



University of the East's Commitment to Corporate Social Responsibility: A Comprehensive Overview of Initiatives and Programs (A Review of Related Literature)

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ABSTRACT

This paper is a review of related literature on University of the East's Commitment to Corporate Social Responsibility: A Comprehensive Overview of Initiatives and Programs. The review is aimed at establishing the research gap in order to create the Statement of the Problem. The review of documents necessitates the qualitative methodology of the study. The CSR participation in education suggest the 10 year implementing development plan in three stages; 1. Philanthropic CSR, 2. Corporate Social Values (CSV) and 3. Corporate social Initiative (CSI). Universities hold a pivotal role in addressing global challenges and ensuring a sustainable future. As a private educational institution operating corporately, UE's CSR initiatives are paramount. As noted by Gilbert (2018), such initiatives are instrumental in enhancing the university's reputation, fostering positive stakeholder relationships, and demonstrating a genuine commitment to long-term CSR enhancement. By cultivating corporate shared values and implementing CSR initiatives, UE endeavors to establish a robust CSR model for the entire institution.

Keywords: *Corporate Social Initiatives (CSI), Corporate Social Responsibility (CSR), Corporate Shared Value, Philanthropic Corporate Social Responsibility, Initiative, Stakeholders.*

I. INTRODUCTION

This narrative is part of PhD dissertation proposal: Titled University of the East's Commitment to Corporate Social Responsibility: A Comprehensive Overview of Initiatives and Programs. For presentation on April 22, 2024, a webinar organized and coordinated by Dr. Sanihu Munir, President of the International Association of Management in Human Resource Development (IAMHRD); The objectives of this paper are: 1. To present the review of related literature on corporate social responsibility; 2. To use the related literature in understanding the current status of the CSR program of the University of the East; 3. To review and assess its CSR initiatives and practices of UE; 4. To create a CSR model for UE's operations.

II. RESEARCH METHODS

The study used qualitative research to examine the University of the East's CSR commitment initiatives and programs. (Bhandari, 2023) reveals record and comprehend data that frequently cannot be described mathematically. Understanding ideas, perspectives, experiences, and the deeper significance underlying social phenomena and human behavior necessitates the collection and evaluation of non-numerical data. The study employs purposive sampling to select participants who have direct involvement or expertise in the University's CSR activities from various internal stakeholders such as faculty, administrative staff, and students, as well as external stakeholders including community members, NGOs, and corporate partners responsible for planning and implementing CSR initiatives. The interview is one of the most popular ways to collect data for qualitative research. It helps the researchers to interact with participants in-depth, to learn about their viewpoints, experiences, and beliefs. Organize focus group discussions with diverse groups of stakeholders to explore perceptions, experiences, and expectations regarding the University's CSR initiatives. Record interviews and FGDs with consent for accurate transcription and analysis. Furthermore, researchers can capture the subtleties of social interactions and human behavior by collecting observations and experiences using tools like audio-visual recordings and field notes (Bhat, 2023).

III. DISCUSSION

3.1 Corporate Social Responsibility and Its Definition

Corporate social responsibility (CSR) is defined as an ethically oriented business model whereby organizations self-regulate operations to have a positive impact on society and the environment. It is a strategy for companies to act sustainably and address social, environmental, and societal issues.

Lomachynska et al., (2023) gives the definition of CSR as an organization's ethical, legal, ecological, social, and philanthropic context in CSR programs that enhance societal welfare and boost sustainable development effectiveness. The study identifies several broad trends in the evolution of contemporary corporate social Responsibility (CSR), such as philanthropic support for small businesses, alignment with stakeholder values, the growth of employee and virtual volunteering, the adoption of novel techniques for assessing the efficacy of CSR initiatives, the advancement of green technologies, the strengthening of labor laws, and the improvement of non-financial CSR reports. Universities play a crucial role in solving the world's problems by ensuring a sustainable tomorrow. They need to adopt corporate social responsibility because it enables them to contribute to the betterment of the society. According to (Gilbert, 2018) CSR initiatives can help universities build a strong reputation, maintain positive relationships with stakeholders, and demonstrate genuine concern for the long-term enhancement of CSR. Domingues & Pasquarelli, (2023) reveals that CSR contributes to the sustainable development of society by promoting social actions that benefit the community.

In reference to Hudtohan's (2018) research and analysis, the reason CSR has different meanings is because it has evolved over time from Carroll's (1999) social responsibility pyramid. As a result, the central concept of corporate social responsibility (CSR) is that firms must seek to meet the needs of a wider spectrum of stakeholders (Jamali & Mirshak, 2007). Hudtohan, (2019) exposes that corporate social responsibility (CSR) is philanthropic, charitable, and voluntary is becoming obsolete. Instead, we are seeing a shift toward corporate social initiatives, which are community entrepreneurship development from the perspective of social development and entrepreneurship from a multi-stream management framework that moves social entrepreneurship and fosters economically sustainable livelihood.

