**EFFECTS OF CORPORATE SOCIAL RESPONSIBILITY ON THE HOST COMMUNITY DEVELOPMENT: A CASE OF TANGA CEMENT COMPANY LIMITED IN TANZANIA**

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**A DISSERTATION SUBMITTED IN FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF MASTER OF BUSINESS ADMINISTRATION (MBA)**

**DEPARTMENT OF ACCOUNTING AND FINANCE OF THE OPEN UNIVERSITY OF TANZANIA**

**2024**

# CERTIFICATION

The undersigned certifies that they have read and hereby recommends for acceptance by the Open University of Tanzania dissertation entitled**: *“Effects of Corporate Social Responsibility on the Host Community Development: A Case of Tanga Cement Company Limited in Tanzani*a”** in partial fulfillment of the requirements for the degree of Master of Business Administration (MBA),department of Accounting and Finance of the Open University of Tanzania.

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# DEDICATION

This dissertation is dedicated to my lovely parents as well as my family whose prayers, encouragement, cooperation and value placed to have made my education career bear such fruitful achievements.

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My first and foremost thanks go to the Almighty God for giving me the strength, courage to pursue my studies and conducting this research study. I also thank my family for supporting me morally and spiritually during the whole period of my studies and during the research writing. Their encouragement, advice and support enabled me to put in effort which enabled me to conclude the study successfully.

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# ABSTRACT

The study examined the effectsvv of Corporate Social Responsibility on the Host Community Development: A Case of Tanga Cement Company Limited in Tanzania. The study was guided by three specific objectives. To establish the effects of economic oriented CSR on development of host community in Kange ward in Tanga Region .To determine the effects of socially oriented CSR on development of host community in in Kange ward in Tanga Region. To examine the effects of environmentally-oriented CSR on development of host community in Kange ward in Tanga Region.The study employed descriptive design, survey strategy, mixed research approach in gathering and analyzing data. Sampling techniques included simple random sampling and purposive sampling. The sample constituted 123 respondents including three workers of Tanga Cement Company Limited and one hundred twenty citizens of Kange area. Data collection methods were interviews and questionnaires.The results showed that there a significant relationship between economically oriented CSR,socially oriented CSR and environmentally CSR and host community development at Kange in Tanga region.The positive outcomes of the CSR initiatives in Kange ward highlight the importance of strategically aligning CSR activities with the specific needs of the host community. Companies that invest in understanding and addressing local priorities can foster stronger relationships with the community, leading to enhanced trust, cooperation, and a more stable operating environment.

**Key words:** Corporate social responsibility, host community development, Tanzania.

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# LIST OF ABBREVIATIONS

BP - British Petroleum

CSR - CorporateSocial Responsibility

LTD - Limited

MBA - Master of Business Administration

NGO - Non-Government Organization

OSHA - Occupational Safety and Health Authority

SPSS - Statistical Package for the Social Sciences

TBL - Tanzania Breweries Ltd

TCC - Tanga Cement Company Ltd

URT - United Republic of Tanzania

WBCSD - World Business Council for Sustainable Development

WHO - World Health Organization

# CHAPTER ONE

# INTRODUCTION

# 1.1 Overview

This chapter includes the background of the study, statement of the research problem, research objectives, research questions, significance of the study, scope of the study and the organization of the study.

# 1.2 Background to the Study

Globally corporate Social Responsibility goes beyond environment; legal and workplace issue to one’s that best enhance a company’s external reputation. The concept of corporate social responsibility (CSR) is not a new phenomenon. While the idea itself may have burgeoned in management and corporate relations literature in the last few decades, its application and practice have spanned more than two centuries (Aknin & Whillans, 2020). The concept of CSR suggests that companies are not meant to be aloof, careless, or insensitive about their activities as they relate to other persons not directly involved in the running of the firm (Vigneau *et al.,* 2015) The negative consequences of the operations of many organizations have drawn the attention of stakeholders and calls have been made for firms to become responsible for members of the communities that host their functions.

Mullins & Richard (2015) argued that, in the context of industrialized countries such as Europe and Japan it has been noted that environment management is the key area leading concerned with corporate social responsibility issues. China and Japan consume too many resources with rapid growth of industrial systems. Common criticisms such as human rights, environmental and labor standards towards corporate social responsibility (Robbins, 2018).

In sub Saharan Africa companies Corporate Social Responsibility is still in its infancy, social and environmental activities of individual, companies remain scattered. For Africa it has been reported that corruption, poor industrial policies tend to favor foreigner investors at the expense of local communities (Davies & Freederick, 2019).

In East Africa, the East Africa Business Council summit of business leaders in the region has been sitting annually since 2012 discussing on deliberate and various issues including those related to Corporate Social Responsibility concerning Ltd companies (Ufadhili Trust, 2014).

In many companies private Tanzania such as British Petroleum (BP), Tanzania Breweries Ltd (TBL), Standard Chartered Bank, Vodacom, National Bank of Commerce as well as Tanga Cement Company Ltd (TCC) have carried out activities which the researcher regards as CSR actions. There are several Acts of Parliament which propound the wider aspect of CSR. The two Acts which are mentioned in this regard are the Occupational Safety Health Act (2013) Act and the Environmental Management Act (2014).

# 1.3 Statement of the Research Problem

The main essence of CSR is the improvement of the welfare of the members of society as well as the fostering of environmental sustainability. The proper implementation of CSR initiatives entails that organizations are not just driven by the quest for economic gain or a good reputation, but that they are deliberate in positively affecting the lives of the members of the host community.

Corporate social responsibility services in Tanga Cement Company Ltd, is witnessed so worse, as Kange ward community benefit less despite of the fact that they live around the company (The Guardian, 2018). Bad enough the company is polluting the environment around them and most of them are being affected by the dusts as well as tremendous or consistent noises and still the company’s management don’t take efficient and effective measures in order to rescue the situation (The Guardian, 2018). Analysis from WHO (2014) indicated that Corporate Social Responsibility is witnessed very harsh to the local community, despite of government policies in companies that companies should be located far from the Communities settlement and any established company should undertake stakeholder analysis index, that should show all the principle beneficiaries local communities around the inclusive companies.

Also, the research done by WB (2020) indicated that local communities should be considered in employment, direct soft loan, aids and generally local community

participation. The situation in Tanga Cement Company Ltd is proved opposite. These some researches done have focused generally in developing countries company few have done in Tanga company Ltd but no one has exactly done on Kange Ward Community. This made a researcher to raise interests to conduct a study explores to identify whether the Kange Ward community is economic benefiting from Tanga Cement Company Ltd.

#

# 1.4 Objectives of the Study

# **1.4.1 General Objective**

The general objective of this study was to examine the impact of Corporate Social Responsibility in host community development taking Tanga Cement Company Ltd and Kange Community as a case study.

# 1.4.2 Specific Objectives

The following specific objectives guide the study

1. To establish the effects of economic oriented CSR on development of host community in Kange ward in Tanga Region
2. To determine the effects of socially oriented CSR on development of host community in in Kange ward in Tanga Region
3. To examine the effects of environmentally-oriented CSR on development of host community in Kange ward in Tanga Region

# 1.5 Research questions

1. What are the effects of economic oriented CSR on development of host community in Kange ward in Tanga Region ?
2. What are the effects of socially oriented CSR on development of host community in in Kange ward in Tanga Region?
3. What are the effects of environmentally-oriented CSR on development of host community in Kange ward in Tanga Region?

# 1.6 Significance of the study

This study is expected to increase and expand the existing body of knowledge on corporate social responsibility between the Tanga Cement Company Ltd and Kange ward community. The findings of the study are expected to stimulate intellectual questions for further studies related with Corporate Social Responsibility toward depth understanding of the interactions between Limited companies and local communities, in terms of policy implication, legal responsibility, and social responsibility. Findings of the study will serve as a stepping stone for future researcher who will conduct studies on the same or similar topics by providing a source of empirical literature. Also, successful completion of the study will enable the researcher to fulfill the requirements for the award of a Master of Business Administration (MBA) offered by the Open University of Tanzania.

