

DETERMINATION OF HOST COMMUNITIES SATISFACTION WITH CORPORATE SOCIAL RESPONSIBILITIES PROVIDED BY FEDERAL TERTIARY EDUCATION INSTITUTION IN IMO STATE

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ABSTRACT

The study focused on satisfaction of host communities with corporate social responsibilities (CSR) provided by federal tertiary education institutions in Imo state. The idea of CSR is on the fact that institutions operating in an area owe it as a duty to contribute to the development of the area. The extent to which host communities are satisfied with these CSR provided is not yet known, hence the study. The specific objectives are to determine the extent to which host communities are satisfied with CSR provided and ascertain the constraints of CSR provision in the area. A random sample of thirty (30) management staff of the institutions and 30 executive members of community unions were selected. Primary data were collected using a set of structured questionnaire and analyzed using percentage, mean statistic and t-test. Result showed that no satisfaction was derived from the provision of CSR as opined by the two groups of respondents. Their mean ratings were statistically significant at 5% level of probability. The two groups accepted all the listed problems of provision of CSR in the area, hence the mean rating were not statistically significant with the t-value of 1.903. Conclusively, the study posited that satisfaction of host community be given priority while providing CSR.

Keywords: Corporate Social Responsibility, Host Community, Federal Tertiary Education Institution, Satisfaction.

INTRODUCTION

Public Tertiary Educational Institutions are corporate organizations established in various communities. These communities generally refers to as host communities donate their lands for the establishment of these institution expecting some corporate social responsibilities that help to improve the people's wellbeing in return. Corporate Social Responsibility (CSR) according to Andrew (1991) has no consensus definition. Evborokghi(2003) said it is the sense of obligation on the part of the organization to build certain social concern and criteria into their strategic decision making process. CSR according to

Andrew (1991) is the intelligent and objective concern for the welfare of the society that restrains individual and corporate behavior from ultimately distinctive activities, no matter how immediately profitable, and leads to the direction of positive contribution to human betterment.

In recent years, corporate firms in Nigeria has become increasingly aware of their role in contributing to the wellbeing of the society through acts of social responsibilities. However, our society is still concerned that greater influence and progress by firms and institutions has not been accompanied by equal efforts and desire in addressing important social issues (Uwalomwa and Egbide,2011). This implies according to Friedman(1970) that host communities are yet to be satisfied with the type of CSR provided by the corporate organizations established in their domain. This is in agreement with the findings of Justin and Wadike (2013) that the rate at which host communities are satisfied with social responsibilities provided by public tertiary education institutions is very low. With this result from Justin and Wadike (2013), there is no justification of a community donating her land for the establishment of an institution which cannot enhance the development of the host community. This finding is against the definition of CSR given by Salma (2010) as the obligation of organization management to make decisions and take actions that will enhance the welfare and interest of society as well as the organization.

Going by what Odetayo *et al.*, (2014) said about CSR as those duties performed by organizations to the society in which they operate, such as protection of the environment, provision of social amenities, health and safety, CSR implies obligation of an organization to respond positively to emerging societal priorities and expectation in preserving environmental and cultural resources, respecting diversity and reducing social problems in order to achieve sustainable community development. A community development process is sustained only if the beneficiaries are satisfied with the developmental effort. Sustainable community development involves improving the quality of life of people within a community, and people are satisfied if various

developmental efforts are the type that better their living condition.

Imo state housed various Federal Tertiary Education Institutions, and the doubt of the satisfaction of social responsibilities provided by these institutions to host communities formed the focal point of this paper. The study specifically:

- i. ascertained the extent to which host communities are satisfied with the corporate social responsibilities provided by federal tertiary education institutions;
- ii. investigated the problem militating against the Federal Tertiary Education Institutions in providing corporate social responsibilities to host communities.

The following hypotheses were postulated and tested

H₀₁ : There is no significant difference between the mean rating of the responses of the management staff of the institutions and executive members of the development unions on the extent to which host communities are satisfied with the Corporate Social Responsibilities provided by the institutions.

H₀₂ : There is no significant difference between the mean rating of the responses of the management staff of the institution and executive members of the development unions on the problems that militate against the institutions in providing corporate social responsibilities to their host communities.

MATERIALS AND METHODS

The study was carried out in Imo state located in the rainforest zone of Nigeria (Imo ADP, 2013). The state lies between latitudes $5^{\circ}41'$ and $6^{\circ}35'$ North of the equator and longitudes $6^{\circ}35'$ and $7^{\circ}28'$ East of the Greenwich Meridian (Chineke et al 2011). The state has an average annual temperature of 28°C , average annual relative humidity of 80%, average annual

rainfall of 1800-2500mm and altitude of about 100m above sea level (Imo ADP, 2013). Imo state is blessed with four Federal Tertiary Education Institutions which includes Federal University of Technology, Owerri (FUTO), Federal Polytechnic, Nekede, Alvan Ikoku Federal College of Education, Owerri, and Federal College of Land Resources Technology, Owerri.

