Corporate Social Responsibility in Algeria, the Society Awareness

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Abstract

The objective, through this study is to find out the importance of understanding CSR by society and to explore the Algerian society awareness about CSR. For that this research depends on an extensive desk study and qualitative method, semi-structured interview to answer research questions. The obtained results have shown that the complete understanding of CSR by society lead to apply corporate social responsibility by companies as a result of societal pressure, also the companies implement CSR in their activities to maintain their reputation. Through the study the Algerian society aware of different aspects of CSR economic, environment, philanthropy, ethical and legal responsibilities'. In addition, this study also gives recommendations for decision-makers in Algeria.

Keywords: CSR, Algeria, Society

1. Introduction

The progressive advocates within the legal academic debate about CSR contend that a company ought to look to accomplish more than simply turn a benefit; it ought to try to make society "better." However, by trying to make society "better," the enterprise starts to act more like the state. This brings up intriguing issues about the role of enterprises within society (Marks& Miller, 2010). In 1991 CSR is a multi-layered idea that comprises of four interrelated viewpoints: economic, legal, ethical, and philanthropic responsibilities. We can say that CSR is a like pyramid. It begins with economic obligations; corporation, are made to give merchandise and services to people in general and to make a benefit. This is the establishment upon which the other three obligations rest. The second layer comprises of the lawful obligations of a corporation. The moral obligations are practices that have not been arranged into the law. Societal individuals anticipate that a corporation will make the right and fair decisions. Finally, at the highest point of the pyramid corporation have a charitable obligation. Business organizations are expected to be good corporate citizens and to enhance the quality of life (Carroll, 1991). However, there is no clear definition of CSR, the European Commission defines CSR as corporate responsibility for their impact on society (European Commission, 2012). This is the definition that is most appropriate for the content of this research. Former Special Assistant to the UN Secretary General wrote that even if contested, the principle is taking hold that ... transnational corporations should be accountable not only to shareholders, but also to a community, the stakeholders that are affected by the decisions and behaviors of corporations (Boening, 2007). There is an expanding mindfulness in Algeria that globalization will have a significant effect, both on the general structure of Algerian people and particularly, on its business segment. On the other hand, there is no confirmation that corporations are assuming relevant responsibilities on a more extensive scale (Csr-weltweit.de, 2015).

2. Background if the Study

2.1 The Situation of CSR in Algeria

Limited accord in the public view for the meaning involving corporate societal responsibility (CSR) still existing; along with the finding which stated that stakeholders may not comprehend precisely what CSR involves is also of concern stakeholder over the developing markets of Middle East and Africa (MEA) (Munro, 2013). It is additionally clear to the Algerian society that structures are in flux; yet so far there has been no genuine open dialog of whether corporations ought to accept more prominent obligation regarding addressing social needs. One cause behind why Algerians have generally unobtrusive desires of the corporations that work together in their nation lies in Algeria's frontier past, which spread over the period somewhere around 1830 and 1962. French rules prompted the political, social and eventually financial minimization of extensive sections of the local populace, which left little open door for a feeling of social obligation and economic cooperation to create.

Moreover, public impression of the Algerian corporations and their appropriate part are additionally affected by

the nation's communist past. When Algeria gained its independence from France in 1962, Algeria at first adopted the way of Arab-Islamic communism under its first pioneers, Ben Bella and Boumediene (previous Algerian presidents), and remained a one-party state until the vote-based opening of 1989. This result to the nationalization of Algerian corporations in a centrally controlled economy. The fundamental and basically just obligation of the nation's state-possessed corporations was to give products, services, and occupations. It was neither expected nor requested that they tackle different obligations in territories, for example, social security, political discourse, or environmental protection, or that they address social issues outside of the corporate context. Communism, similar to the previous colonial period, offered the Algerian individuals little open door for self-awareness and individual obligation. It was pretty much as unfamiliar for people to be engaged with social issues as it was for corporations to accept social obligation. Since advancement toward a business sector economy is still slow, expansion to a corporate sense of social responsibility is liable to take a considerable timeframe. A study led by the Algerian Bureau International of Travail has reasoned that Algeria's economic structure makes it hard to build up the instruments required for more noteworthy corporate social responsibility. It will require intense economic changes to empower corporations to assume more prominent part in the public perception, one that goes beyond accomplishing their fundamental goals. The Algerian individuals, as far as it matters for them, expect the nation's state-owned corporations to give jobs (Csr-weltweit.de, 2015). Moreover, most corporations in Algeria view social programs as field of government responsibility and don't consider these kinds of actions into their corporate choice when generating procedure decision (U.S. Department of State, 2013). Numerous Algerians view corporate responsibility as a marketing tool utilized by corporations to enhance their picture and build their benefits (U.S. Department of State, 2015). What's more, no open calls from public have been raised for corporations to accept extra parts or responsibility in the public arena (Csr-weltweit.de, 2015). Also, Algerian SMEs are at the focal point of industrial policies arrangements and political concerns anxious to create and extend job. In any case, in spite of these favorable circumstances, Algerian SMEs in their majority show almost no enthusiasm for social and environmental commitment (Dadene & Ahmed, 2014). Many research about CSR in Algeria focus on the leaders or managers of companies, but they disregard the importance role of society to develop and promote CSR in Algeria.

