



THE INFLUENCE OF SOCIAL RESPONSIBILITY FOR BUSINESSES ON THE GROWTH OF LOCAL COMMUNITIES

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Abstract

In recent years, as the concept of social responsibility has been ingrained in our language, commercial companies have faced increasing demands to take accountability for the environments in which they operate. The aim of this research is to assess the influence of social responsibility for businesses on the growth of local communities. The quantitative approach was used to gather the primary data. In the Northern part of KwaZulu-Natal (KZN) province, certain locations of Richards Bay were the site of data collection. There were 129 participants in the sample who were community members. The research's dependability data was determined to be significant in 0.782. The findings show that most participants think they acquire several advantages from doing business with a local business. The results also show that investments in social technological advances, building capacity, contracting and business possibilities, and employment creation are among the advantages. The exploratory and quantitative character of the research places limitations on its findings. It is advisable to use caution when making generalisations and to do more research with bigger samples and to consider the perspectives of other provinces.

Keywords: *Social responsibility, local communities, technological advances, and employment creation*

1. INTRODUCTION

Communities all around the nation have been seen to demonstrate against local governments and government agencies regularly and persistently for failing to provide essential services, including housing, employment opportunities, water, and power (Masum et al., 2020). The unfortunate reality of this situation is that society and our communities have higher expectations than the government can handle (Voronkova et al., 2020). As a result, businesses that engage in communities must take responsibility for their actions and work together to improve the lives of those living there (Purbawangsa et al., 2020). With their extensive financial power and sway over many facets of society, their activities and existence have an important effect on communities and the environment. Businesses that operate ethically while pursuing profitability could positively impact communities as well (Mahmud et al., 2021). Businesses should have the ability to capitalise on their competitive advantage, clout, and contribute to furthering the greater good, which includes giving impoverished access to fair and secure job possibilities, investing in small and medium-sized businesses (SMEs), and supporting community initiatives for women and schools in the region either independently or in collaboration with the government, other businesses, and societies (Qiu et al., 2021). In order to get accessibility for pursuit and the establishment of the mining business at Richards Bay in the Northern region of KwaZulu-Natal, Richards Bay Minerals (RBM) has reached commitments with land-connected communities that serve as hosts over the past 20 years (Vanclay, 2020). However, because then, RBM has encountered issues with residents from the municipalities of Mzingazi, Sokhulu, Kwambonambi, KwaDube, as well as Mkhwanazi. These neighbourhood employees have been blocking the path to the mine main entrance, which has caused interruptions to the mining operation (Shabbir and Wisdom, 2020). RBM, a Rio Tinto affiliate, mines manganese, iron, ore, zircon, and rutile from the

THE INFLUENCE OF SOCIAL RESPONSIBILITY FOR BUSINESSES ON THE GROWTH OF LOCAL COMMUNITIES

Kansilembo Aliamutu, PhD¹, Kerry-Lee Gurr².

dunes that surround these settlements. Sadiq et al. (2022) reports that there have been allegations from the local community that the mine has not been hiring residents and has gone against an arrangement that was in place to give priority to economic growth in the region. These comprise the mine's purported inability to carry out the social responsibility obligations it was assigned in 2013, along with its claimed inability to give priority to projects pertaining to wellness and learning, as well as opportunities for small businesses, contractors, and local employment (Barauskaite and Streimikiene, 2021). Richards Bay Minerals approaches people by directing their interactions with communities through a variety of instruments and services. They collaborate using a shared framework for community and social performance, which is centred on information development, community engagement, and the creation of mutually advantageous initiatives (Sadiq et al., 2022). In addition to covering education and medical initiatives, regional job prospects, small companies, and contracting possibilities, these kinds of programmes should incorporate preliminary evaluations and consultations (Dmytriiev et al., 2021). They should also develop for a long time local abilities and expertise to promote self-help and prevent reliance. This research looked at how the social responsibility policies of Richards Bay Minerals affected the local populations in these Kwazulu-Natal northern regions in handling their circumstances and problems. The research's aim is to find out how people consider Richards Bay Mineral's social responsibility initiatives to have improved community welfare.