Through purposive sampling technique, three out of the four institutions were selected for the study. The management staff of the institutions and members of development union executives of host communities constitute the population of study. Using purposive sampling technique also, thirty (30) management staff of the three selected institutions and thirty (30) executive members of the development unions of the host communities of the institutions were selected. Primary data was collected using structured questionnaire and analyzed using percentage, mean statistic, standard deviation (SD) and t-test. The t-test was used to test the hypotheses.

RESULTS AND DISCUSSION

Table 1 contains information about management feelings of some listed CSR. Their responses were recorded in a four –point likert scale form of strongly agreed, agreed, disagreed and strongly disagreed. Using mean score analysis method, a discriminatory index of 2.5 was determined. Based on this, any computed value for the satisfaction type which is less than 2.5 was rated as disagreed and any of the values up to 2.5 or more was regarded as agreed. Based on this criterion, it was found that none of the listed CSR was accepted by the management staff as having satisfied the host communities. In other words, the management staff of the institution were aware that they had not satisfied host communities with any of the listed, CSR.

Table 1 Distribution of management staff of institutions on their opinion about satisfaction of host communities

S/N	Items	4 SA	3 AG	2 DA	1 SDA	Total	2.5 Mean	Remark
	Host communities were satisfied with the level of borehole water scheme provided	1	7	13	9	30	2.10	Reject
	Host communities are satisfied with the level of wealth creation and job provided	2	10	18	0	30	2.46	Reject
	Communities are satisfied with the level of contract awards and admission concession given	4	5	12	9	30	2.13	Reject
	Communities are satisfied with the level of access road to student hostels located in their Communities	3	2	24	1	30	2.23	Reject
	Host communities are satisfied with provision of education needs in terms of tutorial for students	2	4	24	0	30	2.26	Reject
	Host communities are satisfied with free medical services provided	0	1	26	3	30	1.93	Reject
	Host communities are satisfied with the extension of campus electricity to them	0	3	22	5	30	1.93	Reject
	Communities are satisfied with the cash and gift donations to them	1	->	23	4	30	2.00	Reject
	They are satisfied with awards of contracts to community contractors	4	4	22	0	30	2.40	Reject
	Total	17	38	184	31	270	2.12	Reject

Source: Field Survey, 2017

Result in Table 2 shows the host communities opinions about the extent to which they were satisfied with CSR provided to them. The executive members of community unions that were recipient of the CSR rated the level of satisfaction their communities derived. The mean score analysis was used to derive the discriminatory index of 2.5. This shows that values of any CSR below 2.5 was regarded as disagreed and

value 2.5 or above stood for agreed. Based on this criterion, the community unions executive members disagreed on all the points of satisfaction because non of the values was up to 2.5. This therefore shows that the communities being represented by the executive members of unions were of the opinion that CSR from the Federal Educational Institutions in their communities had not satisfied them in any manner.

Table 2 : Distribution of executive of community union on their opinions about level of satisfaction with corporate social responsibilities

Items	4 SA	3 AG	2 DA	1 SDA	Total	2.5 Mean	Remark
Host communities were satisfied with the level of borehole water scheme provided	1	2	23	4	30	2.0	Reject
Host communities are satisfied with the level of wealth creation and job provided	1	3	21	5	30	2.0	Reject
Communities are satisfied with the level of contract awards and admission concession Given	1	2	21	6	30	2.06	Reject
Communities are satisfied with the level of access road to student hostels located in Their communities	1	1	24	4	30	1.96	Reject
Host communities are satisfied with provision of education needs in terms of tutorial for students	1	2	25	2	30	2.06	Reject
Host communities are satisfied with free medical services provided	1	1	26	2	30	2.03	Reject
Host communities are satisfied with the extension of campus electricity to them	0	1	24	5	30	1.86	Reject
Communities are satisfied with the cash and gift donations to them	0	0	23	7	30	1.76	Reject
They are satisfied with awards of contracts to community contractors	0	3	27	0	30	2.10	Reject
Total	6	15	214	35	270	1,97	Reject

Source: Field Survey 2017

Result in Table 3 shows T-test analysis of mean difference of responses of management staff and executive unions on CSR satisfaction. The management staff of Federal Education Institutions and executive members of community unions formed different opinions about level of satisfaction derived from the CSR provided. Using mean score analysis method, their responses were determined for each item of the CSR. The differences in their responses were

determined and tested for statistical significant. Result revealed that the difference in mean of their responses was statistically significant at 5% level of probability. This shows that the hypothesis of no significant difference between their responses on level of satisfaction was rejected indicating that they gave different opinions about level of satisfaction. In other words, the two groups formed different opinions about satisfaction derived from the CSR provided.