2.2 Literature Overview

CSR was first mentioned in 1926 in studies by Clark, who points out that companies have commitments toward the society. Moreover, Davie Packard (1939) argues that CSR has a more focus beyond the economic phase, saying that most people have the wrong idea when they think that the only purpose of companies is to get profits and maximize income, profit is the result for the existence of the organization. However, we need a genuine, real purpose behind our existence, the point is that when a group of qualified people and all unite and create an organization can do much better than just produce profits, they should contribute to society around them and they are committed to give something for the society (Freeman & Hasnaoui, 2011). Spector (2008) argues that the roots of modern SR to move back to the years between 1945 and 1960; the years of the Cold War. Spector says David Dean and other CSR supporters used this as a method to protect the free market capitalism against socialism movement of the Soviet Union. The establishment of the CSR moves quickly developed, social and economic environment and pressure from others, such as activists, to embrace the views, attitudes, and approaches of CSR (Carroll & Shabana, 2010). Bowen (1953) resulted in a definition of social responsibility of the company, said: refers to the obligation of businessmen to pursue those policies, to make those decisions, or to follow those lines of action which are desirable in terms of the objectives and values of our society. Bowen said that social responsibility is no antidote; but that it contains a critical truth that must guide business later on (Carroll, 1999). And Chalmers (1959) refers to CSR as a new dimension of social responsibility by companies and entrepreneurs, he said this approach of social responsibility emerged in the middle class because of the growing concern over increasing corruption in the economy, mismanagement, corruption, and immoral practice (Freeman & hasnaoui 2011). In fact, little evidence that the definitions of CSR in the literature in 1950, but 1960 was instrumental in developing the concept of CSR. In addition, 1960 was the decade CSR has fought for the precise definition, and literature expanded considerably. The focus in this decade was the real social responsibility means and what it can offer to the economy and society. Davis (1960) highlights the definition of CSR as a "nebulous idea" that alludes to "businessmen's decisions and choices made for reasons at least partially beyond the firm's immediate monetary or specialized investment". Frederick (1960) was also an effective partner in the first definitions of social responsibility, expressed as follows: social responsibility in the final analysis implies a public posture toward society's economic and human resources and the will to see that those means in a large social purpose and used not only for narrowly defined interests of individuals and businesses. Even Joseph

McGuire W. (1963), another important contributor in the design of social responsibility in the 1960's, he said, the idea of social responsibility implies that the company has not only economic and legal obligations, but also a certain responsibility to the society that goes beyond these commitments. However, there are those who believe that the only corporate responsibility is to provide working and paying taxes. This view is shared by those who believe in maximizing profits for shareholders is reflected in the views of Friedman (1962): Few trends would so thoroughly undermine the very foundations of our free society as the acceptance by corporate officials of a social responsibility other than to make as much money for their stockholders as it can be (Moir, 2001). Moreover Levitt (1995) also argues that social concerns and wellbeing was the responsibility of government, it's not the responsibility of business, and the business role was to deal with the more material components of welfare. Levitt expected that the attention which given to the social responsibilities reduce the profit motive which is very important for the prosperity of the business (Carroll & Shabana, 2010). Another argument against CSR is that business nature is not enough to solve social problems and issues. A major effort to bridge the gap between the economy and other expectations offered by Carroll (1979) as a useful method to graphically define the elements of the definition of CSR and clarification on them, which later consolidated in to four parts "Pyramid of Corporate Social Responsibility" (Schwartz & Carroll, 2003).
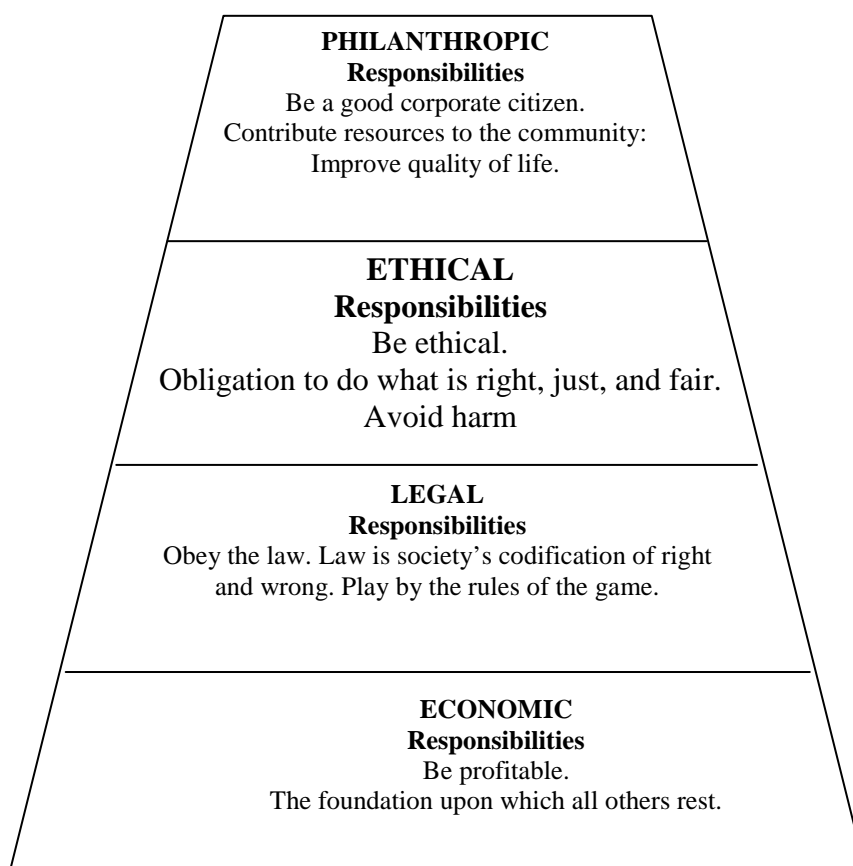