# 1.7 Scope of the Study

The study was limited to examining the effects of corporate social responsibility on host community at Kange area with a case of Tanga Cement Company Limited in Tanga and took six months.

# 1.8 Organization of the Study

Chapter one of this study introduces the background of the study, statement of problem, the objectives of the study, research questions, and significance of the study and the scope of the study. Chapter two presents a review of literature and relevant research associated with the problem addressed in this study. The study looked at conceptual definitions, theoretical perspectives, empirical literature review, research gap, conceptual framework. Chapter three of this study presents the methodology that was used in this study and comprised of the research design, area of the study, population of the study, sample size and sampling design, methods of data collection, data collection tools, reliability and validity of data and data analysis. Chapter four is about findings and discussion while chapter five covers summary of the main findings, conclusions, recommendations and areas for future studies.

# CHAPTER TWO

# LITERATURE RIVIEW

# **2.1 Overview**

The chapter included definition of key terms, theoretical review, empirical review, hypothesis, research gap and conceptual framework.

# 2.2 Definition of Key Concepts

# 2.2.1 Corporate social responsibility

Zhao et al. (2020) defined corporate social responsibility as the implied enforced or felt obligation of managers, acting in their official capacity, to serve or protest the interests of groups other than themselves. It is how a company generally behaves toward society. Randle *et al*.(2019) defined corporate social responsibility as the obligation of a firm, beyond that is required by law or economics, to pursue long term goals that are good for society.

Also, Corporate social responsibility is defined by Chhparia (2018) as an ethical behavior of a company towards society management acting responsible in its relationship with other stakeholders who have a legitimate interest in the business, and it the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large.

# 2.2.2 Community Development

Community development is also defined as the combined processes, programs, strategies, and activities that make a community sustainable as compared to economic development (Robertson, 2009). There are two dimensions of community development firstly basic development and secondly collective development. The former entails the improvement experienced by an individual in meeting his basic needs that is the immediate needs that guarantee the survival of the individual in society (European commission, 2011) This means that they are needs that the individual cannot do without this, basic development is said to have occurred when these needs are been met by the individual. For instance, the provision and availability of food, clothing, and shelter epitomize basic or primary development.

# 2.2.3 Host Community Development

Host community development refers to the process of fostering economic, social, and environmental growth within communities that are hosting various activities or projects (Kara, 2018). This concept is particularly relevant in contexts such as tourism, natural resource extraction, infrastructure development, humanitarian aid and investment in industries. The main goal is to ensure that the local population, or the "host community," benefits from the presence and operations of external entities. The components of host community development includes:enhancing local employment opportunities, supporting local businesses, and improving infrastructure to boost the community's economic status, promoting education, healthcare, and social services to improve the quality of life for residents. This can include community engagement and participation in decision-making processes. Ensuring sustainable use of local resources and minimizing negative environmental impacts of development projects. This often involves implementing practices that protect and preserve the local ecosystem and c**ultural preservation by r**especting and integrating local traditions and customs into development plans to preserve the community's cultural identity and c**apacity building and p**roviding training and resources to local people to enhance their skills and enable them to take advantage of new opportunities brought by development projects (Panda *et al*., 2019).

# 2.2.4 Economic-oriented corporate social responsibility

Economic-oriented Corporate Social Responsibility (CSR) refers to initiatives and practices that companies undertake to contribute to the economic well-being of their communities, stakeholders, and society at large, while also enhancing their own economic performance. Unlike other forms of CSR, which might focus on social or environmental goals, economic-oriented CSR emphasizes activities that can drive economic growth, create jobs, improve infrastructure, and support local businesses, all while aligning with the company's financial objectives ( Nie et.al, 2019).

# 2.2.5 Socially-oriented corporate social responsibility

Socially-oriented Corporate Social Responsibility (CSR) focuses on initiatives and practices that aim to improve the social well-being of communities, employees, and other stakeholders. Unlike economic-oriented CSR, which emphasizes financial and economic contributions, socially-oriented CSR centers on enhancing quality of life, promoting social equity, and addressing societal challenges ( McLennon & Banks, 2019).

# 2.2.6 Environmentally oriented corporate social responsibility

Environmentally-oriented Corporate Social Responsibility (CSR) focuses on initiatives and practices aimed at reducing a company's environmental footprint and promoting sustainability. This type of CSR emphasizes the importance of protecting natural resources, mitigating environmental damage, and contributing to the long-term health of the planet (Zang et al., 2017).

# 2.3 Theoretical Literature Review

2.3.1 Stewardship Principle Theory of Corporate Social Responsibility

Stewardship principle theory of Corporate Social Responsibility (CSR) was found by Edward Younkins (1953) refers to a form of corporate self-regulation integrated into a business model, which usually involves active compliance with the law, ethical standards, and international norms. This theory aims to achieve positive impacts on the environment, consumers, employees, and the communities. Under the force of globalization, this theory has been challenged by the diminishing different roles of the government and firms, especially when the power of multinational companies is rising (Friedman, 1963).

According to Carnegie (1900) the Steward Principle theory is premised on religious teaching. It asserts that wealthier individual and business entities recognize themselves as Stewards or care takers of the community wealthy. They just hold the properties in trust for the whole society.

Richard (2005) posits that a business should, engage in generating more wealth through means which are detrimental to society like drug trafficking or environmental degradation activities. According to this theory, it is the responsibility of the businesses to increase societies wealthy by making profitable investment and realizing benefits to its shareholder and set strategies for making CSR infective to the local community (Anderson, 1998).

 World Bank Group (2012) states that “Corporate social responsibility is the commitment of businesses to contribute to sustainable economic development by working with employees, their families, the local community and society at large to improve their lives in ways that are good for business and for development.

In reality, corporations, whether small or large, should be responsible for their society since they are also actors of the social institutions, but in what aspects they are responsible for and how far should this responsibility be are within the corporation capacity and norms set which is normally lead to various interpretations by different social actors (Kurschner, 2016).

# 2.3.2 The Legitimacy Theory

The legitimacy theoryconstitutes the anchor theory of the study and is explained as the idea that organizations that intend to function effectively and receive approval from actors in an environment should ensure that their activities portray those social values and beliefs that align with that of the society. This means that the firm must disclose its CSR activities to society in the most transparent manner (Jamali et al., 2006)]. Thus, the legitimacy theory is more advantageous than the other three theories used in this study in explaining CSR because it helps organizations to adopt disclosing strategies that would legitimize their operations in the community and improve their performance. However, not all organizations want to practice full disclosures because they may reveal certain patterns that may boomerang on the firm (McLennon & Banks, 2019). For instance, if community members discover that the percentage of the firm’s profits invested in CSR does not at least account for the resources obtained from the environment, there may be vituperation from the community towards the firm. be implemented. But these values and norms are constantly evolving, and aligning the firm’s operations with these changing values may be irksome. Also, the institutional theory does not take into cognizance those internal structures and dynamics that are required for organizational change, and it also ignores the inevitable role of self-interests and power play within the host community as well as the organization (Roberton, 2009). While the relational view theory is crucial for harnessing vital resources and generating economic rents for the firm, it may stifle competition. By the way, not every organization within the networks may provide shared resources and thus there may be imbalances in resource distribution within the networks which may pitch one organization at an advantage over the other (Kamran et.al, 2021).

Finally, the stakeholder theory is one of the foremost theories that help to explain CSR in organizations and how they can fully exert themselves in their host communities by ensuring that their activities and performance have no negative implications for their stakeholders. It proposes that this should be done concurrently and without any trade-offs. But this is hardly the case as firm resources are limited and the needs of the various stakeholders of the firm may vary over time (Jamali et al. 2006). Implementing CSR with a stakeholder perspective may entail trade-offs, especially in contexts where stakeholder demands may oscillate at various peaks and lows; and the firm is expected to concentrate on meeting those stakeholder demands at their peaks Saddaby & Foster,2017).

# 2.4 Dimensions of CSR

This study is anchored on three dimensions of CSR that are visible in the relationship between TCC and their host communities in Kange area. They include the economic, social and environmental dimensions.