Table 3 : T-test analysis of mean difference of responses of management staff, and executive of unions on Corporate Social Responsibility satisfaction

Item	Mean	Standard deviation	t -value	Significant
Management Staff	2.1489	0.19978	2.915**	0.019
Executive of unions	1.9811	0.10822		

Source: Field Survey, 2017

As shown in Table 4, the management staff of Federal Educational Institutions were made to give their views about some problems militating against provision of CSR. The listed problems are rated in 4 – point likert scale of strongly agreed (SA), agreed (AG), disagreed (DA) and Strongly disagreed (SDA). Result shows that with the application of likert scale type of questions and mean score analysis method, an index of

2.5 was produced which divided the distribution into agreed and disagreed . It was found that all the problems listed were accepted as militating against the implementation of CSR by the institution. In other words, management staff of Federal Educational Institutions agreed the five problems of CSR were the actual problems militating against their implementation in the communities.

Table 4: Distribution of Management Staff on their responses about problems of Corporate Social Responsibility

Item	4 SA	3 AG	2 DA	1 SDA	Total	2.5 mean	Remark
Youth restiveness sometimes militate against provision of CSR	17	9	1	3	30	3.33	Accept
Insincerity of community leaders toward embracing development from the tertiary institutions	4	22	0	4	30	2.86	Accept
Host communities hostile attitude affects the CSR schemes of federal tertiary institutions	11	14	0	5	30	3.03	Accept
Lack of fund by the institutions hinder the provision of CSR to communities	4	19	3	4	30	3.70	Accept
Inter-community disagreements on land and other matters affect the CSR of institutions	16	7	2	5	30	3.13	Accept
Total	52	71	6	21	150	3.02	Accept

Source: Field Survey, 2017

The executives of community unions receiving the CSR had their own version of opinion about problems militating against their provision. Result in Table 5 contains information about this. Findings revealed that the executive members of community unions agreed that all the five likely problems were militating against implementation of CSR in their communities. Among them were youth

restiveness (2.86), insincerity of community leaders (2.63), hostile attitude of host communities (2.83), lack of fund by institutions (3.13) and inter-community disagreement (3.33). The individual mean scores were above the central mean of 2.5, hence regarded as agreed or accepted as major problems of CSR implementation.

Table 5: Distribution of Executives of Community on their opinions about problems of Corporate Social Responsibility

Item	4 SA	3 AG	2 DA	1 SDA	Total	2.5 mean	Remark
Youth restiveness sometimes militate against provision of CSR	19	6	4	1	30	2.86	Accept
Insincerity of community leaders toward embracing development from the tertiary institutions	3	19	2	6	30	2.63	Accept
Host communities hostile attitude affects the CSR schemes of federal tertiary institutions	4	9	5	2	30	2.83	Accept
Lack of fund by the institutions hinder the provision of CSR to communities	8	19	2	1	30	3.13	Accept
Inter-community disagreements on land and other matters affect the CSR of institutions	19	4	5	2	30	3.33	Accept
Total	6	15	214	35	270	1.97	Accept

Source: Field Survey, 2017

Both the management staff of institutions and executives of host community unions formed their opinions about problems of provision of CSR. Mean value of their responses over the listed likely problem were determined. The difference between their responses was determined and the value was tested for statistical significant. Table 6 contains information

about this. Result shows no significant difference between the responses of the two groups. The hypothesis of no significant difference between their responses was therefore accepted. In other words the opinions of the management staff and executive of unions over the listed problem of provision of CSR were the same.

Table 6: T-test of difference between responses of management staff and executive of unions on problems of Corporate Social Responsibility provision

Item	Mean	Standard deviation	t -value	Significant
Management staff	3.210	0.3224		
Executive union	2.956	0.2745	1.903	0.130

Source: Field Survey, 2017

CONCLUSION

The study which was targeted at determination of satisfaction of host communities with CSR provided by the Federal Tertiary Education Institutions has shown that host communities had not benefited satisfactorily from the institution occupying their land in terms of provision of social amenities. The host communities are therefore made to understand the extent the institutions had helped them. Also management of the institutions are now aware the extent of their contribution towards developing their host communities and how satisfied they were over the CSR provided. The study has buttressed problems

militating against the provision of CSR to host communities and what had been preventing host communities from receiving such CSR from institutions.

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