3.2 CSR and Corporate Philanthropy Are Not the Same

Lazarri (2018) reveals that corporate philanthropy and CSR are not the same thing. The term "corporate social responsibility" (CSR) refers to a wider range of methods by which businesses support social welfare, including corporate philanthropy. Corporate Social Responsibility (CSR) is a concept that aims to strategically integrate philanthropic efforts with company objectives, while corporate philanthropy focuses on addressing social change through the deployment of time, financial resources, and other resources (Lazarri, 2018).

3.2.1 CSR Issues

As stated by Brown and Forster (2012), a company's responsibilities include growth, profit, social responsibility, and embedding ethical values. CSR can be seen as "the extent of these responsibilities, they still face challenges of explaining to their stakeholders how they pursue social initiatives at a significant cost to those who invest in their companies."

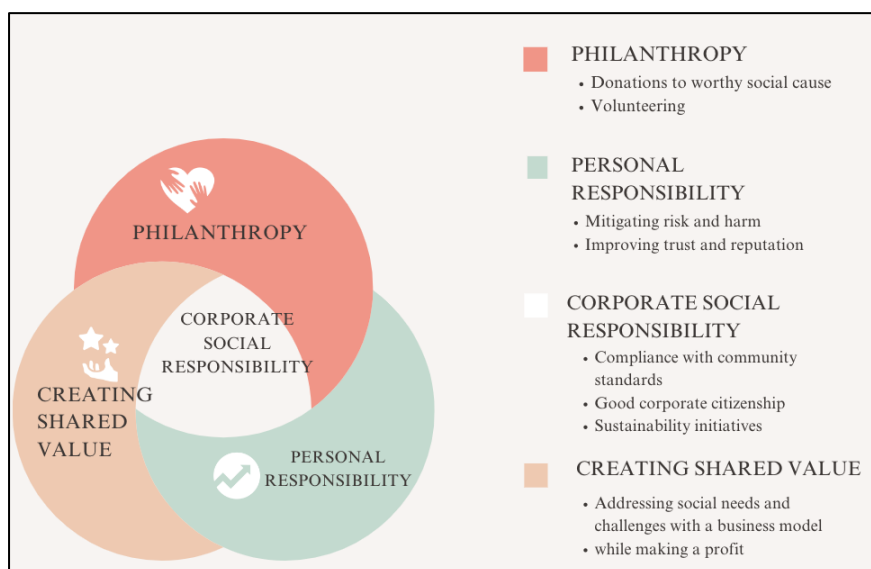


Figure 1. Theoretical Framework in Corporate Social Responsibility

Source: National Academies of Sciences, Engineering, and Medicine. 2016.

The figure specifies a model which illustrates the relationship among the three elements of CSR. The main goals of philanthropy are volunteering and charitable contributions to worthy causes. This refers to the act of people or groups funding philanthropic efforts or contributing their time and resources to address social concerns and enhance community wellbeing. It extends beyond charitable giving to include businesses' moral, ethical, and environmental obligations to a range of stakeholders, such as workers, clients, suppliers, the community, and the environment. Ethical labor standards, environmental conservation, community involvement, and open government are a few examples of CSR initiatives. To create shared value (CSV), a business model must address societal issues and problems while still

making a profit. Different from traditional CSR or philanthropy, CSV recognizes that social concerns create commercial possibilities and incorporate social impact directly into the fundamental business plan. Businesses can generate sustained value for society and shareholders by coordinating their commercial aims with social goals. On the other hand, personal responsibility means that people and institutions accept accountability for the choices and acts they make to reduce risks and damages and enhance reputation and trust. In all facets of life and commercial transactions, it places a strong emphasis on moral behavior, responsibility, and honesty. Personal Responsibility encourages people to act in ways that advance the common good and respect ethical standards. It goes beyond legal requirements to include moral and social commitments as well. Individuals and organizations can establish credibility, trust, and goodwill among stakeholders by exhibiting personal Responsibility.

3.2.2 UE CSR Program

The University of the East is a private educational institution operating corporately. The purpose of this study is to ascertain students' accountability as well as the University of the East's existing CSR strategies. CSR programs and developing corporate shared values to develop a university-wide CSR model.

A wide range of Corporate Social Responsibility (CSR) activities, divided into different units and projects with the goal of promoting community development and involvement, are managed by the Office of Extension and Community Outreach (OECCO) of the University of the East (UE) covering a broad range of societal needs and concerns, these programs are strategically aligned with the mission and vision of UE.