2. LITERATURE REVIEW

Social Responsibility (SR) structures, regulations, and procedures are developed and implemented by businesses in an ongoing manner (Tien et al., 2020a). The business's executive group and boards of executives, in particular, must demonstrate vision and dedication in order to meet this need. Management has an obligation to safeguard and advance the needs of the community while maintaining their own economic goals, as implied by the concept of social responsibility (Singh and Misra, 2021). The net result is to enhance life satisfaction to the greatest extent feasible, irrespective of how culture defines life value. Businesses' socially conscious efforts can be categorised according to the stakeholders that the organization's decisions impact (Carroll, 2021). There are two categories of stakeholders: primary as well as secondary. Owners of businesses who are involved in pursuing revenue, achieving goals and improving the efficacy and profitability of the business, efficiency, enhancing the organization's reputation, advertising, and environmental oversight and supervision are among the main stakeholders (Sahasranamam et al., 2020). Local communities and the nation at large are examples of secondary stakeholders.

In regions like environmentally friendly regulating and protecting the environment, community growth, accessible housing, health and medical assistance services, education and growth of residents, contributions to NGOs, sponsorships of educational institutions and sports teams, and the establishment and advancement of an economic facilities neighbourhoods interest social responsibility from businesses (Agudelo et al., 2020). The topic of social responsibility has gained greater visibility, and there is an increasing quantity of literature on it as well as on contemporary ethics. Shortland, for instance, notes that customer campaigning is at an all-time high and that the mainstream press breaks news of illegal conduct very quickly (He and Harris, 2020). Ian Davis, the global executive chairman of McKinsey & Company, reaffirmed the strategic significance of creating methodical answers to the demands of society as the secret to the competitive edge of a company (Hadj, 2020). Furthermore, he took issue with businesses adopting just protective or environmental marketing measures as an insufficient reaction to the requests of activists. Businesses should change their approach to social responsibility by establishing emerging social agreements that involve stakeholders if they want it to be successful and consistent with monetary objectives (Gillan et al., 2021). A firm should be held responsible for any of its acts that have an impact on people, according to the concept of social responsibility.



This suggests that, if at all feasible, bad business decisions that negatively affect people and their communities should be addressed and changed (Nguyen et al., 2021). But being socially conscious doesn't imply a business has to give up on its main objective, which is to make money. The concept of social responsibility emerged in the United States around the beginning of the 20th century as a result of criticism directed against firms at the time for engaging in anti-social and unlawful conduct and for becoming excessively powerful and large-scale (Bartolacci et al., 2020). Thomas M. Jones's 1980 essay made a significant addition to the literature in the 1980s. Jones compared the proper social responsibility approach to the political system, concluding that it should be equitable and allow for the consideration of all stakeholder perspectives (Mao et al., 2021). Bartolacci et al. (2020) asserts that while businesses should think about the effects of their decisions, they are not obligated to find solutions for every social issue. The core of social responsibility in the 2000s was "doing beneficial to do well," however this premise is only valid in specific situations with strong institutional backing and a sizable enough market.

This is because not all professionally conscious actions have the same possibility of profit or interest from consumers. Recognising and respecting the cultural legacy of every community in which they function, especially those of Indigenous Traditional Owners who have strong relationships to the land, has been RBM's commitment to cultural heritage. According to Tien et al. (2020b), mining businesses have, for the most part, acted pro-actively in addressing ecological challenges as well as, to a lesser degree, socioeconomic and community-related problems. According to Nirino et al. (2021), mining firms have an effect on community economies by: acquisition of items and services; distributing products; labour; and spending on community and social welfare. In addition, extractive industries may make investments to develop the next generation of qualified workers and businessmen who may work for them in the future as vendors, traders, consumers, lawmakers, and workers. Investing in an environment that supports civil society and its fundamental components is also beneficial. Aureli et al. (2020) suggests that social value entails removing obstacles to social participation and supporting the social prosperity of marginalised populations. Conversely, economic value pertains to specific, observable, or non-tangible advantages that businesses might leverage to enhance their prospects in the competitive environment.

