

A Study of Private Sector Secondary Schools in Relation to Corporate Social Responsibility in District Peshawar

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Abstract

Educational organizations in private sector require strong corporate strategies. In order to get success in the globally competitive environment they must adopt the strategy of Corporate Social Responsibility. This study analyzed corporate social responsibility and its impact on private sector secondary schools in district Peshawar, Khyber Pakhtunkhwa. For this purpose primary data were collected through five point Likert's scale. The questionnaire was fielded to private sector secondary school teachers in order to get data about the impact of corporate social responsibility on performance of secondary schools. The population of the study was 184 registered private sector secondary schools (140 boys and 44 girls) which included 900 teachers (who taught to class 10th students during session 2017-18) in district Peshawar. A sample of 280 teachers (140 male and 140 female) in 70 private sector secondary schools (35 for boys and 35 for girls) were selected through equal allocation sampling formula. Mean, Standard Deviation and t-test were applied for analyzing the data. The Pearson's correlation r was used to evaluate the variable effects. The result from the data indicated that all the four aspects of CSR have positive significant impact on the performance of secondary schools.

Keywords: Corporate Social Responsibility, Secondary Schools, District Peshawar, Khyber Pakhtunkhwa.

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Introduction

Corporate Social Responsibility (CSR) has become an interesting topic for all educational organizations in the present age of competitive scenario. Especially educational institutions in the private sector have prioritized CSR approaches in their corporate goals. Thus they are focusing their attention on organizational success beyond classroom learning. By adopting such strategies, these organizations are striving for discovering opportunities to move their focus beyond classroom learning to their institutional performance.

Education sector is considered as the most socially rewarding and entitle institution for uplifting corporate social responsibility. Now a day, most of the private sector educational organizations are recognizing and accepting the pivotal role of corporate social responsibility and its contribution to society as obligatory and mandatory part of their business strategy. The strategies are helpful in specification and accomplishing of organizational goals and societal demands of diverse stakeholders. These strategies received much global significance and popularity especially in resolving various socio-economic problems of conservative minded nations (Asrar-ul-Haq, Kuchinke & Iqbal, 2017).

Corporate social responsibility is defined as a mechanism that makes the organizations' responsible to societal interests while achieving their shareholders' profits (CORE, 2011). It refers to a volunteer action of business organizations taken for addressing their corporate interests and societal demands in the competitive business environment (BERR, 2009). It points out certain regulatory measures for creating a favorable environment for organizations in order to voluntarily fulfill their legal responsibilities for the benefits of society (European Commission Brussels, 2011). Organizations are adopting CSR approaches in their business activities for profit making and betterment of society (Yunus & Weber, 2009).

Freeman (2011) stated that CSR is a type of self-regulatory system that makes the organizations responsible for their business dealing to all the stakeholders and society. It has shifted its traditional meaning from just obedience to the legislation towards socio-economic commitment for the development of society. McWilliams and Siegel (2001) defined it as a type of action taken for the welfare of society while achieving its organizational interests and is required by law. Pierce and Maddan (cited in Garavan and McGuire, 2010) documented that corporate social responsibility contributes in improving the life style of employees, their families, stakeholders and the whole community. Thus it has shifted its traditional meaning from just obedience to the legislation towards socio-economic commitment for the development of society.

Filho et al. (2010) reported that CSR refers to an ethical relationship and intelligibility between an

organization and all its stakeholders. Porter and Kramer (2006) explored that it helps in formulating corporate goals and preserving cultural and environmental assets required for the upcoming generations of the society. It leads to the reduction of social problems and respects for diversity in society. Thus it recommends a way for organizations, in order to play active role in the welfare of society. It provides opportunities to the organizations for achieving positive image and reputation in the global competitive business environment.

Carroll (1979) described that CSR as a sum of four components i.e. economic, legal, ethical and discretionary responsibility. He stated that economic responsibility refers to the organizations' concern for producing goods and services according to the demands of society. The legal responsibility is defined as a sense of commitments of organization with its operational rules and regulations. The ethical responsibility concern organizations to take care of societal interests beyond the law required. The discretionary responsibility refers to the organizations' approach of fulfilling extra responsibilities over and above the expectations of society.

This study focuses on the effect of Corporate Social Responsibility practices on the performance of private sector secondary schools of district Peshawar, Khyber Pakhtunkhwa. These strategies are means for improving and maintaining organizational reputation and producing its positive impact on society. Institutions, especially private one are needed to take into account two main aspects for their sustainable development. First one is the quality of management system. It refers to the improvement of organizational image through adoption of CSR. Second one is the nature and quality of such strategies that have positive impact on all the stakeholders of society.