3.3 External Corporate Social Responsibility of University of the East

The Office of Extension and Community Outreach is committed to providing a range of services to adopted barangays, marginalized sectors, and neighboring communities in partnership with NGOs, POs, government agencies, and civil society, working with numerous committees and stakeholders. Since 1995, the University of the East has extended its community outreach initiatives to include oral health care, literacy programs, entrepreneurship support, and technical training. UE gives priority to the underprivileged, providing educational opportunities and training in occupational skills to increase employment. These initiatives are managed by the Office of Extension and Community Outreach, which also builds volunteer capacity through evaluations and training programs. Strategic planning, stakeholder participation, resource integration, and ongoing monitoring are essential to the success of UE's outreach initiatives. The Red Cross and local government agencies are two important partner institutions that are essential to the program's success. UE highlights the value of teamwork and stakeholder engagement in maintaining community outreach initiatives while exchanging best practices at national conferences. (East Caloocan Campus of University of the East, 2023).

Programs for Community Outreach: (1) Focus areas of the College of Arts and Sciences include community literacy and solid waste management. (2) GoNegosyo is the name of the livelihood program offered by the College of Business Administration. (3) The Adopt-a-Day Care Center Program and computer literacy are prioritized at the College of Computer Studies and Systems. (4) Dental Missions are held by the College of Dentistry. (5) Adopt-a-Public School, EducKaibigan, and Supplementary Feeding are just a few of the initiatives that the College of Education runs. (6) The College of Engineering provides technical training and services and participates in the Brigada Eskwela program. (7) Graduate School works on medical and dental missions with Manila Doctors Hospital and UERMMMCI. (8) A campaign to reduce poverty is led by the College of Law. (9) Industrial arts are emphasized in the College of Fine Arts. (10) Elementary and Secondary Laboratory Schools take part in the University Belt Urban Renewal initiative. (11) The Department of Elementary and High Schools prioritizes community literacy.

UE's dedication to education and empowerment is demonstrated by the initiatives' common theme of promoting community literacy. As a symbol of its commitment to community involvement and corporate social Responsibility, UE aims to empower communities, solve a range of social concerns, and promote sustainable development through these programs.

3.4 Internal Corporate Social Responsibility of the University of the East

Based on the faculty handbook for faculty privileges and benefits offered in the University of the East (Caloocan), Article XXI Fringe Benefits section 1. Entitlement. Subject to the provisions of the Collective Bargaining Agreement, University policies, rules and regulations and all other applicable laws, the faculty member benefits are the following: (1) Research Grant (2) Longevity Pay (3) Vacation Leave (4) Sick Leave (5) Maternity Leave (6) Paternity Leave (7) Special Leave (8) Birthday Leave (9) Christmas Bonus (10) Medical /Hospitalization, Dental and Optical Benefits (11) Group Insurance (12) Retirement Benefit (13) Mortuary Benefit (14) Education Benefit (15) Sabbatical Leave (16) Computer Loan.

Programs for the students include University Scholarships, College Scholarships, Grant Programs (Athletic Service Grant), Service Grant, Cultural Grants, Scholarships (UE-Tan Yan Kee Foundation, Inc.), and President Francisco Dalupan Sr. scholarship (PFDS).

By using collaborations to address community issues, promote education, and empower underrepresented groups, UE's Marketing and Alumni Programs work as positive change agents through these cooperative endeavors. Therefore, modeling the values of community involvement and business social responsibility.

3.5 Stakeholder Theory

The ethical idea known as "stakeholder theory" examines how corporate actions, trends, profits, etc. affect all parties involved, including the government, suppliers, customers, shareholders, employees, and financiers. (Sharma, 2024). All organizations have to deal with their partners, so it makes sense. A business that is purpose-driven and owned by people who act as the owner's trusted representatives or fiduciaries is said to adhere to this idea (Friedman, 1984).

Stakeholder theory, on the other hand, broadens the definition of CSR to encompass a wider range of stakeholders who are impacted by or can influence the company's decisions, in contrast to shareholders. Stakeholders are "any group or individual who can affect or is affected by the achievement of the organization's objectives," according to Edward Freeman, one of the principal proponents of stakeholder theory (Freeman, 1984). Stakeholder theory proponents contend that companies have a moral and ethical duty to take into account the interests and well-being of all parties involved, not just shareholders. According to this viewpoint, ethical conduct, stakeholder engagement, and corporate social responsibility (CSR) are crucial elements of successful business operations (Freeman, 1984). Stakeholder theory promotes a more inclusive and socially conscious approach to management, whereas stockholder theory places a higher priority on profit maximization and shareholder wealth.

