressure, combining Political, Ecological, Social and Technological aspects of PESTLE analysis. (Buchan and Huszynski , 2010). General CSR policies include signing up to national and international ethical codes, using ethical investment criteria, and taking part in surveys of sustainability.

Table 1 . General CSR policies (David A. Buchana, and Andrzej A. Huszynski (2010) Organizational Behaviour)

Environment	Equal Opportunities
1.Pollution control	1. Minority employment
2.Product improvement	2. Advancement of minorities
3. Repair of environment	3. Advancement of women
4. Recycling waste materials	4. Support for minority businesses
5. Energy saving	5. Other disadvantaged groups
Personnel	**Community involvement**
1. Employment health and safety	1. Charitable donations
2. Training	2. Promoting and supporting public
3. Personal counseling	health initiatives
4. Subcontractor code of behavior	3. Support of education and the arts
5. Providing medical care or insurance	4. Community involvement projects
Products	**Suppliers**
1. Safety	1. Fair terms of trade
2. Quality	2. Blacklisting unethical, irresponsible
3. Sustainability, percentage of materials	Suppliers
that can be recycled	3. Subcontractor code

Nowadays, most of the biggest organizations are consideringa special department for social responsibility.Nowadays, more and more companies are realizing that in order to stay productive, competitive, and relevant in a rapidly changing business world, they have to become socially responsible. Some of organizations, like KFU, consider CRS as a mission or vision statement .

Objective of this paper

The main objective of this paper is to show the practice of social responsibility at King Faisal University (KFU) and the attitude of the society about KFU social responsibility program. Finally, to provide recommendations and suggestions to the top management department of social responsibility at KFU.

Literature Review

CSR Worldwide

In recent years the business strategy field has experienced the renaissance of corporate social responsibility (CSR) as a major topic of interest. The concept has not surfaced for the first time. CSR had already known considerable interest in the 1960s

and 70s, spawning a broad range of scholarly contributions (Cheit, 1964; Heald, 1970; Ackermann& Bauer, 1976; Carroll, 1979), and a veritable industry of social auditors and consultants. However, the topic all but vanished from most managers' minds in the 1980s (Dierkes&Antal, 1986; Vogel, 1986).

Today there is an increasing recognition within the developed economies around the world where CSR is not an optional extra - i.e., firms can no longer look at CSR as a luxury or an indicator of their goodwill toward society. Firms, in today's context, are responsible not only for their conduct, but also for the overall impact their businesses may have on all their stakeholders now and in generations to come (Collier and Esteban, 2007).

In predominantly western contexts, CSR has been investigated through various angles, such as firm's ethical values and its impact on earnings management, emphasis on sustainability (Ferns et al., 2008), concerns toward green marketing (Dubey, 2008), environmental issues (Ford, 2007), or good corporate citizenship (Ingham, 2006), and from an institutional perspective (Jamali and Nevillle, 2011).