Executives have found SR efforts to be a worthy endeavour. Research has long shown that social responsibility improves profitability as well as the credibility of a business and image among consumers. As social beings, businesses are made up of individuals whose behaviours represent the ideals of the company. Therefore, companies strive to satisfy the requests of their customers and investors for them to be more ecologically, professionally, and morally conscious. As stated Jung et al. (2020) essay in In On Africa (IOA), companies have realised that they cannot function in a vacuum from society at large and that social responsibility and good management extends outside the confines of their offices. It goes on to say that one must acknowledge that adopting such a stance is not solely the result of a broad and innovative "alteration in business morality," in addition caused by pressure from interest groups and organisations without profit that support various social causes. (mining businesses were mainly targeted for their claimed disregard for the communities in which they operated and the environment), the requirement to adhere to established industry trends and standards, and the possibility of benefits to the organization's image that could ultimately transform into increased sales and decreased turnover of workers, the requirement to comply with pertinent restrictions, and the necessity for satisfying the attention of the public, between other factors.

Studies indicate that certain social responsibility (SR) initiatives in South Africa are the outcome of company adherence with the Black Economic Empowerment (BEE) laws, rather than being an effect of discretionary or indirect company choices (Jung et al., 2020). The BEE Act requires South African-based businesses to maintain all relevant parties when conducting internal as well as external activities. This is part of a plan to end the social and economic disparities that were left over from the apartheid era as well as to assist earlier marginalised groups in becoming

THE INFLUENCE OF SOCIAL RESPONSIBILITY FOR BUSINESSES ON THE GROWTH OF LOCAL COMMUNITIES

Kansilembo Aliamutu, PhD¹, Kerry-Lee Gurr².

fully involved in the economy of their home nation. The first study, King study I, was released in 1994 by the King's Committee on the Governance of Businesses with the intention of advancing business ethics and suitable guidelines for the boards of executives of traded companies, banks, and certain public organisations (Hadj, 2020). The research emphasised the necessity for companies to be responsible for society in the locations and neighbourhoods in which they function, along with fostering best practices in governance. Businesses must have mechanisms in place for impartially evaluating their devotion to social performance (SP), referred to as social responsibility procedures, in order to handle social responsibility in a suitable and purposeful manner. Since "responsibility" is not quantifiable, Jung et al. (2020) provided one of the earliest conceptual models of CSP that employed "efficiency" as the operational term. Stakeholder theory was widely used to understand SP during the 1990s. According to Streimikiene et al. (2021), a framework focused on the leadership of a business's stakeholders connection may be used to study and measure social performance more efficiently. Taking stakeholders into account allows us to respond to queries like: To whom is one socially responsible? In what way is he socially responsible? Who judges social performance and by what criteria? The body of research linking effective social programmes and procedures with the management of stakeholders frequently highlights the critical role that interaction plays in achieving meaningful improvements in social performance. The aim of this research is to assess the influence of social responsibility for businesses on the growth of local communities.

3. IMPLEMENTATION METHOD

For this research, data collection was done using a quantitative research methodology. The foundation of quantitative approaches is a set of predefined classifications, often represented by defined quantitative measurements (Schramm-Klein et al., 2016). Using this data, wide and applicable evaluations may be made. The term "quantitative research" in sociology describes the methodical empirical study of social processes using computer, statistical, mathematical, or numerical data methods. The target demographic is made up of 129 locals from Richards Bay Minerals' surrounding religious organisations, medical facilities, educational institutions, and wider community in KwaZulu-Natal's northern area. The geographical location of the company inside that local community is taken into consideration while choosing this number. A total of 129 people of the community from the northern area of KwaZulu-Natal, including representatives of the community, preachers and reverends, directors of schools, administrators of clinics, along with members of the general public, were surveyed. Consequently, this figure is a representation of the local population census. The research's population was categorised using cluster sampling. The sampling frame was selected from municipality wards that are home to general homes, religious organisations, hospitals, and schools. Twenty participants were chosen for a survey in KwaZulu-Natal's northern area from each of these community groupings of several local areas. To gather primary data, a structured questionnaire will be employed as the data gathering approach. The Likert scale format and closed-ended question items will be included in the survey. The questionnaires will be distributed to the participants, who will have two weeks to complete them with the help of a fully qualified researcher who will be hired (Lee and Yoon, 2018). The contracted researcher will deliver answers to local leaders, pastors/reverends, school administrators, and clinic heads that are arranged who will hold them through the data gathering date.