3.6 CSR Participation in Education

A growing number of businesses are incorporating corporate social responsibility (CSR) into their operations, and one sector where CSR initiatives are being implemented is education. A study carried out in Malaysia found that CSR educational initiatives benefit both students and schools. Azhar, & Azman, (2021)

According to a different article, CSR initiatives in the field of education ought to be carefully planned and selected, with an emphasis on raising student achievement and fixing flaws in the current educational system (Malhotra, 2017). Through the creation of learning materials, sponsorship of in-person or virtual courses, equipment donations to underserved areas, and allowing employees to mentor students in their careers, businesses can promote education through their CSR initiatives (L, 2023). Educating students on corporate social responsibility (CSR) might inspire them to care more deeply about social responsibility by teaching them about sustainability and business ethics (Imchen, 2021). Lei(2016) outlines implementing a ten-year CSR development plan in three phases: STAGE 1: Philanthropic CSR. Philanthropic CSR, also known as philanthropy or charitable giving, is a component of corporate social responsibility that involves donating money, resources, or time to support social or environmental causes without expecting direct financial returns. Philanthropic CSR goes beyond legal obligations and is voluntarily undertaken by companies to make a positive impact on society and contribute to the welfare of communities.

STAGE 2: Corporate Social Values (CSV). According to Hudtohan's (2018) study, Porter and Kramer (2011) support business Shared Values (CSV), is a concept that centers business attention on social issues. As per Khurshid and Snell's (2022) research, there has been a surge in the recognition of corporate activities tagged as producing shared value (CSV) in the past ten years. Several multinational corporations have declared that CSV has become an integral part of their operations. Developing community human resources as inputs to fulfill the company's mission, vision, and values is a necessary part of sustainability projects involving the community.

STAGE 3: Corporate Social Initiatives (CSI) According to Jones and Felps (2013), CSI refers to specific projects or programs that businesses adopt to address environmental or social concerns. These projects are more concentrated and targeted than standard corporate social Responsibility (CSR) activities, to improve certain areas of concern. In addition to benefiting businesses, corporate social initiatives are essential in tackling urgent social and environmental issues. Companies can contribute to their long-term success and make a significant difference in the world through focused initiatives and projects.

3.7 21st Century

Corporate responsibility (CSR) has evolved significantly in the 21st century, with a rising focus on social responsibility, sustainability, and governance. This progression signifies a more extensive acknowledgement of the part that businesses play in tackling socioeconomic and environmental issues. M., (2019) cited the initiatives of CSR in education which can be extremely helpful in fostering the development of 21st century learning abilities like communication, creativity, teamwork, and critical thinking. Through a variety of CSR efforts, including social entrepreneurship, budgeting, sustainability, and communication, students can build these abilities, which are crucial for success in the workforce.

Horrigan, B. 2008 Emphasizes how crucial it is for business organizations and schools to work together to create well- thought-out CSR initiatives that improve education indices and fix flaws in the current educational system. Universities should contribute to income, research output, and graduate employability in addition to teaching and research (Binsawad, 2020). Parsons (2014) entails community partnerships and initiatives meant to engage students with the community. In other instances, it refers to the general emphasis of academic programs or course orientation to address social issues. VALLAEY (2012), Social responsibility should be viewed as a type of orientation in how universities operate rather than a straightforward charitable endeavor. University CSR should be given strategic importance and thoroughly incorporated into the fabric of the university (Hayter and Cahoy, 2018)

IV. CONCLUSIONS

1. The review of corporate social responsibility literature highlights the importance of environmental sustainability, community engagement, ethical governance, and stakeholder collaboration.
2. UE's mission, vision, and values demonstrate its initial commitment to corporate social responsibility.
3. CSR programs not only show a commitment to ethical and sustainable business operations, but also serve as catalysts for positive societal change.
4. There is a need to improve transparency and engagement with stakeholders by regularly communicating CSR initiatives and progress. This may be useful in identifying initiatives, programs, and best practices.
5. The University of the East's CSR efforts could be improved by strengthening their monitoring and evaluation processes to evaluate the performance and sustainability of ongoing programs.

6. The review of related literature on UE's CSR initiatives will assist in creating the CSR model.
7. A CSR program can be made impactful by collaborating with external stakeholders, such as industry, government agencies, and civil society organizations.
8. Increased stakeholder engagement and support can be achieved by promoting greater transparency and inclusion in decision-making processes.
9. Create a culture of social responsibility within the faculty, staff, and students by conducting awareness campaigns, training, and recognition programs.
10. Develop a culture of continuous improvement by soliciting feedback, learning from best practices, and adjusting strategies to changing social needs and expectations.
11. Create methods for assessing the effectiveness and sustainability of CSR programs to guarantee that they are aligned with the needs of stakeholders and the organization's objectives.

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