Corporations and governments of developing economies are also increasingly appreciating the importance of CSR. As Levine (2008) highlights, China's stock exchanges and agencies have started issuing regulations on corporate social responsibility (CSR), which are providing businesses in China a new incentive to implement CSR programs.
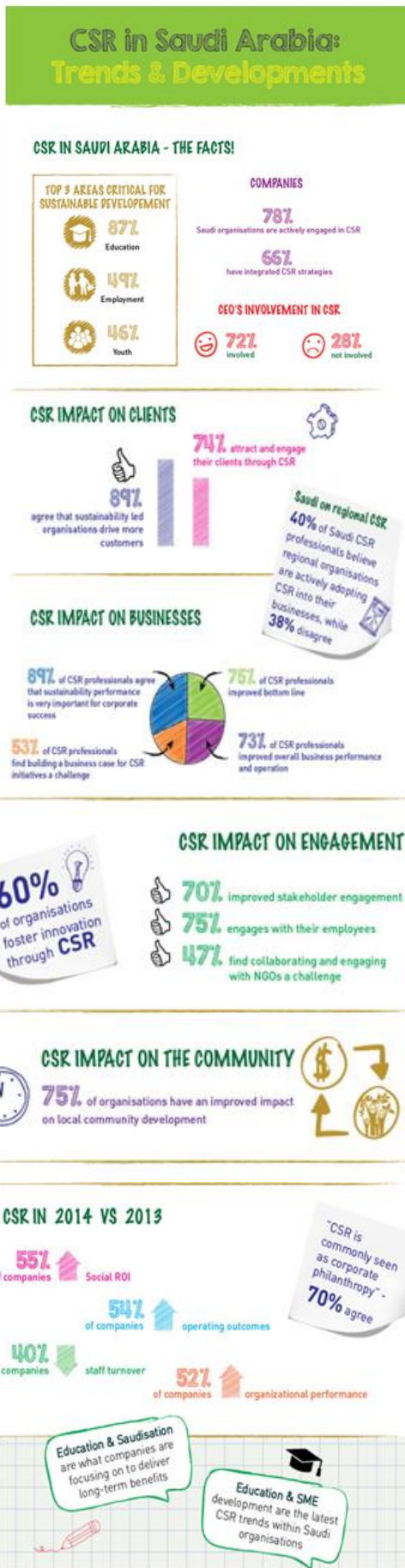
CSR in Middle East

While the awareness regarding CSR is on the rise in the Middle East, in today's context, most CSR activity in this region is performed mainly by western multinational corporations (e.g., Intel, DHL, Shell, etc.) and we see little initiatives taken by local businesses in this direction (Katsioloudes and Brodtkorb, 2007).Katsioloudes and Brodtkorb (2007) conducted an extensive assessment of the concept of CSR in the United Arab Emirates (UAE). Their findings suggest that there is a strong, yet indirect, awareness of the importance of CSR among the UAE corporate managers.
Khan (2008 – http://www.zawya.com/ story.cfm/sidZAWYA 20070509115334), while discussing CSR in GCC countries, mentions that firms in this region need formal CSR policies so that corporations may play an important role in aiding the pace of development in the education, health, housing and environment sectors on a sustainable basis.He further notes that governments within the GCC region feel that social sectors, such as education, health, housing and environment, are their sole responsibility; accordingly, corporate sectors exert little efforts in this area.

CSR in Saudi Arabia and Government efforts

A recent study done by Informa Middle East, for which in-depth interviews were conducted with experts and over 150 professionals in the CSR sector participated in a survey, revealed several CSR trends in the Kingdom. These trends encapsulate the current status and the future potential the sector in Saudi.(http://csrpulse.com/top-csr-trends-in-saudi-arabia/)

There is a yearly CSR Saudi Arabia summit which offers a robust agenda that addresses innovative strategies, emerging topics and compelling challenges. The Summit provides unmatched networking opportunities with the Kingdom's makers and shakers in CSR. The Summit features award winning initiatives and organizations, successful partnerships models, real social ROI case studies and much more.

Figure 2. CSR in Saudi Arabia : Trends and developments
Source : Results are from a survey done with 170+ organizations and Professionals in KSA

CSR in Universities

Although Corporate Social Responsibility (CSR) has recently become a hot topic in business, the Graziadio School has placed focus on CSR for more than 40 years. In fact, the very core of the Graziadio School mission is based on CSR.(https://bschool.pepperdine.edu/about/at-a-glance/csr/). University of Phoenix believes in giving back to our communities and getting involved. Through our Corporate Social Responsibility office within Apollo Education Group, we have exciting opportunities to create advantageous partnerships and relationships while making a tangible impact on our local communities. Helping to ensure healthy, vibrant and prospering communities is good for our employees, their families and our neighbors.(http://www.phoenix.edu/about_us/corporate-social-responsibility.html). There are several examples of international universities that focused on CSR as mentioned above as an examples, however, there were 30 universities in KSA and only some universities that focused in their visions and creating a unique department such as King Abdulaziz University(KAU) and KFU only. For instance, KAU Vision is " World Class University with sustainability and community engagement" and their special department, which entitled "corporate social responsibility and community service Administration".