Figure 1. The pyramid of Corporate Social Responsibility
Source: Carroll (1991)

3.   Methodology

In conduction this research, it is intended to use the exploratory study to find out the importance of understanding completely the different components of CSR, and to explore the knowledge of society in Algeria about CSR. The secondary sources help to answer the first question. The interview is needed to answer the second question, the population of the study is the Algerian postgraduate students who are presently studying in UUM, Sintok campus, Kedah. In order to obtain a sample that is representative of the Algerian postgraduate students' population in UUM, convenience sampling techniques were used to identify students from UUM. This sampling techniques refers to the collection of information from members of the population who are conveniently available to provide it. Convenience sampling is the best way of getting relevant information quickly and efficiently that is required for answering questions and hypotheses (Sekaran, 2003). Since the population size is relatively smaller, the researcher deems it appropriate to interview almost all the population.

We choose this sample because the natures of questions that are involved in the interview are concerned with Algerian issues that are more relevant to the students which concerned as an important part in society. The interview focused on the concept and the different components of corporate social responsibility. In this study the secondary data are textbooks, articles, journal, newspaper, scholars' opinions, information on the Internet, government publications and the publication of the embassies in Algeria. The research will undertake as qualitative research. It will consist of one-to-one interviews which consider as primary data. The goal of any qualitative research interview is therefore to see the research topic from the perspective of the interviewee (Cassell. C & Symon. G, 2004). Thematic data analysis technique was used to analyses the data obtained from the interviews. Each interview transcription was reviewed individually, with themes emerging based on each person's responses. After these themes were noted and labelled, the themes were integrated across participants. These led to the eventual themes that are described in this study. Conclusions were drawn using the more qualitative approach of describing the themes that emerged, rather than conducting statistical analysis.

4. Results

4.1   The Importance of Understanding the Different Components of CSR By Society

Modern corporate social responsibility (CSR) can named as corporate citizenship, corporate giving, corporate community involvement, corporate philanthropy, community affairs, community relations and community development, also as corporate responsibility, global citizenship, and corporate societal marketing. Also, the definition of CSR changes from researcher to another one. For case in point, CSR can be generally thought as the firm responsible to help society further than profit maximization. A precise explanation of CSR presented by business for social responsibility, "operation business in a manner that meets or exceeds the ethical, legal, commercial and public anticipation that contemporary society has associated with business" (Dodd & Supa, 2011). Corporate social responsibility is a key issue for any corporate targeting long term sustainability. Whilst it is a mostly voluntary concept, there's increasing strain on organizations to create a positive contribution to society, or leastwise, decrease their negative effect. Internationally, governments are also moving towards enforcement involving certain aspects of corporate social responsibility, particularly with regards to the protection of the environment. On the other hand, CSR seriously isn't only about doing charity services for the community or philanthropy, these activities are insufficient. These actions by a company can support establish strong relations with members of community and leaders, however philanthropy and concerned actions are at best CSR's superficial manifestations, to well understand CSR, one must consider the holistic attempt, on the part of a company, to engage and conduct a meaningful discourse with a wide spectrum of constituents or stakeholders. The stakeholders are everybody or group that could affect or be affected by the company's activities. Good examples to stakeholders usually are employees, manufacturers, contractors, customers/clients, investors, government, local community leaders as well as nongovernmental agencies (Waldman, Kenett, & Zilberg, 2007). One of common proverb in Arab culture said that who does not have thing cannot give it. In this issue the lack of knowledge about something lead to inability to claim for it, in Algeria individual think that the only responsibility of corporate is to provide goods and services and ensure employment for citizens. (Csr-weltweit.de, 2015). If there is lack of understanding of CSR components by society how can they demand corporations to implement CSR in their conduct? The complete understanding of CSR by society lead to:

- Pressure on companies to apply corporate social responsibility.
- Implement of CSR by companies to maintain their reputation.