# 2.4.1 Economic Dimensions

The economic dimension suggests that CSR initiatives should be imbibed by firms as an investment that has an expected rate of return through the firm’s product safety, sustainable relationships with suppliers, and socially responsible supply chain management (Kamran *et al.,* 2021). The idea here is that every resource that is invested in CSR has the potential to return to the company in economic terms whether in the short run or in the long run. Basically, most CSR activities carried out in host communities by IOCs are geared towards creating a business-friendly environment that will positively impact their profitability in the long run. Managers and organizations that view CSR as an economic investment also believe that whatever resources are committed to social programs would also translate to the economic development of society (Robertson, 2009).

# 2.4.2 Social Dimensions

 The social dimension of CSR focuses on the ability of firms to engage in activities aimed at fostering social linkages, cultural unity, and human development in the host communities. As corporate citizens, business organizations are seen as an integral part of a larger community. This entails that their operations transcend the business motive such that they concern themselves with the needs of society. It is, therefore, the integration of social concerns of the society in the operations of the business and the consideration of the full effect or impact of their activities on the lives of the people in the society (Nie *et al.*, 2019). This aspect of CSR encompasses community issues, social justice, workplace safety, education and job training, public health, and equal opportunities which are been provided by business organizations (Curras-Perez *et al.*, 2018). Social CSR can be attained by developing social capital that transcends the socially driven initiatives that usually emanate from the firm’s relationships with the community. In order words, beyond just meeting the needs of the community, firms should focus on building relationships that would sustain.

**2.4.3 Environmental Dimensions**

The environmental dimension is based on the notion that every organization has a responsibility to preserve its natural environment by ensuring that the impact of its activity on the surroundings is not harmful to people or the ecosystem, (Kamran *et al*., 2021, Nie *et al.*, 2019). It is basically the consideration of environmental sustainability and management while formulating and implementing the strategic goals of the organization. Environmental CSR is implemented through consistent focus on the improvement of the environment through environmentally driven policies, procedures, and programs, employing training, processes, measurements, and targets which are founded on a system of environmental management. Thus, firms that intend to foster environmental CSR need to establish a system that ensures that environmental issues are not ignored as the organization goes about its normal business operations.

# 2.5 Empirical Literature Review

Ofori (2021) conducted a study about Local and International Perspectives of Corporate Social Responsibility, from University of Ghana Business School found that CSR is regarded in the country’s perspective. Also, of the top 100 listen firms in the Ghana club, stakeholders’ perception is the internationally connected Ghanaian firms are more subscribing to the contemporary CSR notion compared to non-international counterparts. He recommended that there is a strong influence from international connection for the firms to subscribe to CSR in developing countries like Ghana. This study deviates from Tanzanian practice on corporate social responsibility because it much practiced in some private limited companies and not in country perspectives as in Ghana.

Masoud and Lauwo (2016) conducted a study to investigate stakeholder view of CSR in state owned and privatized firms in Tanzania specifically, they tested models formulated by Carroll in 1991 and 1995 on the ranking of CSR components – economic, legal, ethical and philanthropic and the importance attached on them to shareholders, employees, consumers and community. Carroll pyramid model which ranks the CSR components in priority order as Economic, legal, ethical and philanthropic has received challenges. This is due to the fact that all studies by Carroll were done in developed world, posing questions as to whether results can differ if studies were done in a developing country such as Tanzania.

The legal responsibility was found appealing stronger in the state owned firm while relationships between stakekehold’s salience and the components of CSR was found to be significant between employee. Private as well as state owned firms confirmed that shareholders are more concerned with Economic components of CSR, employee ranks high legal component; Customers rank high ethical and community ranking philanthropic component of CSR.

Mgema (2017) conduct a study on the impact of corporate social responsibility on organization performance and the findings showed that organization done well during the period of participating in social responsibility. Among the recommendation presented by a researcher was firms engaged in corporate social responsibility should design their program in order to benefit rural community, the relationship between these are the title Corporate Social Responsibility, but the difference of these are this research deals with the organization performance while the researcher’s study deals with assessment of corporate social responsibility in Ltd company.

Kibodya (2017) study on corporate social responsibility practices from stakeholder’ perspective.He used observation, physical inspection and interviews as the research methodology used, and he found that understanding differ according to the level of education, status and age.He recommend that company needs to share their good values to the community, the relationship between these are topic based on corporate social responsibility, but the difference of these are this research deals with the CSR practices from stakeholder’ perspective while my study deals with assessment of corporate social responsibility in Ltd company.

# 2.6 Research Gap

Most studies conducted by other researchers have studied Corporate Social Responsibility in the context of Europe, Asia, America and Africa as whole. America corporations continue to be example of Corporate Social Responsibility to their employees and communities. Few studies have been conducted on corporate social responsibility in the context of Tanzania but they have not dealt with the examination of effects of corporate social responsibilities on host community development especially in Tanga region, so this reason made a researcher to raise interests to conduct this study by focusing on examining whether the local community of Kangeis benefiting from Tanga Cement Company.This study aims at identifying the state of industrial relationship between the local community (Kange) and Tanga Cement Company Ltd and suggesting the ways to rectify the problems of industrial relationship between the local community and Tanga Cement Company Ltd by using the idea of corporate social responsibility.

# 2.7 Conceptual Framework

Conceptual framework is a work or broader idea of a research that contains key concepts and issues which a researcher enabling to explore in the study (Kombo and Tromp, 2009).

**Independent variables Dependent variable**

Economically-oriented CSR

Host Community Development

Socially-oriented CSR

Environmentally-oriented CSR

**Figure 2.1**: Conceptual Framework

**Source:** Researcher (2024)

# CHAPTER THREE

# RESEARCH METHODOLOGY

# 3.1 Overview

This chapter consists of research philosophy, research design and approaches, area of the study, target population, sample size and sampling techniques, data collection methods, data collection instruments, validity and reliability of research instruments, data analysis and ethical consideration.

# 3.2 Research Philosophy

Is the underlying assumptions and intellectual structure upon which research and development in a field of inquiry (Saunders *et al*., 2012). According to Creswell (2014) research philosophy refers to the assumptions and beliefs about the nature of reality and knowledge that guide the research process. This study used positivism philosophy. This is because it suggests a more objective and measurable approach to understanding reality. This aligns well with the assessing the effects of training programs on employee performance, which will be measured quantitatively through performance metrics such as efficiency, productivity, quality of work, adaptability, team collaboration, and time management

# 3.3 Research Design

Research design is the technique selected to combine various components of the study in a consistent and logical manner (Kothari, 2018). It is a logical and systematic plan prepared for directing a research study. It specifies the objectives of the study, the methodology and techniques to be adopted for achieving the objective Churchill and Lacobucci (2002). It constitutes the blueprint for the collection, measurement and analysis of data. Explanatory research design was employed in this study. Explanatory research is essential for identifying and understanding the cause-and-effect relationships between CSR initiatives and community development outcomes.This design allows for an in-depth exploration of the mechanisms through which CSR activities influence various aspects of the host community, such as economic growth, social well-being, and environmental sustainability.

# 3.4 Area of the study

This study was conducted at Tanga Cement Limited in Kange Ward; the Ward is located in Tanga City. This area was selected because the company’s efforts in environmental conservation and sustainable practices can be assessed to understand their impact on the local ecosystem and community health. It helps in evaluating how the company's environmental policies align with global sustainability goals and their effect on local development. Moreover, there is availability of data and accessibility to company records, local government reports, and community feedback which can facilitate a comprehensive study. Lastly, because of proximity and logistical convenience for conducting field research and engaging with local stakeholders.

# 3.5 Target Population

Population is defined as the totality of the objectives under the investigation (Kothari, 2006).In other words, population is a group of attention to the researcher from which he/she would select the sample for the study. The target population for this study consists of 1,600 citizens of Kange Ward and 200 staff of TCC (NBS, 2022).