Background about KFU

KFU History

The university was founded by Royal Decree in 1975 (1395 H) in the eastern region of the country. It was started with a four scientific colleges which theyare: the College of Agricultural Sciences and Food, the College of Veterinary Medicine and Animal Husbandry at the main campus in Al-Hassa; and the College of Architecture and Planning and the College of Medicine and Medical Sciences in Dammam.KFU is a government university that provides a teaching industry for regular students and for e-learning students for male and female. In addition to that, it has so many scientific research centers, scientific chairs, and number of scientific journals. Also, it provides and arranges conferences, exhibitions, community services, summer courses and a test center for Qiyas test for high school students as a part of social responsibility program.

Vision

Leading in community engagement through excellence in education, research and leadership. (Social Responsibility)

Table 2. General statistics about KFU (Source: KFU website) General statistics about KFU

Year Founded	1975
Number of students enrolled (2012/2013)	38,015 (Male / Female)
Faculty member(Professor and Assistant Professor and Associate Professor)	1045
Lecturers & Teaching Assistants	709
Administrators, Technicians and labors	1680
College	17
Deanship	12
Scientific research and academic centers ad assistance center	18
Education Languages	Arabic - English
Scientific Chairs	6
Scientific Associations	2
Scientific journals	1
postgraduate programs	33

Mission

To serve the community with excellent teaching and learning, relevant and respected research, lifelong learning opportunities, effective and efficient administration, leadership

service and development, and community engagement for mutual enrichment.

Due to the developments occurring at KFU and to achieve its mission and vision, in 12/11/1431 AH there was a decree to establish a new department which was entitled "Social Responsibility Partnership Development department.(SRPDD)''

Vision

Excellence in community partnership through continuous education, scientific research, environmental development and community service.

Mission

To provide outstanding community service education, training, research and consultancy between the university and various community organizations.

University Partners

Al-Ahsa Chamber - Ber Al-Ahsa – Prince Mohamed bin Fahad educational grants. -   General Presidency for the Promotion of Virtue and Prevention for Voice - Al-Hassa Girl Charity development. – Al-Safi company -Muslim World League - Prince Fahd bin Salman Charity for the care of patients with kidney failure.

Services provided by KFU's SRPDD focused on:

1. Field of scientific research and communication of knowledge.
2. The field of consulting.
3. Skills development and training courses.
4. Seminars, conferences and workshops.
5. The field of community service.
6. The field of infrastructure and information technology.
7. Field of employment.

The scope of the development management services community partnership includes:

1. Public sector institutions.
2. Private sector institutions.
 3. Civil sector institutions.

Some current activities in CSR at KFU are include and not limited to

- Coordination with Saudi Commission for Tourism and Antiquities in a workshop that focus on " Induction meeting for supporting views for Tourism and Antiquities ".
- Course entitled "self-Management " at the Technical College.
- Management course entitled" Volunteer Efforts" at KFU.
- Cooperation agreement with the Al-Fatah Club in Al-Ahsa.
- Establishment of university volunteering team.
- Conducting program titled " reading is an oxygen for life" in collaboration with the girl High school in Hofuf.
- Workshop titled " bright ideas and entrepreneurial culture", in cooperation with the Al-Hassa Chamber.
- Establishment of Anti-Smoking Electronic Clinic.
- Organizing (3rd career Day) attended by 8,000 visitors and provide 4,500 jobs, as well as providing employment opportunities for people with special needs.
- Organizing Forum titled "built-generational values" in collaboration with Al-Hassa Girl Charity development.
- Organizing of several workshops in the girl schools of the area of Ain Dar.
- Organizing Exhibition of the university and the community.
- Course entitled "the art of building human relations" for prison staff in Al-Hassa.

Methodology

Data collection

Data are collected through observations and visiting the sites of KFU in general.Visiting specific website for "Social Responsibility Partnership Development department''(SRPDD) at KFU website for more data . Moreover, data are collected

from all possible accessible relevant books, journals, published papers from sites and actual books.