4.1.1   The Society Pressure on Companies to Apply Corporate Social Responsibility

Niall Fitzerald, Former CEO, Unilever said that: "Corporate social responsibility is a hard-edged business decision. Not because it is a nice thing to do or because people are forcing us to do it... because it is good for our business" Niall Fitzerald in this sentences by implication admitted that the society forcing corporates to implement CSR in their business decision. The pressure and assumption from outer sources, such as consumers and society as a whole pushing the company to operate business in a socially responsible manner. Also, they may performance responsibly if those standards are usually widely recognized and supported by the society – a lot like society's requirements and expectation for all those business that to follow it. In addition, community commanders and stakeholders play an essential part throughout influencing any company's choice to behave socially responsible. In research by Babiak along with Trendafilova (2010), Campbell (2007) remarked that corporations are more probable to act socially responsible and comply with CSR behaviors if at this time there is a strong and well forced regulation constantly in place to monitor and guide this corporation (Kan, 2012). In addition, progressively more prominent social concerns mean that corporations are now called upon to get more

conscious of their impacts. The calls are coming from increasingly informed consumers that have ever more info available to them. The combined pressure from consumers and civil or non-governmental organizations in tandem with an increase of corporate awareness led to the progress of the term and also the practice associated with CSR (Giovannucci, Von Hagen, & Wozniak, 2014). Moreover, customers think about firms' CSR activities when producing purchase choices (see, for instance, Brown and Dacin 1997, Creyer and Ross 1997, Sen and Bhattacharya 2001, Bhattacharya and Sen 2004, Penn Schoen Berland 2010). Some of this study suggests that consumers are going to pay an increased price pertaining to products involving firms with additional CSR engagement; other work suggests that, although people are not willing to pay an increased price, they'll more very likely purchase goods from firms which have been more socially responsible (Servaes & Tamayo, 2013). That mean automatically than corporates considerate the behavior of consumers when making purchase decisions, that obligate the corporates to implement CSR in their business conduct.

4.1.2   The Case of Nike As an Example

Community pressure led Nike to switch the way that they operate their business. NGOs commence a campaign against Nike regarding to inferior working conditions in manufacturers during the production process. Firstly, Nike said that he did not have control over most of its subcontracted factories (Ong, 2008). However, as the campaign continues, Nike has reversed its position and declared that three manufacturers from Indonesia will be concluded regarding the working conditions which are very bad. Nike had to establish their own codes associated with proceed explained that Nike will satisfy environmental, labor and human rights standards, moreover thi codes will exceeded domestic laws of the subcontracted factories country. Most lately, in Malaysia some form of factory which generating Nike merchandise violated the Code of Nike Conduct, was caught by housing the foreigners' employees in miserable homes, also deduction from their salary for paying the government tax and kept their passports. Nonetheless, S. Subramaniam the Minister of Human Resources is instructed reporters which said that the manufactory don't breach any kind of labour laws inside classic scenario of Nike's requirements going above regulations (Ong, 2008). One way to control suppliers and ensure that the two codes are respected, Nike has built a team charged for controlling manufacturers to make sure they are certainly not violating any one of Nike's requirements. In order that other parties can monitor Nike practice, Nike is now committed to produce chain transparency and post the listing of all its manufacturers (Ong, 2008). As consequence of pressure including: "International Anti-Nike Day" protests and consumer boycotts, Nike worked hard to switch its picture. The corporation recently became the initial in the industry to voluntarily make known the names and locations with more than 700 worldwide contract factories that make Nike-branded. Nike additionally developed this Reuse-A-Shoe method, which recycles old sneakers and turns them into turf for sports facilities with communities worldwide. Through efforts including voluntary disclosure and Reuse-A-Shoe, Nike not just responded to consumers, but additionally established itself as a leader in the field of CSR (Redman, 2005).

Towards achieving a higher level of efficiency and competitiveness in manufacturing operations, the European Community (EC), European Free Trade Association (EFTA), Australia, Canada, Japan, and the United States (US) founded an international collaborative research programme called Intelligent Manufacturing Systems (IMS) in 1993. This programme consists of six major projects, wherein the fifth one is entitled "Holonic Manufacturing Systems: system components of autonomous modules and their distributed control". It is important to emphasise that HMS does not represent a new technology, as it is merely a conceptual modelling approach to connect and make use of existing technologies with human interfaces (McFarlane 1995). HMS became one of the first fully endorsed IMS projects in 1997, and so the International HMS Consortium was formed and dedicated to replicate in manufacturing the strengths that holonic systems provide to living organisms and societies. These holonic strengths encompass stability in the face of disturbances, adaptability, and flexibility in the face of change, and efficient use of available resources. Succinctly, autonomy and cooperation are known as the prime attributes of HMS (Valckenaers *et al.* 1997; Bongaerts 1998).