Theoretical Framework

Carroll's (1979) four-dimensional model has been tested and admitted by researchers as a best description of Corporate Social Responsibility. He stated that these four components i.e. Economic, Legal, Ethical and Discretionary responsibility facilitate the appropriate analysis of different actions and performance of an organization. The four categories of CSR are helping organizations in identifying specific return of benefits to them. This study followed Carroll's model of corporate social responsibility for investigating the effect of CSR strategies on the performance of private sector secondary schools of district Peshawar, Pakhtunkhwa.

Literature Review

The concept of corporate social responsibility (CSR) got its origin in 1950 and USA was its mother country but it was well established in early 1970s. At this duration, US were confronted with many social problems such unemployment, poverty, environmental pollution and a big fall in the prices of dollar. Corporate Social Responsibility got significant value in diverse groups striving for revolution in the businesses. With the advent of 1980s to 2000 time duration, organizations seriously felt the utmost need of recognizing and accepting social responsibility. CSR mainly concerns for the creation of money profits for the welfare of all the stakeholders consisting of shareholders, employees, customers, environment and society (Praveena and Vijaya, 2015).

In the new era of globalization and competition among educational organizations, many private sector educational organizations are willing for adaption of business-minded approach for their survival in the competitive education industry (Gumpert 2000, Goia and Thomas 1996). By adopting business-minded approach, some organizations are recognizing the influential rule of Corporate Social Responsibility strategies in their corporate identity, image, advantage and brand reputation (Serap Atakan and Eker 2007, Stensaker 2007, Porter and Kramer 2006, Melewar and Akeel 2005). The basic agenda of an organization is based on three main qualities i.e. identity, image and reputation and its distinctive attributes are guided by the CSR strategies (Mohammad et al. 2007).

Private sector educational organizations are willingly engaging with corporate social responsibility strategies for taking competitive advantage. Branco and Rodrigues (2006) explained that private sector organizations are adopting corporate social responsibility for gaining benefits in the competitive business environment. Hart (1995) documented that mostly organizations are following CSR strategies for generating a resource for their competitive advantage.

Dahlsrud (2008) summarized CSR in five organizational dimensions i.e. stakeholders, voluntariness, environmental, social and economics needed for the improvement of organizational practices. The Maignan and Ferrell (2000) categorized CSR in these four components such as economic, legal, ethical and social obligatory responsibilities of organizations towards their stakeholders. Galbreath (2010) stated that economic responsibility means the formulation of such economic strategies which are helpful in earning profits and covering expenditure. Legal responsibility refers to pursuing legal rules and regulations for fulfilling corporate economic mission according to a legal agenda. Ethical responsibility denotes to include moral rules in the strategies of organizations which are valued by society. While discretionary responsibility means adoption of such business activities which are not obligatory but valued and expected as a sign of motivation by stakeholders.

Need of the Study

The concept of corporate social responsibility has been used in many business organizations and it has gained a significant social and economic importance in the past few decades in the global scenario. But unfortunately no research explaining relationship between corporate social responsibility and private sector educational organizations' performance is available in Pakistan. This is the first research of its type which focuses on investigating the relationship between corporate social responsibility and private sector high schools' performance in Pakistan.

Objectives of the Study

Following were objectives of the study:

1. To investigate the use of corporate social responsibility approaches in private sector secondary schools of district Peshawar.
2. To find out the relationship between corporate social responsibility and performance of private sector secondary schools of district Peshawar.
3. To compare male and female teachers' perceptions regarding advantages of corporate social responsibility practices for private sector secondary schools of district Peshawar.
4. To make recommendations for adoption of corporate social responsibility approaches in the network of private sector secondary schools.

Hypotheses of the Study

This study was guided by the following null hypotheses:

H01: There is no significant relationship between the four components of corporate social responsibility and performance of private sector secondary schools of district Peshawar.

H02: There is no significant difference between male and female teachers' perceptions regarding advantages of corporate social responsibility practices for employees and students of private sector secondary schools of district Peshawar.

Methodology

This study used quantitative research practice and descriptive design. The purpose of the study was to investigate corporate social responsibility in relation to private sector secondary schools of District Peshawar, Khyber Pakhtunkhwa.

Population of the Study

All the 900 teachers (710 male and 190 female teachers who taught to class 10th students during session 2017-18) in 184 private sector secondary schools (140 boys and 44 girls) of district Peshawar constituted population of the study.