The primary research instrument is a self- administrated questionnaire, designed and formatted as an online survey form. It is designed and translated into Arabic to meet the samples' understanding. A unique survey link was created and distributed to E-mail addresses, Facebook and WhatsApp. To complete the survey form, a respondent needs 1-2 minutes. An approximate of one-month time was spent to gather 100 responses from the online participation .The purpose of questionnaire is to measure the public impressions about KFU social responsibility program. Also, to provide indicators of the employees' overall satisfaction to this program.

Results and Discussion

The results of this survey will be discussed and shown with graphs for each questions. Majority of participants are men, which represent about 83.1% ,while women represent only16.9 %. Most of these are undergraduate students as it is seen in figures 1 and figure2 respectively.
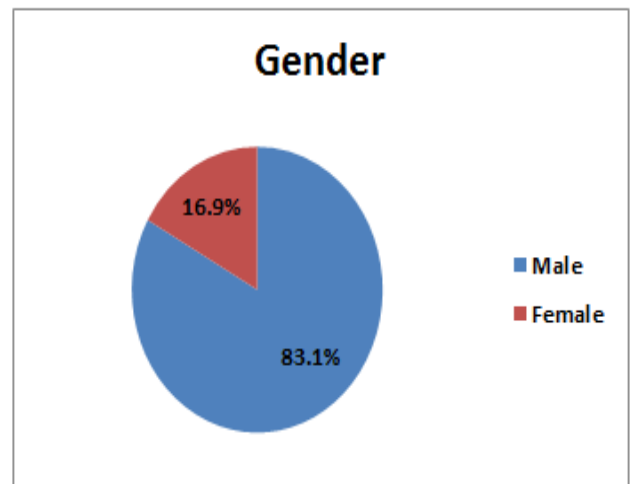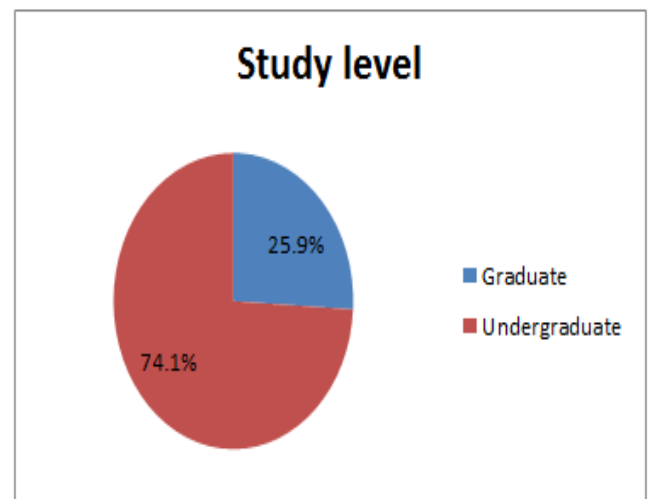

Figure 3. Gender

Figure 4. Study Level

This survey shows that most of the participants were not members of KFU as it seen clearly in two figures below (Figure 5 and Figure 6).

The following figures below indicate that the term social responsibility is well known and it is an important subject. About 54.5% of participants were Knew this term. In addition, about 94.4% of participants agreed that CSR is very important.