4.1.3   Implement of CSR By Companies to Maintain Their Reputation

To ensure success in the current hugely competitive market environment, firms have to fulfill the anticipation connected with many stakeholders as well as be competitive intended for reputational rank. Within this circumstance, CR plays a really specific purpose since stakeholder create their own selections in line with the reputational rank of the corporation in question. Employees' choice of firms to work for, investors' choice of firms to invest in, and customers' choice of firms to buy items and/or services from all rely on CR (Maden, Arikan, Telci, & Kantur, 2012). Arthur D. Little states, "The perceptions that stakeholders have of a company's corporate citizenship performance can significantly affect the business's license to operate. Companies with a poor reputation in this area can find themselves continually responding to criticism of their approach to a whole range of environmental and social issues" (Redman, 2005). The outcomes from the survey involving Australian

people displaying that, when in conflict, bottom line success can certainly negatively have an impact on the reputation of the institution. Consumers who see a company as achieving profits at the expense involving other stakeholders will probably express hostility for the company. Alternatively, consumers generally employ a particularly good view of a company reaching a reputation for profitability while keeping socially responsible. According Porritt, this 'bottom line backlash' effect have been verified with three large independent samples of Australian consumers, and the fourth huge sample including Australian small enterprise managers. Hence 'companies are smart to adopt the CSR policy of their risk management strategy (Broomhill. R, 2007). Businesses do feel huge inner as well as outside pressure in order to implement CSR programs, and the particular recent downturn on the world economy lineaments heightened benefit of CSR programs. According to "Weathering Storm" getting some sort of 2009 report with the state regarding corporate citizenship in the United States that integrated a review of 759 executives, more organization leaders know that having robust CSR methods adds value with the company. The review revealed that numerous of executives believe a link between CSR as well as reputation is increasingly important if we know that American public's feeling mistrust of organization is large; further, when companies are generally operating throughout tough fiscal times, greater recognition is paid for the issues which give rising to and have an effect on their bottom lines. This once more highlights advantage of social responsibility and shows it could actually add substantive value to the company (Bonner & Friedman, 2014). Furthermore, given that CSR is a trend in the commercial world a great deal of businesses wishing would catch up and turn into socially responsible. Not only will it be an "expected need by society" but also many tend to be eyeing CSR becoming an essential component within the company's portfolio because it will bring a superb reputation together with attract additional investments and more resources for the company (Kan, 2012).

4.2 The understanding of CSR in Algerian society

The respondents in this study were eighteen Algerian students studying at University Utara Malaysia, nine of the respondents were doing their PhD studies and nine doing their master's degree. To maintain privacy the researcher gave to each participant a pseudonym. The findings were displayed based on themes, instead of presenting individual stories to outline the connections between the participants.

4.2.1 The purpose behind the establishment of companies

The first interview questions as Prelude question, to know about the knowledge of respondents about the social side behind the establishment of companies. The interviewees were asked this question: what is the purpose behind the establishment of the companies? 27.77% of respondents' views that the objective of the establishment of companies is to make a profit and providing goods and services. While more than half respondents 55.55% added to the profitable goal, social goals as mentioned in figure 2. For example, the respondent 2 said that: The purpose behind the establishment the companies are to manage the economic and social sectors. However, 16.66% of respondent's views that the purpose behind the establishment of companies is a social purpose, they neglected the profit side completely. The respondent 7 said that: The purpose of establishing companies is to create jobs. Respondent 10: I believe that the purpose of establishing companies is to create job opportunities for people and to enhance their life level.

4.2.2 The concept and meaning of CSR

The second and third interview questions were designed to know the respondents' knowledge about the meaning and the concept of CSR. The interviewees were asked two questions and the first one is: what does the concept of corporate social responsibility (CSR) mean for you? The second question is: How would you define corporate social responsibility (CSR)?
Using Carroll's (1991) CSR model, the four dimensions of CSR economic, legal, ethical and philanthropic responsibilities used as codes:
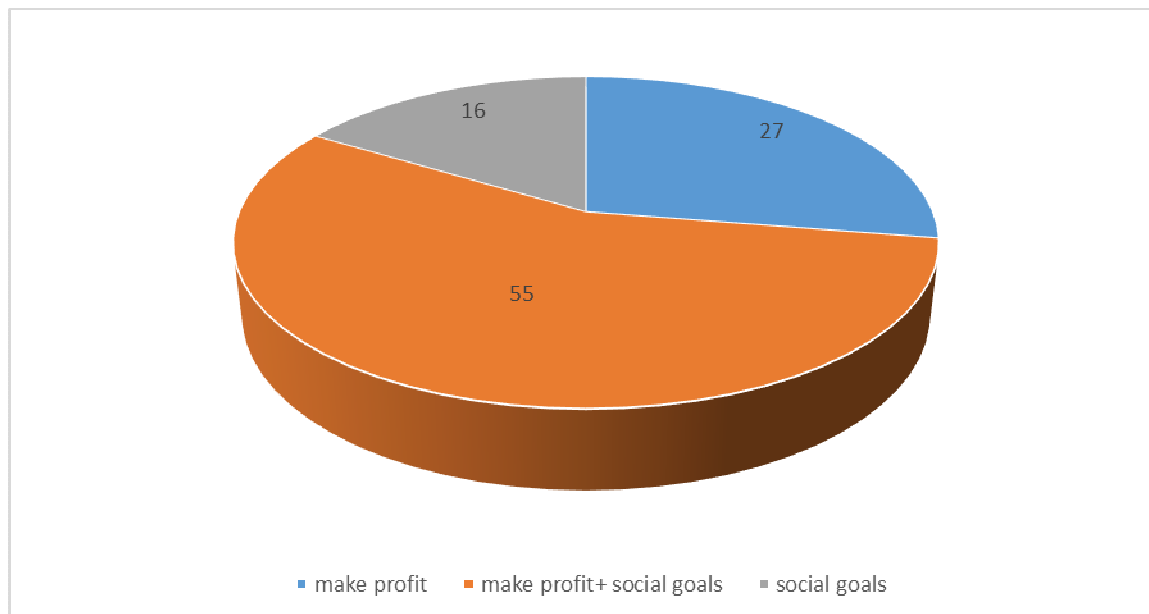
Figure 2: The purpose behind the establishment of companies.
Source: Field Works.