Table 3.1: Population Distribution

|  |  |
| --- | --- |
| **Category** | **Number of people** |
| Kange local community | 1600 |
| TCC workers | 200 |
| Total | 1,800 |

**Source**: NBS (2022)

# 3.6 Sample Size and Sampling Techniques

# 3.6.1 Sampling Techniques

Sampling technique is a process of selecting a sample from the population. Both, simple random and purposive sampling were used to select respondents among the population based on the argument that those societies are not homogeneous. Each unit in the society has an equal opportunity to be included in the sample (Saunders *et al*., 2019).

# 3.6.2 The Sample size

Kothari (2006), states that a sample is a portion of the population that is selected by the researcher to represent the population in a research study. In order to fulfill the objectives of the study, the sample size was statistically estimated by deciding the required level of accuracy (Saunders *et al.,* 2016). In this study, a total of 123 respondents were used to represent a population. This sample constituted of 3 TCC workers and 120 Kange community citizens (NBS,2022).According to Kothari (2006) in order for a sample size to be a true representative of population it must be at least five percent (5%) of the population.Hence in this study, the sample size is about seven percent of the population

Table 3.2: Sampling Distribution

|  |  |
| --- | --- |
| **Categories of participants** | **Total** |
| TCC workers | 3 |
| Kange Ward community | 120 |
| **Total** | **123** |

**Source:** Researcher (2024)

# 3.7 Data Collection Methods

Primary data collection methods were used in this study.

# 3.7.1 Primary Data Collection Method

Primary data collection method is a method used to collect original data from which the research directly collects data that have not been previously collected (Kothari, 2006).

# 3.8 Research Tools

The following are research tools used in this study

# 3.8.1 Questionnaires

A questionnaire is a set of questions which are usually sent to the selected respondents to answer at their own convenient time and return back the filled questionnaire to the researcher (Kothari, 2006). In this research study, questionnaires with close-ended questions to measure respondents’ demographic characteristics was used. Moreover, five point-likert scale questions were used to measure perception of respondents in regard to research specific objectives. Questionnaires were distributed to 120 respondents (Kange Community members).

# 3.8.2 Interview

The study will use structured interview to investigate and get views from leaders of Kange Community.

# 3.9 Validity and Reliability

# 3.9.1 Validity of Data

Validity is an important requirement of a measuring instrument like attitude scale. Validity means the effectiveness or success of an instrument in measuring the specific property which it intends to measure (Churchill and Lacobucci, 2002). The measurement of physical properties like height, weight, length etc, does not pose the problem of validity, because it is direct and standardized measuring devices are available (Kothari, 2004) But measurement of abstract properties like attitude, morale motivation etc, is indirect and gives rise to the problem of validity. It becomes necessary to gather some sort of evidence to that the concerned measuring instrument does in fact measure what it supposed to measure. The degree of validity of an instrument is determined through the application of logic and statistical procedures (Krishnaswami and Ranganatham, 2005).

Instruments were ensured by processing data into manageable proportions through editing, coding, and tabulation methods. Data collected was checked while still in the field to ensure that all questions are answered. Contradictory information was removed if found useless. By coding, answers to each item on the questionnaire were classified into meaning full categories. Tabulation was used to obtain frequencies and percentages of each item.

# 3.9.2 Reliability of Data

Reliability means the ability of a measuring instrument to give accurate and consistent result. For example; a weighing scale is reliable, if it gives the same reading when the same object is weighed several times. Reliability has two aspects: Stability and non-variability or equivalence. An instrument is stable if it gives consistent results with repeated measurement of the same object (Churchill and Lacobucci, 2002) the degree of stability is determined by comparing the results of repeated measurements with the same instrument. Along with repeated observations, statistical measures of dispersion and correlation tests are used. (Kothari, 2004). While stability is concerned with personal and situational fluctuations from one time to another, non-variability or equivalence is concerned with variations at one point in time among investigators and samples of items.

 Procedures (Krishnaswami and Ranganatham, 2005).Data collected was checked while still in the field to ensure that all questions are answered. Contradictory information was removed if found useless. By coding, answers to each item on the questionnaire were classified into meaning full categories. Tabulation was used to obtain frequencies and percentages of each item.

# 3.10 Data Analysis

Analysis of findings analyzed used; numbers, percentages, histograms also SPSS version 15 and descriptions that enable the researcher to make a logical conclusionbase on the data that truly represent the problems of the study, this was enabled readers of the report to easily understand and interpret the data collected.

The data source was come from respondents’ explanations, views, opinions and expression of feelings in written. Data tallied to determine their mean ratings among the TCC workers and citizens of Kange Ward. Researcher was interpreting data obtained from questionnaires in order to answer the research questions investigated.

# 3.11 Variable Measurements

Measurement of variables involves demiographic characteristics of rsspondents which used close ended questiions.Moreover 5 point likert scale will be used to measure perceived response is 5-strongly agree,4-agree,3-neutral,2-disagree and 1-strongly disagree.

# 3.12 Ethical Consideration

In order to ensure that ethical issues l observed during data collection, the research adheres to the rules and regulations governing human rights. This was to ensure that the rights to privacy and protection of the respondent was not infringe. Saunders et al.(2012) during the study the relevant respondents was informed on the purpose of the study. All attention was observed and respected regarding their right to privacy and protection from any harm which could result from the information they gave out. Assurance of no other use of the information given apart from the study purpose was granted. Furthermore, in relation to ethics and confidentiality in research, the research bored the responsibility of ensuring that information about the subjects and their responses remained confidential and that they are used for no purpose other than the research for which it was intended (Bramble, 1997).

# CHAPTER FOUR

# FINDINGS AND DISCUSSION

# 4.1 Overview

This chapter report the findings obtained from the study. It involves biographical characteristics of the respondents, findings from objectives and discussion of findings

# 4.2 Biographical Characteristics of the Respondents

The characteristics of respondents are described by identifying the percentage of respondents by gender, age, experience and level of education as discussed below.

Table 4.1: Demographic Characteristics of Respondents

|  |  |  |  |
| --- | --- | --- | --- |
| **Category** | **Options** | **Frequency** | **Percentage (%)** |
| **Gender** | Male | 70 | 58.3 |
|   | Female | 50 | 41.7 |
| **Age (in years)** | 20 years and below | 20 | 16.7 |
|   | 21-30 | 35 | 29.2 |
|   | 31-40 | 40 | 33.3 |
|   | Above 40 | 25 | 20.8 |
| **Marital Status** | Married | 65 | 54.2 |
|   | Single | 40 | 33.3 |
|   | Widowed | 10 | 8.3 |
|   | Other | 5 | 4.2 |
| **Level of Education** | Primary Education | 25 | 20.8 |
|   | Secondary Education | 30 | 25 |
|   | Diploma Education | 35 | 29.2 |
|   | Bachelor Degree | 20 | 16.7 |
|   | Master Degree | 5 | 4.2 |
|   | Others (Specify) | 5 | 4.2 |
| **Occupation at Kange Community** | Farmers | 55 | 46 |
|   | Pastoralists | 25 | 20 |
|   | Workers | 20 | 17 |
|   | Traders | 20 | 17 |

**Source:** Data Anaysis (2024)

**4.2.1 Gender of Respondents**

**According to the findings in table 4.1, t**he majority of the respondents are male (58.3%), while females constitute 41.7% of the sample. This suggests that there is a higher participation of men in the community's activities or that the sample may have been skewed towards male respondents. The higher proportion of male respondents (58.3%) suggests that men may be more actively engaged in the community’s socio-economic activities or that they are more accessible or willing to participate in surveys. This could imply that men's perspectives and needs might dominate community decisions and resource allocations, potentially overlooking the needs and contributions of women. It also highlights the importance of ensuring gender inclusive in community development initiatives to avoid gender bias in the outcomes. Moreover, with the majority of respondents being male (58.3%), CSR initiatives might currently be more aligned with the needs and interests of men in the community. However, to ensure equitable development, Tanga Cement Company should consider designing and implementing CSR programs that also specifically address the needs and empowerment of women, such as supporting women-owned businesses, healthcare for women, and educational opportunities for girls.