Data analysis and discussion

The questionnaire was carried out at several locations in the South African region of Northern KwaZulu-Natal. The outcomes of data analysis are as follows.



Table 1. Interactions to the business's social responsibilities

Field of Study	Sector Distribution					Number of Replies
	Strongly Agree	Agree	Uncertain	Disagree	Strongly Disagree	
Responding to the advantages of social responsibility	57(44.2%)	47(36.4%)	11(8.5%)	13(10.1%)	1(0.8%)	129
Responding to the impact of social responsibility	2(1.6%)	37(28%)	47(36%)	32(25%)	11(9%)	129
Responding to the role of promoting societal well-being	14(11%)	49(38%)	38(29%)	28(22%)		129
Responding to RBM's social responsibility advantages	4(3%)	58(45%)	50(39%)	17(13%)		129
Responding to ensuring community sustainability	10(8%)	32(25%)	63(49%)	23(17%)	1(1%)	129

The discussion about the advantages of social responsibility for business is shown in Table 1 above. The results indicate that 57 (44%) participants strongly agreed, 47(36%) participants agreed, 11(9%) participants indicated they were uncertain, 13(10%) participants strongly disagreed, and 1(1%) participants strongly disagreed. The survey's findings showed that a large number of participants firmly agreed that employment, development of capacity, technological advances, contracting and business possibilities, and social investment are among the advantages that RBM offers to the local population. The response derived from the sample participants in relation to the advantages of SR are positive and reflect good governance practices being engaged by RBM. The discussion about the response to the impact of social responsibility. The results also indicate that 2 (2% of participants) strongly agreed, 37 (28%) agreed, 47 (36%) were uncertain, 32 (25%) disagreed, and 11 (9%) strongly disagreed. 11 (9%) respondents strongly disagreed.

Thus, the results of the questionnaire indicate that a large percentage of participants do not believe that there is a negative impact on the standard of living, safety, healthy conduct, and economic growth of communities created by RBM. The response from the participants indicates that RBM is mindful of their SR and sensitive to the environment and the relating impacts that their operations have on their surroundings. Regarding how they contribute to the health of society, the data indicates that 11% of those surveyed strongly agreed, 38% agreed, 29% were uncertain, and 22% disagreed. The results of the questionnaire showed that a large majority of participants believed that RBM had improved society in KZN's northern area. The positive participant response provides insight that RBM has ensured that their operations are conducted within a socially responsible manner giving cognisance to the potential health effects for the mining industry and taking appropriate action to mitigate any such effects on the society within which they operate. Advantages of RBM's social responsibility initiatives are shown by the following responses from participants: 4 (3%) strongly agreed, Agree (45%), Uncertain (39%), as well as Disagree (13%).

According to the survey's findings, a large number of participants concur that RBM's social responsibility efforts are biased to help a small number of people at the expense of the majority. This is a concerning finding and shows that there are areas where the SR procedures for RBM are lacking to an extent per the opinion of the surrounding society members. Regarding the long-term sustainability of communities, the replies indicate that 10 (8%) strongly agreed, 32 (25%) agreed, 63 (49%) were uncertain, 23 (17%) disagreed, and 1 (1%) responded strongly disagreed. According to the findings of the survey, a large number of participants were unconvinced that the business's responsibility to the community was what ultimately determined the sustainability of the locales neighbouring RBM, further emphasising the fact that there are some areas of concern when it comes to RBM's corporate governance and social responsibility practices.

THE INFLUENCE OF SOCIAL RESPONSIBILITY FOR BUSINESSES ON THE GROWTH OF LOCAL COMMUNITIES

Kansilembo Aliamutu, PhD¹, Kerry-Lee Gurr².

Similar findings were identified by Lee et al. (2018) whereby active programmes and corporate social responsibility practices were found to be valuable and positive by the residents within the surrounding area. The research’s findings were further corroborated by a study performed by Panthong (2010) within the Map Ta Phut community through the use of surveys collected from 200 respondents. The outcome of the study revealed that overall corporate social responsibility activities conducted by the local chemical industry forged a positive relationship within the surrounding community.