Majority of participants indicate that they don't know about KFU program around 70% of them, as it indicates in figure 9 below.
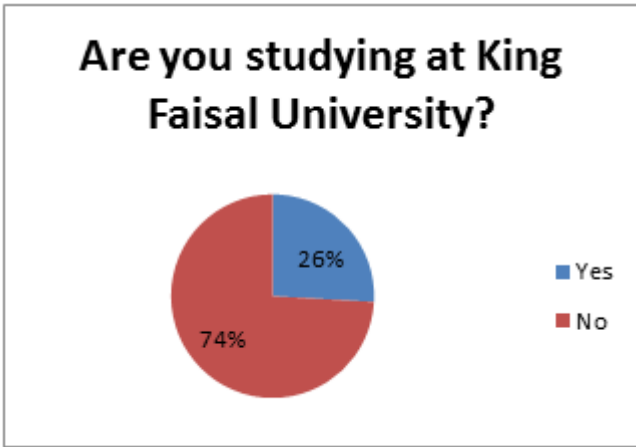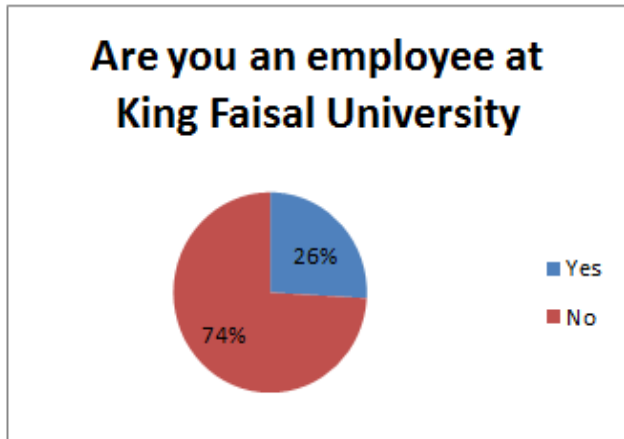
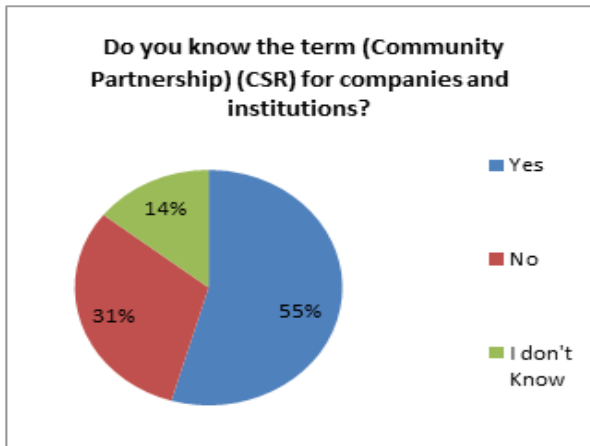**Figure 5. Student at KFU**

Figure 6. Employee at KFU

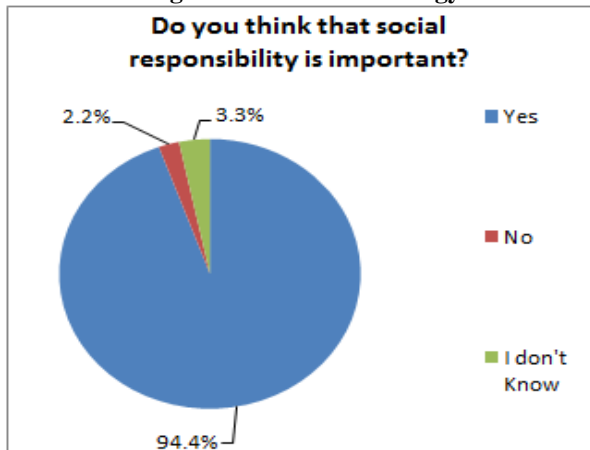**Figure 7. CSR Terminology**
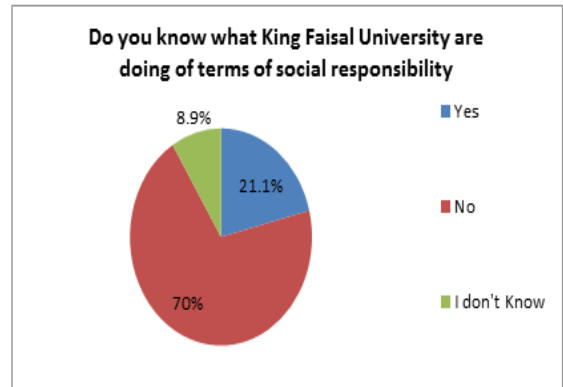