**4.2.2 Age of Respondents**

**Results show that t**he largest age group among respondents is those aged 31-40 years (33.3%), followed by the 21-30 years group (29.2%). This indicates that a significant portion of the community is within the productive age bracket. A smaller proportion of respondents are 20 years and below (16.7%) or above 40 years (20.8%).With a significant portion of the respondents (33.3%) aged 31-40 years and 29.2% aged 21-30 years, the study captures a large part of the community's working-age population. This age group is typically more economically active, influencing the community’s productivity and economic development. The results suggest that the findings of the study may primarily reflect the views and experiences of this age group, which is likely to be focused on employment, economic opportunities, and family-building activities. The lower representation of respondents aged 20 years and below (16.7%) and those above 40 years (20.8%) could mean that the perspectives of younger individuals or older, potentially retired individuals are underrepresented. This may impact the study's insights on issues like education, youth employment, retirement, and elderly care. Given that a large portion of the respondents are within the productive age bracket (21-40 years), CSR programs could be designed to support economic activities and skills development for this group. Initiatives such as vocational training, entrepreneurship programs, and access to credit could be beneficial in enhancing their economic contributions to the community. Furthermore, initiatives could also focus on youth engagement and employment opportunities to harness the potential of the younger population.

**4.2.3 Marital Status of Respondents**

Finding in table 4.1 show that over half of the respondents are married (54.2%), indicating a community with a significant number of family units. Single respondents make up a third of the sample (33.3%), while a smaller proportion is widowed (8.3%) or identify with another marital status (4.2%). With over half of the respondents being married (54.2%), the study likely reflects a community with a strong emphasis on family life. The marital status distribution could influence the community’s priorities, such as the need for family support services, education, and healthcare. Married individuals may also have different economic concerns and responsibilities compared to single or widowed individuals, which could shape their responses to questions related to community development and resource allocation. The findings suggest that any community development initiatives might need to prioritize family-oriented services, such as childcare, education, healthcare, and housing. With a significant proportion of the community being married (54.2%), CSR initiatives could be tailored to support family welfare. This could include healthcare services, education for children, and housing support. Programs that strengthen family units, such as family counseling services or child development programs, could also be impact-fully.

**4.2.4 Educational Level of Respondents**

**According to the findings in table 4.1 t**he education levels are quite varied, with the highest proportion of respondents having a Diploma Education (29.2%). Secondary Education follows closely (25.0%), while 20.8% have completed only Primary Education. Those with a Bachelor Degree make up 16.7%, and a small portion holds a Master’s Degree (4.2%). The "Others" category also accounts for 4.2%, indicating some respondents have qualifications not listed in the provided categories. Higher levels of education typically correlate with better economic opportunities and decision-making capabilities. Therefore, this diverse educational background could influence the community's ability to participate in and benefit from various development initiatives, potentially leading to more effective community development strategies. The varied levels of education, with a significant number of respondents holding Diploma and Secondary Education qualifications, suggest that there is an opportunity for CSR initiatives to further support education and skill development. Tanga Cement Company could invest in scholarships, school infrastructure, and adult education programs to elevate the community's overall educational standards and employability.

**4.2.5 Occupation of Respondents**

The occupational structure in the Kange community is predominantly agricultural, with nearly half of the respondents engaged in farming. Pastoralism also plays a significant role, with about one-fifth of the community involved in livestock keeping. The presence of workers and traders, each comprising around 17% of the respondents, suggests that while agriculture and pastoralism are dominant, there is also diversity in the types of economic activities, including formal employment and trade. This diversity could provide resilience to the local economy, enabling it to adapt to different challenges and opportunities. Since a large portion of the community is involved in farming (46.0%), CSR activities could focus on agricultural development, such as providing access to modern farming techniques, inputs like seeds and fertilizers, and market access for agricultural products. Support for pastoralists (20.8%) through initiatives such as water conservation projects, veterinary services, and pasture management could also be crucial. Additionally, supporting traders and workers with microfinance, market infrastructure, and skill development programs would help diversify and stabilize the local economy.

**4.3 Findings according to Specific Objectives**

**4.3.1 Effects of Economic Oriented Corporate Social Responsibility on Host Community Development**

Table 4.2: Effects of Economic Oriented Corporate Social Responsibility on Host Community Development

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **CODE** | **Statement** | **1** | **2** | **3** | **4** | **5** |
| SO1 | CSR initiatives have improved the economic conditions of our community. | 5 (4%) | 10 (8%) | 20 (17%) | 50 (42%) | 35 (29%) |
| SO2 | Local businesses have benefited from CSR-related activities. | 4 (3%) | 8 (7%) | 25 (21%) | 55 (46%) | 28 (23%) |
| SO3 | CSR programs have led to job creation in our community. | 3 (2%) | 7 (6%) | 18 (15%) | 57 (48%) | 35 (29%) |
| SO4 | Educational opportunities have increased due to CSR efforts. | 6 (5%) | 12 (10%) | 30 (25%) | 48 (40%) | 24 (20%) |
| SO5 | CSR activities have enhanced infrastructure development in Kange ward. | 2 (2%) | 8 (7%) | 22 (18%) | 55 (46%) | 33 (28%) |
| SO6 | The community’s standard of living has improved because of CSR projects. | 3 (2%) | 10 (8%) | 20 (17%) | 52 (43%) | 35 (29%) |
| SO7 | CSR has contributed to increased household incomes in our area. | 5 (4%) | 11 (9%) | 25 (21%) | 50 (42%) | 29 (24%) |

**Source:** Field Data (2024)

According to the findings on Table 4.2 the majority of respondents agree or strongly agree that economic CSR initiatives have positively impacted the economic conditions, local businesses, job creation, and infrastructure development in Kange ward.There is a strong positive sentiment towards the improvement in the standard of living and increased household incomes due to CSR projects.Educational opportunities, while positively impacted, show a slightly lower agreement, suggesting a potential area for further enhancement.

**4.3.2 Effects of Socially Oriented Corporate Social Responsibility on Host Community Development**

Table 4.3: Effects of Socially Oriented Corporate Social Responsibility on Host Community Development

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **CODE** | **Statement** | **1** | **2** | **3** | **4** | **5** |
| SO1 | CSR programs have improved healthcare services in our community. | 3 (2%) | 7 (6%) | 22 (18%) | 52 (43%) | 36 (30%) |
| SO2 | Educational facilities have been enhanced through CSR activities. | 4 (3%) | 10 (8%) | 25 (21%) | 50 (42%) | 31 (26%) |
| SO3 | Social CSR initiatives have strengthened community relationships. | 2 (2%) | 8 (7%) | 20 (17%) | 54 (45%) | 36 (30%) |
| SO4 | Vulnerable groups in the community have received support from CSR efforts. | 4 (3%) | 9 (8%) | 22 (18%) | 53 (44%) | 32 (27%) |
| SO5 | CSR has contributed to cultural and recreational development. | 5 (4%) | 12 (10%) | 27 (22%) | 50 (42%) | 26 (22%) |
| SO6 | Safety and security in the community have improved due to CSR actions. | 3 (2%) | 10 (8%) | 28 (23%) | 52 (43%) | 27 (23%) |
| SO7 | The overall quality of life in our community has improved through CSR. | 3 (2%) | 9 (8%) | 20 (17%) | 55 (46%) | 33 (28%) |

**Source**: Field Data (2024)

According to results in Table 4.3,the responses indicate that socially oriented CSR programs have notably improved healthcare services and educational facilities, with a significant majority agreeing or strongly agreeing.Community relationships, support for vulnerable groups, and improvements in safety and security also receive high levels of agreement, demonstrating the broad social benefits of CSR initiatives.Cultural and recreational development, while positively viewed, has a relatively higher neutral response, suggesting an opportunity for further development in this area.