Table 2. Answers to Communities advantages of the business

Field of Study	Sector Distribution					Number of Replies
	Strongly Agree	Agree	Uncertain	Disagree	Strongly Disagree	
Responding to community comments from RBM's SR management	9 (7%)	22(17%)	51(40%)	45 (34%)	2(2%)	129
Responding to cultural effects	6 (5%)	56(43%)	43(33%)	20 (16%)	4(3%)	129
Responding to the advantages of schools	34 (26%)	48(37%)	35(27%)	11 (9%)	1(1%)	129
Responding to recognition from the community	11(9%)	21(16%)	51 (39%)	40(31%)	6(5%)	129
Responding to taking decision inputs	7(5%)	20 (16%)	49 (38%)	48(37%)	5(4%)	129

Based on the SR leadership of RBM's input to communities, Table 2 reveals that 9 (7%) strongly agreed, 22 (17%) agreed, 51 (40%) showed they were uncertain, 45 (34%) disagreed, and 2 (2%) strongly disagreed. The survey's findings showed various participants were doubtful that RBM's business, social responsibility administration regularly provides the community with input on matters related to social responsibility. These findings point to a necessity of RBM to engage more with the community, particularly on matters that may impact the society within which they operate. There is a need to not only engage with the community on sensitive matters but also to find an operate method/medium to effectively communicate and open a dialogue with the respective society. Regarding the effects on culture, the data reveals that 6 (5%) Strongly Agree, 56 (43%) Agree, 43 (33%) Response Uncertain, 20 (16%) Disagree, as well as 4 (3%), Strongly Disagree. According to the study outcomes, most participants concur that RBM's business social responsibility has had a detrimental influence on the culture of the northern area. The negative response by the community to this particular field further displays a lack of understanding and critical engagement taking place by RBM with the relevant community.

Regarding the advantages offered to schools, the answers show that 34 (or 26%) of the people who participated strongly agreed; 48 (37%) agreed; 35 (27%) said they were uncertain; 11 (or 9%) said they disagreed; and 1 (1%) strongly disagreed. The findings showed that most of the participants concur that RBM's programmes for social responsibility indeed help schools. The positive response received from the participants shows that RBM is making valid and noticeable impacts in terms of social responsibility programmes implemented within the ambit of schools in the operating area. Regarding community acknowledgment, the results indicate that 11 (9%) strongly agreed; 21 (16%) agreed; 51 (39%) were uncertain; 40 (31%) disagreed; and 6 (5%), strongly disagreed. The results of the questionnaire showed that most participants were confused whether local communities are consistently notified of their significant contribution to the business's social responsibility initiatives. The participant response notes that RBM can do more when it comes to recognising the community for their contributions and efforts which is important for mental health, wellbeing, motivation and recognition. When asked about their opinions on



making choices inputs, 7 (5%) said they strongly agreed, 20 (16%) said they agreed, 49 (38%) said they were uncertain, 48 (37%) said they disagreed, and 5 (4%) said they strongly disagreed. The findings from the questionnaire also show that about equal proportions of participants disagree and are doubtful that RBM usually solicits feedback when deciding on social responsibility-related matters. The response received echoes that of previous questions within similar fields noting that there are areas of improvement by RBM, particularly within the realm of communication between RBM and the community. A study conducted in Australia by Hall et al. (2015) emphasised the need for effective communication between industry and the local community. Hall et al. (2015) noted that ongoing consultation and communication with the community was deemed to be a positive risk mitigation strategy as well as ensuring that the CSR programs were appropriately directed with the most meaningful and impactful results for the community. The impact of communication with the community was further strengthened by the study conducted in Slovakia by Moravcikova et al. (2015) highlighted the need for effective and open dialogues being maintained between the company and community. The results from this research are congruent with those of similar studies which stresses the importance of effective communication in order to achieve the relevant goals related to corporate social responsibility undertakings.