1. Economic responsibility which contain: producing goods and services needed by society, making a profit, Companies have shareholders who demand a reasonable return on their investments, employees who want safe and fairly paid jobs, and customers who demand good quality products at a fair price. So here it is the first responsibility of the company, it's to be an economic unit working properly and to stay in business. And this is the base of the pyramid, where all the other layers rest on.
2. Legal responsibilities which contain: the legal responsibility of corporations demands that businesses abide by the law and play by the rules of the game.
3. Ethical responsibilities which contain: the ethical responsibility consists of what is generally expected by society over and above economic and legal expectations. Ethical responsibilities of companies cover its wide range of responsibilities. Ethical responsibilities are not necessarily imposed by law, but they are expected from ethical companies by the public and governments.
4. Philanthropic responsibilities which contain: The philanthropic responsibilities stand at the top of the pyramid and to be a good corporate citizen and improve the quality of life for the society is the aim of these responsibilities. Corporate contributions, to support the community by providing programs or engagement in volunteerism can be example for the philanthropic responsibilities. To some extent the philanthropic responsibilities are desired and expected by the society.
5. In Carroll's pyramid, nothing is stated about environmental aspect. Protecting environment is also a firm's responsibility. Visser (2006) criticizes Carroll's model for not including the environmental aspect of CSR, which is an important part, especially in today's world, where the climate is high on the agenda. So, the author add fifth codes which contain the environmental aspect.

The economic aspects classified as the highest rate 43.24% of respondent's viewed CSR as an economic responsibility, respondent 14 said that: CSR means get the maximum profit without forgetting the social side, also provide good quality of goods and services; to achieve well-being, CSR is to provide services and goods whish satisfy the needs of society. The second-high rate of respondents 27.02% views CSR as environmental responsibility through the avoiding of harm and protect environment. The respondent 3 said that: Each corporate has responsibilities towards the environment where it conducts their activities. Also, the respondent 6 declared that: companies contribute to the protection of the environment by producing products that are friendly to the environment. Ethical and philanthropic responsibilities aspects are coming in the third position, with equal rate 13.51% (see figure 3). Respondent 3 viewed philanthropic responsibilities as the true side of CSR or in other words philanthropic responsibilities are the top of implementation of CSR, he said that Other Companies are true believer in CSR it aim to serve the society especially the poor people, for example Toms shoes strategy which passed on buy one give one aimed to provide a pair of shoes for a child in need in Argentina for every pair of shoes purchased. Also, the respondent 6 Mention in his meaning of CSR the philanthropic responsibilities aspect when he said: also, by supporting or promoting sport activities, give financial aid and donations to the

underprivileged. Respondent 17 in his definition of CSR mention the ethical aspect, he declared that CSR is the company conduct to benefit individual and their family, environment and society to avoid the harm that company can cause it by their activities. Also, the respondent 2 said that CSR is how the company deal with the wrights of peoples. However, the absence of the legal aspect of the respondent's definitions for CSR, just 2.70% of respondents mention this side. The respondent 17 said that: CSR means the company compliance with laws because the company aim to get profit they haven't any other responsibilities and by compliance with laws the social responsibility appears, for example provide save place to work and provide jobs for disability workers. CSR is differing from the profitable purpose. Despite the absence of the legal aspect of social responsibility for companies and in spite of the presence of an incomplete understanding of the concept by giving priority to side and neglecting other aspects some respondents believed that corporate social responsibility is only to make a profit and to provide goods and services, however others declared that CSR is to protect environment and don't harm it by the company activities, and so on. Despite all of this, the diversity of aspects in the understanding of the respondents of social responsibility for companies is encouraging to deepen and consolidate this concept to this important segment of society.