Sample of the Study

A sample of 300 teachers (20% of population) from 60 private sector secondary schools was selected through equal allocation sampling formula. The sample size was justified on the basis of rule of thumb of Gay & Airasian (2003).

Validity and Reliability of the Questionnaire

A Questionnaire based on Carroll (1979) model of four components i.e. economic, legal, ethical and discretionary responsibility was used for measuring views of employees regarding use and advantages of CSR practices in private sector secondary schools of Peshawar.

Procedure of Data Collection

The researcher obtained a list of all registered private sector secondary schools of district Peshawar from the Board of Intermediate & Secondary Education. The Principals of such schools helped the researcher by providing the class timetable of the teachers. With the permission of the honorable Principals, the researcher randomly fielded 280 questionnaires to the selected teachers. The performance of private sector secondary schools was measured by the percentage of the selected schools class 10th students' annual examination result of 2018 (Akhtar et al. 2016).

Analysis and Interpretation of Data

The collected data were analyzed on the basis of the following five point Likert scale as; Strongly Disagree 1, Disagree 2, Undecided 3, Agree 4, and Strongly Agree 5. Software SPSS version-20 was used for the analysis of data. Frequencies, Percentages, Mean, Standard Deviation, t-test and Pearson's Correlation r were used.

Results and Analysis

Table 1: Employees views regarding the use of Corporate Social Responsibility in Schools

S. No	Statement		SDA	DA	U	A	SA	Total
1	Economic responsibility	Freq	13	19	19	36	193	280
		%ag	4	7	7	13	69	100
2	Legal Responsibility	Freq	3	26	3	68	180	280
		%ag	1	9	1	25	64	100
3	Ethical Responsibility	Freq	5	40	1	142	92	280
		%ag	2	13	1	51	33	100
4	Discretionary Responsibility	Freq	10	159	7	85	19	280
		%ag	3.6	57	2.5	30	6.8	100

Table 1 shows the views of the private school teachers on the use of corporate social responsibility practices in their schools. Statement 1 indicates that 69% of the employees are saying that Economic Strategies of CSR are given high importance in their schools. Statement 2 denotes that 64% of the employees are admitting that Legal Strategies of CSR are used with high significance in their institutions. Statement 3 signifies that 51% employees are about the view that Ethical Responsibility of CSR is valued in their schools. Statement 4 indicates that 57 % employees are disagreeing with the statement that Discretionary Responsibility admired in their schools.

Table 2: Correlation between Corporate Social Responsibility and Private Sector Educational Organizations' Performance

S.No	Statements	C-Coefficient
1	Economic Responsibility and Organization Performance	0.97
2	Legal Responsibility and Organization Performance	0.92
3	Ethical Responsibility and Organization Performance	0.55
4	Discretionary Responsibility and Organization Performance	0.38

*Correlation between the two variables was analyzed through Mangal (2004) guide for interpretation of coefficient correlation.

Table 2 shows correlation between Corporate Social Responsibility and private sector secondary schools' performance. Statement 1 shows that there exists positive very high correlation between Economic Responsibility of CSR and performance of secondary schools in private sector with correlation coefficient value 0.97, Hence it leads to the rejection of null hypothesis. Statement 2 signifies that there exists very high positive correlation between Legal Responsibility of CSR and schools' performance with correlation coefficient value 0.92 and it leads to the rejection of null hypothesis. Statement 3 indicates that there found moderate positive correlation between Ethical Responsibility of CSR and private sector schools' performance with correlation coefficient value 0.55. The hypothesis of no correlation between the two categories is rejected by the results. Statement 4 denotes that there seen low positive correlation between Discretionary Responsibility of CSR and educational institutions performance with correlation coefficient value 0.38. Thus it leads to the rejection of null hypothesis.

Table 3: Comparison between Male and Female Teachers' views regarding the use of Corporate Social Responsibility in Schools

S.No	Statements	Category	Mean	S.D	t- value	P
1	Economic Responsibility	Male	4.32	1.25	0.98	0.31
		Female	4.16	1.49		
2	Legal Responsibility	Male	4.14	1.45	0.40	0.69
		Female	4.09	1.56		
3	Ethical Responsibility	Male	4.06	1.49	0.21	0.84
		Female	4.09	1.43		
4	Discretionary Responsibility	Male	3.54	1.85	1.03	0.30
		Female	3.76	1.76		