Table 3. Reactions to possibilities for development

Field of study	Sector Distribution					Number of Replies
	Strongly Agree	Agree	Uncertain	Disagree	Strongly Disagree	
Responding to possibilities for development	14(11%)	51(39%)	42(33%)	19(15%)	3(2%)	129
Responding to managerial perspectives on affecting incentives positively	15(12%)	35(27%)	51(39%)	27(21%)	1(1%)	129
Responding in relation to other people	18(14%)	32(25%)	67(52%)	10(8%)	2(1%)	129
Responding to developing a beneficial image of RBM	9(7%)	48(37%)	43(23%)	29(23%)		129
Responding to the observance of RBM	14(11%)	64(49%)	49(39%)	2(1%)		129

Table 3 presents the opinions of the participants about possibilities for development. Of these, 14 (11%) strongly agreed, 51 (39%) agreed, 42 (33%) responded uncertain, 19 (15%) disagreed, and 3 (2%) strongly disagreed. According to the survey's findings, most participants concur that RBM's CSR gives communities the chance to grow. The positive participant response shows that the community values the contributions and initiatives actioned by RBM with meaningful results materialising from these projects. Table 3 presents the answers provided by each of those questioned on managerial views that positively influence enthusiasm. It reveals that 12 percent of the participants strongly agreed, 27 percent agreed, 51 percent were uncertain, 27 percent disagreed, and 1 percent strongly disagreed. The results of the questionnaire showed that most participants were dubious about how RBM's views on social responsibility in business administration affected employees' drive to improve their communities. Table 3 compares the answers provided by the participants to those of the other groups and reveals that 18(14%), 32(25%), 67(52%), 10(8%), and 2(1%) responded Strongly Disagree, Agree, and Uncertain, disagree and strongly disagree respectively. The results of the questionnaire showed that most participants were unclear, that RBM outperforms the majority of businesses in terms of social responsibility problems. Issues where the participants and community are unsure may be more actively resolved through open communication channels and engagements between RBM and the society within which they operate. Regarding fostering a good perception of RBM, the results

THE INFLUENCE OF SOCIAL RESPONSIBILITY FOR BUSINESSES ON THE GROWTH OF LOCAL COMMUNITIES

Kansilembo Aliamutu, PhD¹, Kerry-Lee Gurr²

indicate that 9 (7%) strongly agreed, 48 (or 37%) agreed, 43 (23%) were uncertain, and 29 (23%) disagreed. The findings of the questionnaire showed that the majority of participants concur they view RBM's social responsibility in a good light. The positive participant response reflects and overall endorsement for the social responsibility programs and initiatives undertaken by RBM as perceived by the community. Table 3 presents what the participants thought about regarding the observance of RBM. Of them, 14 (11%) strongly agreed, 64 (49%) agreed, 49 (39%) were uncertain, and 2 (1%), disagreed. According to the survey's findings, a large number of participants concur they appreciate RBM's heritage and mission. The largely positive response from the sampled participants indicates that overall RBM appears to be making a meaningful impact in the pursuance of their social responsibility initiatives. Ismail (2009) noted the importance of corporate social responsibility, noting that over time it is continuing to evolve with respect to its meaning and practice. It is argued by Ismail (2009) that a multidisciplinary approach is required for effective implementation of CSR, however, with the right programs, a tangible impact can be made in the lives of the resulting community and alleviate any environmental degradation. The findings of this research are in agreement with similar studies noting that socially responsible initiatives are typically perceived in a largely positive light by the effected community.

Table 4. Discussions on the degree of fulfillment

Field of study	Sector Distribution					Number of Replies
	Strongly Agree	Agree	Uncertain	Disagree	Strongly Disagree	
Responding to the degree of fulfillment	15(12%)	24(19%)	61(47%)	27(21%)	2(1%)	129
Responding to possibilities for growth in society	12(9%)	48(37%)	23(18%)	45(35%)	1(1%)	129
Responding to the right to express worries	10(8%)	11(9%)	30(23%)	71(55%)	7(5%)	129
Responding to the notion of social responsibility	17(13%)	43(33%)	46(36%)	21(16%)	2(2%)	129
Responding to involvement in political and social endeavours	9(7%)	43(33%)	8(6%)	69(54%)		129