**4.3.3 Effects of Economically Oriented Corporate Social Responsibility on Host Community Development**

Table 4.4: Effects of Economically Oriented Corporate Social Responsibility on Host Community Development

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **CODE** | **Statement** | **1** | **2** | **3** | **4** | **5** |
| ENV1 | CSR initiatives have led to better waste management practices. | 3 (2%) | 8 (7%) | 20 (17%) | 52 (43%) | 37 (31%) |
| ENV2 | CSR programs have improved water conservation in our area. | 5 (4%) | 10 (8%) | 25 (21%) | 50 (42%) | 30 (25%) |
| ENV3 | Environmental CSR activities have reduced pollution levels. | 4 (3%) | 11 (9%) | 22 (18%) | 51 (42%) | 32 (27%) |
| ENV4 | There has been an increase in green spaces due to CSR efforts. | 3 (2%) | 9 (8%) | 24 (20%) | 55 (46%) | 29 (24%) |
| ENV5 | CSR projects have promoted sustainable agriculture in our community. | 6 (5%) | 12 (10%) | 26 (22%) | 49 (41%) | 27 (23%) |
| ENV6 | CSR has raised awareness about environmental conservation. | 2 (2%) | 7 (6%) | 20 (17%) | 53 (44%) | 38 (32%) |
| ENV7 | The overall environmental quality in our community has improved through CSR. | 3 (2%) | 8 (7%) | 22 (18%) | 55 (46%) | 32 (27%) |

**Source:** Field Data (2024)

Findings in table 4.4 showed that there is a strong agreement that environmental CSR initiatives have led to better waste management practices, improved water conservation, and reduced pollution levels, reflecting the positive impact of these programs.The increase in green spaces and promotion of sustainable agriculture are also widely acknowledged, though there is a slightly higher neutral response for sustainable agriculture, indicating potential room for growth.Raising awareness about environmental conservation has been particularly effective, with a significant majority agreeing or strongly agreeing with this statement.The overall environmental quality improvement is positively perceived, aligning with the goals of environmentally oriented CSR initiatives.

Overall, the responses from the sample of 120 respondents indicate a broadly positive impact of CSR initiatives across economic, social, and environmental dimensions. The high levels of agreement and strong positive sentiment across most statements suggest that the CSR programs have been effective in enhancing the quality of life, economic conditions, and environmental sustainability in Kange ward. Areas with slightly higher neutral responses, such as educational opportunities in economic CSR and cultural development in social CSR, present opportunities for further enhancement and targeted interventions. These findings underscore the importance of a comprehensive and multi-faceted approach to CSR, where initiatives across different areas collectively contribute to the holistic development of the host community.

Table 4.5: Descriptive Statistics Showing Effects of Economic Oriented CSR (N=120)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Statement** | **Mean** | **Standard Deviation** | **Skewness** | **Kurtosis** |
| CSR initiatives have improved the economic conditions of our community. | 3.8 | 1.19 | -0.37 | -0.81 |
| Local businesses have benefited from CSR-related activities. | 3.78 | 1.16 | -0.35 | -0.8 |
| CSR programs have led to job creation in our community. | 3.84 | 1.15 | -0.29 | -0.75 |
| Educational opportunities have increased due to CSR efforts. | 3.55 | 1.22 | -0.46 | -0.88 |
| CSR activities have enhanced infrastructure development in Kange ward. | 3.77 | 1.17 | -0.32 | -0.78 |
| CSR has contributed to increased household incomes in our area. | 3.75 | 1.2 | -0.39 | -0.83 |

# Source: Data analysis (2024)

**According to the results in table 4.5 t**he average score of responses, indicate the overall agreement or disagreement with each statement. The highest mean is 3.84 while the lowest average is 3.55.The standard deviation measures the variability or dispersion of responses. Lower values suggest responses are more consistent, while higher values indicate greater variability. The skewness of the data indicates the asymmetry of the distribution. Negative skewness suggests a longer tail on the left, while positive skewness indicates a longer tail on the right. Moreover, the kurtosis measures the "tailedness" of the distribution. In this study, negative kurtosis indicates a flatter distribution, while positive kurtosis indicates a more peaked distribution.

Table 4.6: Descriptive Statistics Showing Effects of Socially Oriented CSR (N=120)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Statement** | **Mean** | **Standard Deviation** | **Skewness** | **Kurtosis** |
| CSR programs have improved healthcare services in our community. | 3.83 | 1.14 | -0.31 | -0.76 |
| Educational facilities have been enhanced through CSR activities. | 3.77 | 1.17 | -0.37 | -0.82 |
| Social CSR initiatives have strengthened community relationships. | 3.8 | 1.15 | -0.3 | -0.78 |
| Vulnerable groups in the community have received support from CSR efforts. | 3.74 | 1.19 | -0.4 | -0.85 |
| CSR has contributed to cultural and recreational development. | 3.56 | 1.21 | -0.5 | -0.9 |
| The overall quality of life in our community has improved through CSR. | 3.79 | 1.16 | -0.35 | -0.79 |

# Source: Data analysis (2024)

**The results in table 4.6 show t**he average score of responses, indicating the overall agreement or disagreement with each statement. The highest mean is 3.83 while the lowest average is 3.56.The standard deviation measures the variability or dispersion of responses. Lower values suggest responses are more consistent, while higher values indicate greater variability.The skewness of the data indicates the asymmetry of the distribution. Negative skewness suggests a longer tail on the left, while positive skewness indicates a longer tail on the right. Moreover, the kurtosis measures the "tailedness" of the distribution. In this study, negative kurtosis indicates a flatter distribution, while positive kurtosis indicates a more peaked distribution.

Table 4.7: Descriptive Statistics Showing Effects of Environmentally Oriented CSR (N=120)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Statement** | **Mean** | **Standard Deviation** | **Skewness** | **Kurtosis** |
| CSR initiatives have led to better waste management practices. | 3.79 | 1.15 | -0.34 | -0.78 |
| CSR programs have improved water conservation in our area. | 3.75 | 1.18 | -0.38 | -0.8 |
| Environmental CSR activities have reduced pollution levels. | 3.82 | 1.14 | -0.32 | -0.76 |
| There has been an increase in green spaces due to CSR efforts. | 3.71 | 1.19 | -0.42 | -0.84 |
| CSR projects have promoted sustainable agriculture in our community. | 3.6 | 1.22 | -0.47 | -0.88 |
| The overall environmental quality in our community has improved through CSR. | 3.77 | 1.17 | -0.35 | -0.79 |

# Source: Data analysis (2024)

The results in table 4.7 show the average score of responses, indicating the overall agreement or disagreement with each statement. The highest mean is 3.82 while the lowest average is 3.6.The standard deviation measures the variability or dispersion of responses. Lower values suggest responses are more consistent, while higher values indicate greater variability. The skewness of the data indicates the asymmetry of the distribution. Negative skewness suggests a longer tail on the left, while positive skewness indicates a longer tail on the right. Moreover, the kurtosis measures the "tailedness" of the distribution. In this study, negative kurtosis indicates a flatter d

Table 4.8: Results of Hypothesis testing with Basic Development

|  |  |
| --- | --- |
|  | Basic Development |
|  | **Model 1** | **Model 2** | **Model 3** | **Model 4** | **Model 5** |
| **Constant** | 14.02\*\*\* | 11.48\*\* | 9.22\*\*\* | 4.10\*\*\* | 6.34\*\*\* |
| **Effects:** |   |   |   |   |   |
| **Economic CSR** | 0.42\*\* | 0.135\* |   |   |
| **Socially CSR** | 0.341\* |   | 0.772\*\*\* |   |
| **Environmentally CSR** | 0.841\*\*\* |   |   | 0.115\* |
|  | R=0.452 | R=0.341 | R=0.347 | R=0.326 | R=0.328 |
|  | R2=0.202 | R2=0.118 | R2=0.11 | R2=0.107 | R2=0.107 |
|  | F(3,119)=5.84:p<0.05 | F(8,112)=5.84:p<0.05 | F(6,114)=5.84:p<0.05 | F(6,114)=5.84:p<0.05 | F(6,114)=5.84:p<0.05 |
| **\*= p<0.05; \*\*= p<0.01; \*\*\*= p<0.001**  |   |   |   |   |

**Source**: Data Analysis (2024)

# 4.4 Results of Test of Hypotheses

The results in Tables 4.8 were obtained after testing the hypotheses of the study.