Table 3 indicates the mean standard deviation t- value and p- value of both the categories. Statement 1 shows that mean of male teachers is 4.32 and standard deviation 1.25. While female teachers have Mean 4.16 and Standard Deviation 1.49, t-value is 0.98 and p-value is 0.31. Since p-value is greater than 0.05, so the null hypothesis of no significant difference between male and female regarding advantage of Economic Responsibility of CSR for schools cannot be rejected. Statement 2 indicates Mean of male teachers is 4.14 and Standard Deviation 1.45, while Mean of female teachers is 4.09 and Standard Deviation 1.56 with t-value 0.40 and p-value is 0.69, as p value is greater than 0.05, so there is no significant difference between male and female regarding Legal Responsibility of CSR. Thus the null hypothesis of cannot be rejected. Statement 3 denotes male

teachers have Mean 4.06 and Standard Deviation 1.49. While female teachers have Mean 4.09 and Standard Deviation 1.43, since p-value is greater than 0.05, so there is no significant difference between male and female regarding usefulness of Ethical Responsibility of CSR for institutions and the null hypothesis can't be rejected. " Statement 4 shows Mean of male teachers is 3.54 and Standard Deviation 1.85, while Mean of female teachers is 3.76 and Standard Deviation 1.76 with t-value 1.03 and p-value is 0.30. Since p value is greater than 0.05, so the null hypothesis of no significant difference between male and female regarding importance of Discretionary Responsibility of CSR for schools cannot be rejected. It indicates that there exists no significant difference between male and female employees' views regarding advantages of Corporate Social Responsibility (CSR) approaches for their schools. Both male and female employees have probably same views on the usefulness of Corporate Social Responsibility practices for their institutions.

Findings

The following were the findings of the study:

Table 1 shows the views of the private school teachers' views on the use of Corporate Social Responsibility Strategies in their schools. Statement 1 shows that employees are Strongly Agree that Economic Responsibility of CSR are followed in their schools. Statement 2 indicates that the employees Strongly Agree as Legal Strategies of CSR are used in their school. Statement 3 illustrates that employees are Agree about the statement of the use of Ethical Responsibility of CSR in their schools. Statement 4 denotes that employees are Disagree with the wording that Discretionary Strategy is used in their schools.

Table 2 signifies correlation between the components of Corporate Social Responsibility and private sector secondary schools' performance. Statement 1 shows that there exists positive very high correlation between Economic Responsibility and institutional Performance. Statement 2 demonstrates that there shown positive very high correlation between Legal Responsibility and institutional performance. Statement 3 depicts that there found moderate positive correlation between Ethical Responsibility and private sector educational organizations' performance. Statement 4 displays that there seen low positive correlation between Discretionary Responsibility and performance of schools.

Table 3 depicts the Mean standard deviation t- value and p- value of both male and female views on all the four components of Corporate Social Responsibility such as Economic, Legal, Ethical and Discretionary responsibilities. It indicates that there is no significant difference between male and female employees' views regarding the use of Economic, Legal, Ethical and Discretionary Strategies of Corporate Social Responsibility in their schools. Thus the null hypothesis of no significant difference between male and female views on the use of Corporate Social Responsibility strategies in their schools cannot be rejected. Probably both the gender has same views regarding advantages of CSR for their schools.

Conclusions

The following conclusions were made:

Table 1 indicates the views of teachers in the private sector educational organizations regarding use of corporate social responsibility practices in their schools. It is concluded from the findings of the study that the two statements Economic Strategies and Legal Strategies of CSR are highly valued and followed in their schools. The third Statement Ethical Strategies of CSR is also positively valued and obeyed in their schools. The fourth Discretionary Strategies are used in their schools but with a very little importance.

Table 2 illustrates correlation between the components of Corporate Social Responsibility and Private Sector Educational Organizations' Performance. It is concluded that there exists positive very high correlation between Economic Responsibility and Legal Responsibility of CSR and performance of schools, while there exists moderate positive correlation between Ethical Responsibility of CSR and Private Sector institutional performance. On the other hand, there exists low positive correlation between "Discretionary Responsibility of CSR and schools' performance.

Table 3 shows that there is no significant difference between male and female employees' views on the use of Corporate Social Responsibility (CSR) strategies in their schools. Both male and female employees have probably same views on the use of Corporate Social Responsibility (CSR) strategies in their schools.

Recommendations of the Study

1. There appears due need that secondary school heads of private schools should make optimal use of the discretionary powers for solutions of problems.
2. These schools are required to organize community service program frequently in order to satisfy investors' expectations and society demands.
3. These institutions should engage in charitable activities by donating a certain share of their profits to charitable causes.
4. The schools should provide free school uniforms, notebooks and other stationary material to poor students.

5. The schools should organize health care camps for students and poor reduction seminars in society.

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