4.2.3 The important of companies' social responsible behavior:

The fourth interview questions were designed to know is companies 'social responsible behavior important for respondents and whey if it is important, all the respondents' answers came positively "yes, it is important for me". Most respondents justified the importance of the company's behavior towards social responsibility that the company's activities affect them directly. For example, the respondent 17 said that: The behavior of company towards social responsibility important for me and for society because it affects them directly, for example if I work in company it should provide to me suitable place to work and good protection and security. If I have family the company should regard their needs for example in wages the married worker has high salary than single one and who have children get more than them.
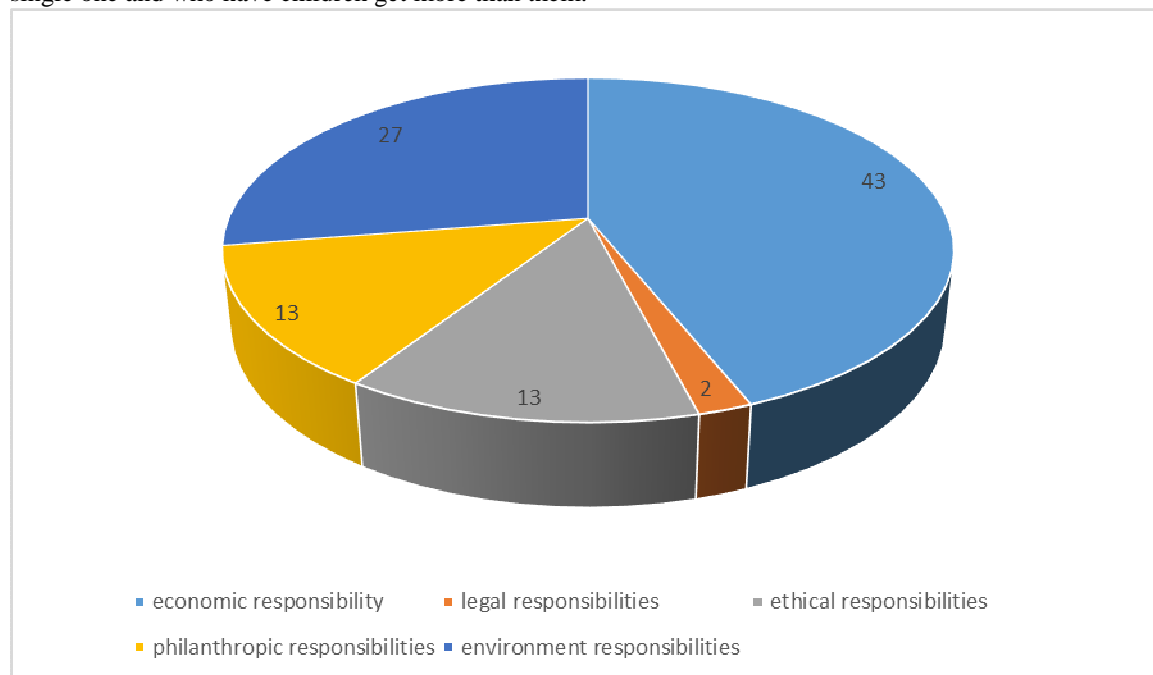

Figure 3: The respondent's awareness about different aspects of CSR.
Source: Field Works.

Also, the environment pollution there are many companies caused air pollution that affect me directly so the company social responsibility behavior important for me to reduce this harm. Also, the respondent 18 declared that: yes, the behavior of companies towards social responsibility important for me. Because the company is an important part in society and by their activities affect daily life of people either positively or negatively way. The respondent 13 gave examples about negative and positive effects: Companies have an important role in society so its behavior towards the social responsibility important for me, because companies activities affect me in Beneficial way or harmful way; for example if the company plant trees around the residential area, the people in this area will benefited of health and beauty environment, in other hand if the company pollute the water all people around company will be harmed. While the respondent 10 justified the importance of the company's behavior towards social responsibility that the company consider as normal person and CSR is a part of our faith

as a Muslims, so this person has the same responsibilities towards society like others. He said that: absolutely it is so important, because I believe that CSR is a part of our faith as a Muslims. Companies are existing within the society and that's why they have responsibilities same as any people. Whilst the respondent 9 focus on the role of companies and what can the companies do to the society, he declared that: Yes, it is very important. Because companies have very significant role, they can contribute to the economy, to the lives of people, fighting poverty, they can improve the environment, they can contribute to the education, they can contribute in many different ways and that's why it is very important. Other respondents namely respondent 8 and 4 return the importance of the social behavior of the corporate to the reputation of the corporate, they said that respectively: "Of course. It is important. Companies must be responsible to the environment where it operates. CSR also very important to the reputation of companies and their existence". "The behavior of companies towards CSR is important for me and for the companies because first the companies provide goods or services, if the people have bad view about the company the company will suffer from the luck of financial resources as result of consumers refrain from buying their commodity, for above cause the companies should implement CSR in their activities".

4.2.4 Examples about implementation of CSR:

The fifth interview questions were designed to know examples about CSR implementation in respondent's home town, the interviewees were asked: Could you give me examples about implementation of CSR in your hometown? Five of respondents did not gave examples about CSR implementation in their home town, 4 of them views that there is no CSR implementation in their home town, and the fifth one said that I can't remember. Respondent 10 declared that: Generally, companies in my hometown 99% they don't implement the concept of CSR. Also, respondent 15 said that I can't see implementation of CSR in Algeria. Almost all examples were for charity activities of companies; for example, the respondents 3 and 11 gave examples about communication companies, they said that respectively: "In my home country there are two communication companies, the first is Mobilis which gave one dinar for each top up of 100 DA in order to use this money to building hospital. The second one is Djezzy in the same field and the same sum 1 DA for 100 DA top up to bought ambulances and clinic in isolated place". "In my home town Communication Company 'Ooredoo' visited by its workers in national or religious holiday's the hospitals and provided gifts for patients also brought medical specialists".
Respondent 16 declared that: In my home town the company of Coca Cola implemented CSR in Ramadan by helping poor people and provide food for them. Respondent 6 add: For example, there are some companies give donations or financial support to sick people also their other companies that support sport activities. The other examples are about environmental activities, respondent 17 gave this example: In my home town for example company which provide cement cause serious air pollution, this company brought experts from Germany to solve this problem as result the company solved the problem like this: dust and smoke passes through the water by a large refinery comes out pure and residue reused again. The company in this situation bear their social responsibility by spending a lot of money to solve the problem that caused it". One of respondents gave an economic implementation of CSR he said that: In my hometown an oil company provide Fuel oil which is important for Algerian economic, it provide commodity which is important for society. Another respondent gave a negative example about corporate which didn't bear their social responsibilities, he declared that: In my home country in 2008 company which provide cold cuts, caused died of 17 customers after consumed their product, the company did not respect the consumers and their responsibilities towards the consumers.