Figure 8. CSR Importance

Figure 9. Awareness of CSR Activities

Participants show that they didn't recognize if KFU program with regards to KFU's members is good or not. It shows that about 63.6% of participants don't know what KFU provided to its members, while about 22.2% they feel these programs are not good enough in figure 10. Participants show that they didn't recognize if KFU program with regards to community is good or not. It shows that about 52.2% of participants don't know what KFU provided to its members, while about 20% they feel these programs are not good enough in figure 11.
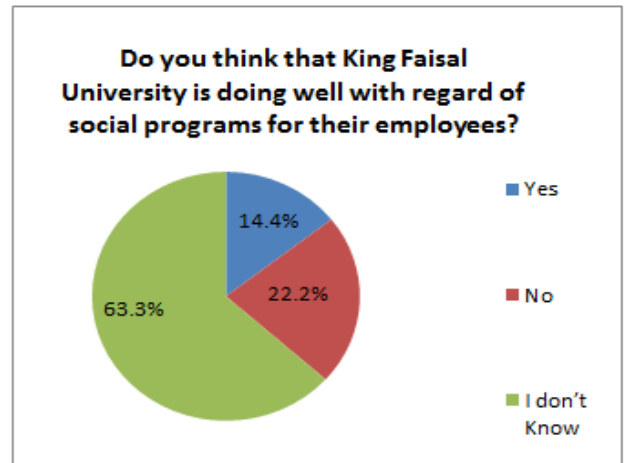

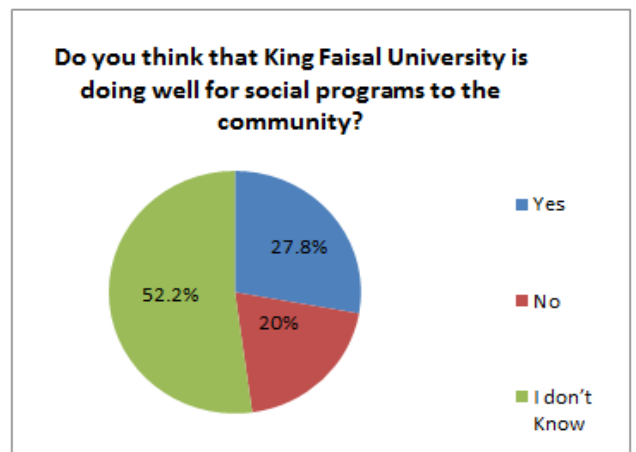**Figure 10. CSR activities with Employees**

Figure 11. CSR activities with Community

Conclusion and Recommendations

CSR is booming in developing countries as literature reviewed and previous studies between different types of organizations. However, CSR between universities around KSA is still in the beginning of this international trend. KFU made a great effort to be the first government university that implements CSR as it is seen clearly at its mission and vision. In addition to that, the special department which was created to implement the

mission and vision statement of the university. This department is planning and implementing all services and programs to the community, society, government and private organizations.

Results explained that even though there is a special department for CSR at KFU, there is still a difficulty to reach to the community and more dangerous scenario to KFU students and staffs with excellent sound. Moreover, the CSR is known as a terminology and it is very important for every organization to compete in globalization market.

It is highly recommended that KFU should put a great effort in promoting CSR practices and to achieve its mission and vision. In order to comply these, researcher recommended the following :

1. KFU should arrange a workshop that explain CSR and its practice at KFU inside the campus or in city centers.

2. KFU should create a research competition about CSR.

3. Aannually report should be prepared and to be distribute to the community, employees and should be attached in the website.

4. SRPDD website should be updated regularly and in daily basis and supported with rich pictures and information.

5. It is a good chance to make a program that is especially for orphans. This program should be help these people to gain new professions to become self-dependence. For example, arrange a diploma program in IT support, technicians and different programs.

6. KFU should enrolled the special case students in bachelor programs and make all possible arrangement for them.

7. KFU should satisfy their employees through some bounces, courses inside or outside KFU or even better, outside the kingdom.

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