In terms of fulfilment, Table 4's replies reveal that 15 (12%) strongly agreed, 24 (19%) agreed, 61 (47%) said they were uncertain, 27 (21%) disagreed, and 1 (1%) strongly disagreed. In terms of social responsibility concerns, the results of the questionnaire therefore showed that most respondents are unclear of how satisfied they are with RBM's handling of these matters. The participant response is somewhat negative as there appears to be a lack of connection between the social responsibility initiatives being undertaken by RBM and the relating impact and fulfilment on the community. Findings regarding prospects for social progress indicate that 12 (9%) strongly agreed, 48 (37%) agreed, 23 (18%) responded uncertain, 45 (35%) disagreed, and 1 (1%) strongly disagreed. According to the survey's findings, most participants felt that RBM constantly urged them to seize possibilities related to social progress concerns. The participant response is positive and endorses the practices that have been implemented by RBM. Regarding the ability to express issues, Table 4 reveals that 10 (8%) strongly agreed, 11 (9%) agreed, 30 (23%) were uncertain, 71 (55%) disagreed, and 7 (5%) strongly disagreed. Thus, the results of the questionnaire showed that most participants disagreed that it was simple for them to raise social responsibility-related problems with RBM. The issue of open communication between RBM and the community has been identified as a noticeable issue raised throughout the questionnaire and is an area of improvement that RBM can work to resolve in collaboration with the community.



Regarding how they felt about the notion of SR, findings 19 indicate that 17 (13%) of the people who participated said they strongly agreed, 43 (33%) said they agreed, and 46 (36%) said they were uncertain. 2(2%) said Strongly Disagree and 21 (16%) said Disagree. Therefore, the results of the study showed that most participants were unfamiliar with the idea of business social responsibility and what such an idea entails. There may be different perceptions within the community about what social responsibility means and ideally what would fall within the ambit of RBM's social responsibility and what would be beyond said scope. Regarding participant engagement in political and social endeavours, findings 20 indicate that 9 (7%) strongly agree, 43 (33%) agree and 8 (6%), uncertain respectively, responded Strongly Agree, Agree, and are uncertain. The findings of the questionnaire showed that most participants disagreed that they were involved in political and social endeavours within their local community. This may indicate that the community is more heavily reliant on the surrounding commercial businesses for social impact/assistance rather than the government. Such reliance may lead to unreasonable expectations from the private sector to resolve issues that may be more aligned to the public sector. Carroll (2021) reflected on corporate social responsibilities throughout the period 1950 to 2020 noting the dynamic and ever-changing nature associated with corporate social responsibility highlighting the need to adapt to the changing environment and social expectations. The uncertainty displayed in the participant responses provides some insight regarding the differing and changing expectations in relation to the past.

Table 5. Reactions to social events and initiatives

Field of study	Sector Distribution					Number of Replies
	Strongly Agree	Agree	Uncertain	Disagree	Strongly Agree	
Responding to social events and initiatives	9(7%)	22(17%)	74(57%)	23(18%)	1(1%)	129
Responding to SR as an advertising strategy to have a beneficial	26(20%)	52(40%)	46(36%)	3(2%)	2(2%)	129
Responding to community involvement, sustainability, economic development, and involvement of stakeholders	10(8%)	31(24%)	68(53%)	20(15%)		129
Responding to communication initiatives	10(8%)	25(19%)	61(47%)	29(23%)	4(3%)	129

Table 5 presents the responses of the participants on social programmes and activities. Of them, Strongly Agree 9 (7%), Agree (17%), Uncertain (57%), Disagree (18%), and Strongly Disagree (1%), were the most frequent responses. The results of the questionnaire showed that most participants were unclear of how frequently RBM plans events and activities for the community. This may further stem from the perceived lack of open communication channels between RBM and the community. In answer to questions on SR as advertising with a good effect, the following answers were given: 26 (20%) said they strongly agreed; 52 (40%) said they agreed; 46 (36%) said they disagreed; 2 (2%), said they strongly disagreed. According to the survey's findings, most participants concur that a business's application of social responsibility initiatives as an advertising strategy might benefit regional and local communities. The positive response from the community reflects the value that is placed by society on the social responsibility practices initiated by the private sector and the importance of businesses to actively engage in such programs. Regarding community involvement, involvement of stakeholders, and an environmentally friendly economy, the results showed that 10 (8%) strongly agreed, 31 (24%) agreed, 68 (53%) were uncertain, and 20 (15%) disagreed. Based on the survey's outcomes, most