4.2.5 The source of CSR information

The sixth interview questions were designed to designed to know the respondents' sources of CSR information, the researcher came out with six key sources based on the respondents' statements. Academic, internet, newspaper, companies' advertisements, researcher, and media.
The result come as follow: Academic 30.43%. Internet 26.08%. Newspaper 13.04%. Companies' advertisements 13.04%. Researcher 4.34%. Media 13.04 as mentioned in figure 4.
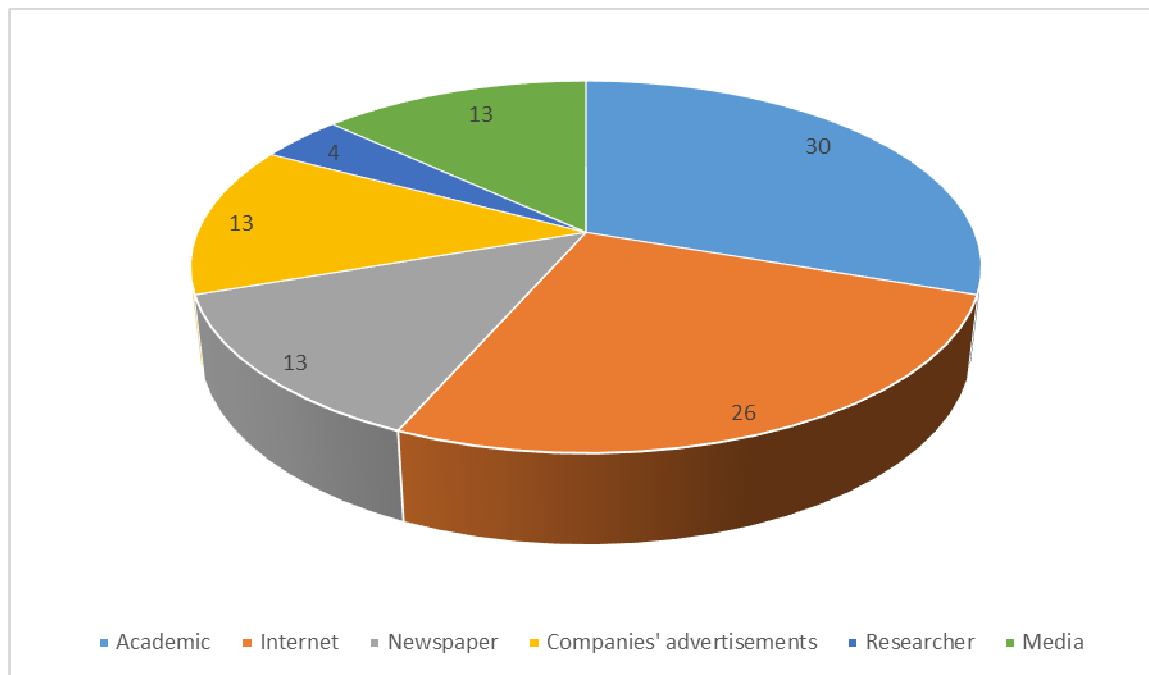
Figure 4: The source of CSR information.
Source: Field Works.

5. Recommendations Based on the Study Findings:

1. The companies in Algeria should recognize the importance of corporate social responsibility and what can be achieved through the application of CSR, as well as be aware of the importance of this issue for the consumers and what's they able to do, whether positively or negatively.

2. The society and people should recognize the importance of CSR and recognize their ability to enforce corporates to implement CSR programs in their activities.

3. The government should contribute in raising the awareness about CSR among society and the leaders of companies, they should know the importance of CSR in sustainable development. This contribution can be done through conducting researches, studies and programs related to CSR, and involve social media in the field of CSR because it has very significant role in raising the awareness of people and companies' leaders about the issues of CSR in Algeria.

4. Companies should promote and announce its CSR programs and activities, which will result in gaining the trust of people and obtain good reputation within society. Also, it will boost the awareness of people about CSR.

5. The government should employ educational system as a tool to bring the concept of CSR into Algerian society.

6. CSR is a topic that will continue to interest business and academic researchers, therefore more focus should be put in this field, so as to be able to gain more of an in-depth understanding of the CSR in Algeria, a larger sample could be considered if this study were to be repeated; managers, employee, shareholder, customers and suppliers could be added in the study as respondents for example.

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