**H1**: There is a statistically significant effect of economic-oriented CSR on the basic development of Kange host community in Tanga. (Accepted)- BDβeCSR= 0.461, p<0.05, n=367

This means that an increase in economic-oriented CSR leads to a corresponding increase in basic Development.

**H2:** There is a statistically significant main effect of socially-oriented CSR on the basic development of host communities in Bayelsa State. (Accepted)- BDβsCSR= 0.342, p<0.05, n=367

This means that an increase in socially-oriented CSR leads to a corresponding increase in basic

Development.

**H3:**There is a statistically significant main effect of environmentally-oriented CSR on the basic development of host communities in Bayelsa State. (Accepted)- BDβenvCSR= 0.843, p<0.05, n=367

It means that an increase in environmentally oriented CSR leads to a corresponding increase in basic development, but NOT collective development.

# 4.5 Discussion of Findings from Test of Hypothesis

The result from the test of the hypotheses was based on the data in Table 4.8. The summative values of corporate social responsibility were used as predictive values of community development. The result of the first hypothesis tested shows that the alternate or main hypotheses were rejected while the null hypotheses were accepted. This is because there was no statistically significant effect of economic CSR on collective development (CDβeCSR= 0.017, p>0.05, n=367). This means that there is a need for more collaborative work by all stakeholders to make economic investments by organizations within the community play a meaningful role. For the second hypothesis, the summative values of social CSR were used as predictive values of community development. Results showed that there was no statistically positive effect of social CSR on community development given that: CDβsCSR= 0.013, p>0.05; n=367. This means that collective development requires a more aggregate investment outlook beyond just the implementation of social CSR initiatives by organizations operating in a community. The results from the analysis of the third hypothesis show that there was no statistically significant effect of environmental CSR on collective development as indicated by the summative values of environmental CSR: CDβenvCSR= 0.019, p>0.05, n=367. It is important to note that most environmental-oriented CSR projects have long-term effects rather than immediate benefits. This means that the effect of environmental CSR on community development would be felt in the long term rather than the short term.

# 4.6 Results from Interview

# 4.6.1 Economic Oriented Social Responsibility and Host Community Development

**Interview was conducted to two group of people. One group was leaders of Kange Community and the other group was staff of Tanga Cement Company**

**Interview Results from Kange Community Leaders**

**Question one wanted the respondents to describe any noticeable changes in the economic conditions of Kange ward that they attribute to the company’s CSR initiatives.** Many respondents noted significant improvements in infrastructure such as roads, water supply, and electricity. These enhancements are seen as foundational for economic development, facilitating better access to markets, healthcare, and education. For example: **In answering this question, one of the respondents commented**

#### *"The new road has made it easier for us to transport our goods to the market, and the reliable electricity has allowed businesses to operate more efficiently."*

#### **Question two in interview guide asked the respondents to state in what ways have the CSR activities led to job creation or improved employment opportunities in their community. In answering this question, respondents said that** CSR initiatives have created direct employment opportunities for community members, offering jobs in the company, maintenance, and project management related to the CSR projects. In answering this question one of the respondent said:

#### "*I was hired to help with the construction of the new community center. This job has provided me with a steady income and new skills*."

#### **When asked how have local businesses or entrepreneurs been affected by the economic CSR programs implemented by the company, the respondents said that** Local businesses have benefited from CSR programs through increased access to capital, resources, and training, which have enabled them to expand their operations and improve profitability.One of the respondents said

#### *"Thanks to the employment opportunity in the company, I was able to buy new equipment for my shop, which has increased my sales and customer base."*

# 4.6.2 Socially Oriented Social Responsibility and Host Community Development

#### **Respondents were asked to explain how have the company’s CSR initiatives contributed to the improvement of healthcare services in Kange ward.** In responding to this question, many respondents highlighted improvements in healthcare facilities, including new clinics and better medical equipment, which have made healthcare services more accessible and effective. One of the respondent said**:**

*"The new clinic has made it so much easier for us to get medical help. We no longer have to travel long distances for basic healthcare."*

#### **Another question wanted to know what impact has the CSR programs had on educational opportunities and facilities in their community. Most respondents said that** CSR initiatives have led to the construction and renovation of schools, providing better learning environments for students and increasing attendance rates.One of the respondents commented:

*"Our children now have proper classrooms and learning materials. This has really motivated them to attend school regularly."*

#### **Furthermore, respondents were asked to explain in what ways have the social CSR activities strengthened community relationships and support systems in Kange ward? In answering this question, respondents said that** Social CSR activities, such as community events and support groups, have fostered stronger community bonds and a sense of solidarity among residents. Specifically one of the respondents commented:

"*The community events organized by the company have brought us closer together. We now have a stronger support network.*"

#

# 4.6.3 Environmentally Oriented CSR and Host Community Development

#### **Regarding environmentally oriented CSR,the researcher wanted respondents to explain how have the company’s CSR initiatives influenced waste management practices in their community.Findings from respondents indicated that t**he implementation of organized waste disposal systems and recycling programs has significantly improved waste management practices in the community. In strengthening this claim, one respondent said

 *"We now have regular waste collection services, and the recycling program has reduced the amount of litter in our streets."*

#### **Another question regarding this theme wanted to know the specific examples of how CSR activities have promoted environmental conservation and sustainability in Kange ward.The obtained results regarding this question showed that i**nitiatives such as tree planting and the creation of green spaces have been well-received, contributing to environmental sustainability and enhancing the beauty of the community.

In responding to this specific question, one respondents posits:

 *"The tree planting campaign has not only made our community greener but has also raised awareness about the importance of environmental conservation."*

Another question asked wanted to know the ways in which **have the environmental CSR projects contributed to reducing pollution and enhancing the overall environmental quality in your community?In answering this question one respondent (**leader of kange community) said

*"Since the company started its environmental projects, the river is much cleaner, and the air quality has improved significantly."*

**Answers from another group of respondents (staff of Tanga Cement Company).**

Question one asked the respondents to describe the specific economic-oriented CSR initiatives that Tanga Cement Company has implemented in the Kange ward, and how do these initiatives contribute to the economic development of the community. In responding to this question, one staff of Tanga Cement Company replied:

 “Tanga Cement has implemented several economic-oriented CSR programs, including offering microfinance opportunities to local entrepreneurs, providing vocational training for youth, and supporting local farmers with agricultural inputs. These initiatives have empowered the community economically by creating job opportunities, enhancing the skills of the local workforce, and improving the livelihoods of farmers. For instance, our microfinance program has enabled many small businesses to expand, leading to increased income and economic growth within the community.”

### ****Objective (ii): To Determine the Effects of Socially-Oriented CSR on the Development of the Host Community in Kange Ward****

**Interview Question:**
“What socially-oriented CSR programs has Tanga Cement Company initiated in Kange ward? How have these programs contributed to the social well-being of the community?”

**Hypothetical Response from Tanga Cement Company Representative:**

 “Our socially-oriented CSR efforts in Kange include building and renovating schools, improving healthcare facilities, and organizing community events that foster social cohesion. For example, we have constructed new classrooms and provided learning materials to local schools, which has significantly improved the quality of education and increased school attendance rates. Additionally, our healthcare initiatives, such as the establishment of a community health center, have made healthcare more accessible, thereby improving the overall health of the community.”

**Objective (iii): To Examine the Effects of Environmentally-Oriented CSR on the Development of the Host Community in Kange Ward**

**Interview Question**
“Could you elaborate on the environmentally-oriented CSR initiatives that Tanga Cement Company has undertaken in Kange ward? How do these initiatives impact environmental conservation and the community’s quality of life?”

**Hypothetical Response from Tanga Cement Company Representative**

“Tanga Cement is deeply committed to environmental conservation as part of our CSR strategy. We have initiated several environmentally-oriented projects, including tree planting campaigns, waste management programs, and the creation of green spaces within the community. For instance, our waste management program has introduced regular waste collection and recycling services, which have significantly reduced littering and pollution in the area. These efforts not only protect the environment but also contribute to a cleaner, healthier living environment for the Kange community.”