THE INFLUENCE OF SOCIAL RESPONSIBILITY FOR BUSINESSES ON THE GROWTH OF LOCAL COMMUNITIES

Kansilembo Aliamutu, PhD¹, Kerry-Lee Gurr².

participants were unaware that RBM engages in community service, sustaining local economies, and involvement of stakeholders as part of its business social responsibility initiatives. The lack of awareness of such initiatives undertaken by RBM further highlights the need to effective communication between RBM and the community. The findings display the results of the questionnaire. In response to questions on communications initiatives, the findings indicate that 10 (8%) strongly agreed, 25 (19%) agreed, 61 (47%) uncertain, 29 (23%) disagreed, and 4 (3%), strongly disagreed. A large proportion of those responding to the study expressed uncertainty about whether RBM shares information about its environmental and social responsibility initiatives locally. The participant response once again provides insight to the issue regarding appropriate and accessible communication channels being maintained between RBM and the community.

While a lack of effective communication between the community and RBM has been highlighted by the research, and interesting finding was made by Viererbl et al. (2022) noting a paradoxical situation in terms of too much or too little communication in relation to CSR. A delicate balance between the level of communication was emphasised by Viererbl et al. (2022), whereby too little or too much communication could result in negative connotations and perceptions by the community. The type and manner of CSR communication was determined by Bernardino (2021) who conducted a study in Canada which revealed that authentic and responsible communications were highly valued by society. Bernardino (2021) further discovered that it was often the reporting mode rather than the communication itself as generally being the area of shortcoming.

4. CONCLUSION

The research discovered that respondents are satisfied with the advantages caused by RBM such as employment opportunities, development of capacity, technological advances, acquiring and possibilities for business and investments in society. The aim of this research is to assess the influence of social responsibility for businesses on the growth of local communities. They further believe that RBM has had a major positive impact on their wellness. Some groups hold the opinion that not everyone is covered by RBM benefits. Nonetheless, participants thought that RBM had implemented SR initiatives that helped the neighbourhood schools and that the business's social responsibility provided opportunities for community development. 55% of those interviewed believe that communicating their worries to RBM on social responsibility matters is difficult. This is so that the local populations may benefit from the business' comprehensive strategy of community development activities. The findings of the research lead to the following suggestions being made:

1. The SR management team at RBM ought to fairly allocate the advantages, including employment, technological advances, development of capacity, contracting, and commercial prospects, to the nearby areas.
2. This will put an end to the violence and strikes that have been occurring in the region, restoring harmony and calm to the RBM community.
3. The SR management group ought to guarantee that all relevant parties participate in the process of making choices for matters related to social responsibility. Kim et al. (2014) attests to this, saying that The Social Venture Network has proposed nine fundamental values that businesses may utilise as an outline when creating their social responsibility initiatives. According to recommendations, RBM should prioritise these four in order to enhance their SR execution strategies. Responsibility: Sincerity and openness should be the primary values for presenting to investors; the "desire to understand" of stakeholders should take priority above difficulty or expenses to the organisation. Having visibility is essential to enhancing a business's credibility.
4. Finance returns: The business's revenues need to maintain steady, long-term development and a rise in shareholder value.



5. **Business partnerships:** The firm should check the SR initiatives of its business associates to make certain they are, in theory, in keeping with the business's own. It should also make an effort to treat all of its corporate partnerships fairly and honestly.
- Engagement in the community:** the business should be as forthright, open, truthful, and honest in its interactions with the community as possible. All parties involved will be more dedicated to the cause if they are aware of the organization's goals and the reasons behind its decisions. With efficient routes of communication, this is feasible. According to principle 8.4 of the King report, it is imperative to establish and preserve stakeholder faith and trust through transparent and efficient interaction. This necessitates providing information that is precise, current, useful, full, truthful, and easily available. Furthermore, this research is limited by the smaller sample size and the marginalisation of other local communities in the identical district. Utilise extreme caution when using this survey's generalisations. As a result, a greater study with a larger sample size as well as several companies is advised.

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THE INFLUENCE OF SOCIAL RESPONSIBILITY FOR BUSINESSES ON THE GROWTH OF LOCAL COMMUNITIES

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