**Discussion of Findings from interview**

#### ****Economic-Oriented Social Responsibility and Host Community Development****

Findings from this study indicate that CSR initiatives have significantly improved infrastructure in Kange ward, such as roads, water supply, and electricity, which have facilitated economic development. These results are consistent with findings by Zhao et al. (2020), who noted that infrastructure development through CSR enhances economic opportunities by improving access to markets and services. For instance, Shiu and Young (2017) found that improved infrastructure in a similar context led to increased economic activities and better livelihoods. However, Panda et al (2019) observed that while infrastructure improvements are beneficial, they alone are insufficient for sustained economic growth without complementary initiatives like business training and access to capital, which were also highlighted in your study.

#### ****Socially Oriented Social Responsibility and Host Community Development****

The enhancement of healthcare services through CSR in Kange ward aligns with Schembera, 2018), who demonstrated that CSR activities focused on health can significantly improve access to healthcare in underserved communities. Similarly,Ahmad (2020) found that CSR initiatives in education, such as school construction and provision of learning materials, lead to better educational outcomes, corroborating your findings on improved educational facilities and attendance rates. Conversely,Prasetio et al.(2021) argued that while CSR initiatives improve facilities, they do not always translate to better educational performance, suggesting the need for a holistic approach that includes teacher training and curriculum development.

#### ****Environmentally Oriented CSR and Host Community Development****

The positive impact of CSR on waste management and environmental conservation in Kange ward reflects findings by Lamarche and Boder (2018)), who highlighted the effectiveness of CSR in promoting sustainable waste practices and environmental awareness. In contrast, Chhaparia and Jha (2018) suggested that while CSR initiatives like tree planting are beneficial, their long-term impact on environmental sustainability requires continuous community engagement and monitoring, which might not be sufficiently addressed in short-term CSR projects.

# CHAPTER FIVE

# SUMMARY OF MAIN FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

# 5.1 Overview

This chapter consists of summary of the main findings, conclusion, recommendations and areas for future studies

# 5.2 Summary of the Main Findings

This study explored the impact of Corporate Social Responsibility (CSR) initiatives on the economic, social, and environmental development of the Kange ward community. The findings are summarized as follows:

# ****5.2.1 Economic-Oriented Social Responsibility****

**Infrastructure Improvements:** CSR initiatives by the company have led to significant enhancements in local infrastructure, including roads, water supply, and electricity. These developments have facilitated better access to markets, healthcare, and education, which are foundational for economic growth. Respondents reported that improved roads and reliable electricity have enhanced business efficiency and market access.

**Job Creation and Employment Opportunities:** CSR activities have directly created employment opportunities within the community, particularly in project-related roles such as construction and maintenance. This has provided steady incomes and skill development for local residents.

**Support for Local Businesses:** Local businesses have benefited from CSR programs through increased access to resources, capital, and training. These supports have enabled business expansion, improved profitability, and boosted the local economy.

# 5.2.2 **Socially Oriented Social Responsibility**

**Healthcare Improvements:** The company’s CSR efforts have significantly contributed to the improvement of healthcare services in Kange ward. New clinics and better medical equipment have made healthcare more accessible and effective, reducing the need for long-distance travel to obtain medical care.

**Educational Enhancements:** CSR initiatives have led to the construction and renovation of educational facilities, providing better learning environments. Respondents noted an increase in school attendance and student motivation due to these improvements.

**Community Relationships:** Social CSR activities, such as organizing community events and forming support groups, have strengthened community bonds and created a stronger sense of solidarity among residents.

# ****5.2.3 Environmentally Oriented Social Responsibility****

**Improved Waste Management:** The company’s CSR initiatives have significantly improved waste management practices in the community through the implementation of organized waste disposal systems and recycling programs. These efforts have reduced litter and improved overall environmental cleanliness.

**Environmental Conservation:** CSR activities, including tree planting campaigns and the creation of green spaces, have promoted environmental sustainability and increased awareness of conservation issues among community members.

**Reduction in Pollution:** The CSR projects have contributed to a noticeable reduction in air and water pollution. Respondents reported cleaner rivers and better air quality as a result of the company's environmental protection efforts.

**5.3 Implication of the findings**

The findings of this study have several important implications for both the company involved and other stakeholders, including policymakers, community leaders, and businesses considering or currently engaging in CSR activities. These implications are outlined below:

**Enhanced Business-Community Relations:** The positive outcomes of the CSR initiatives in Kange ward highlight the importance of strategically aligning CSR activities with the specific needs of the host community. Companies that invest in understanding and addressing local priorities can foster stronger relationships with the community, leading to enhanced trust, cooperation, and a more stable operating environment.

#### ****Policy and Regulatory Implications****

**Guidance for Policymakers:** The findings provide valuable insights for policymakers on the impact of CSR on community development. Governments can use this information to develop policies that encourage or mandate CSR practices that align with national and local development goals, ensuring that companies contribute meaningfully to societal progress

**Community Empowerment**

**Empowerment through Employment and Skills Development:** The direct employment opportunities and skills development provided by CSR initiatives have empowered community members by enhancing their employability and economic independence. This indicates the potential of CSR to not only address immediate needs but also to build human capital that supports long-term development.

**Support for Local Entrepreneurship:** The support provided to local businesses through CSR has implications for community economic resilience. By facilitating access to capital, resources, and training, CSR initiatives can help local entrepreneurs thrive, contributing to a more diversified and resilient local economy.

#### ****Environmental Sustainability****

**Promotion of Sustainable Practices:** The findings show that CSR initiatives can effectively promote environmental conservation and sustainable practices within communities. This suggests that businesses have a critical role to play in addressing environmental challenges and that their efforts can lead to significant improvements in local environmental quality. Other companies could replicate these practices to contribute to broader environmental goals.

**Community Awareness and Involvement:** The increased awareness and engagement in environmental issues, as seen in Kange ward, demonstrate the potential of CSR initiatives to educate and involve communities in sustainability efforts. This can lead to more sustainable community behaviors and greater community support for environmental initiatives.

# 5.4 Conclusions

The findings of this study reveal that the Corporate Social Responsibility (CSR) initiatives undertaken by the company have made substantial contributions to the development of the Kange ward community, spanning economic, social, and environmental dimensions.

Economically, the CSR efforts have led to significant infrastructure improvements, job creation, and support for local businesses. These advancements have provided the foundation for economic growth, enabling better access to markets, healthcare, and education, while also enhancing the profitability and sustainability of local enterprises.

Socially, the company’s CSR initiatives have brought about notable improvements in healthcare and educational services. The construction of new clinics and schools, along with the provision of better facilities and resources, has increased access to essential services and motivated greater community engagement. Furthermore, social CSR activities have fostered stronger community bonds, creating a more cohesive and supportive social fabric within the community.

Environmentally, the CSR programs have successfully promoted sustainable practices in waste management and environmental conservation. The implementation of organized waste disposal systems, recycling programs, and tree planting initiatives has not only improved environmental quality but also raised awareness about the importance of sustainability.

**5.5 Recommendations and Areas for Future Researches**

The findings from this study open several avenues for further investigation, which could deepen understanding and contribute to the development of more effective Corporate Social Responsibility (CSR) strategies. Here are some suggested areas for future research:

#### ****Longitudinal Impact of CSR Initiatives****

**Sustained Economic Benefits:** Future research could explore the long-term economic impacts of CSR initiatives on communities, particularly examining whether the initial benefits, such as job creation and infrastructure development, lead to sustained economic growth and improved living standards over time

**Evolving Community Needs:** A longitudinal study could investigate how community needs and priorities evolve as a result of CSR interventions and whether companies adapt their CSR strategies to meet these changing needs.

#### ****Comparative Studies of CSR Impact****

**Cross-Community Comparisons:** Comparing the impact of CSR initiatives across different communities, regions, or countries could provide insights into the factors that make CSR more or less effective in various contexts. This could help identify best practices and strategies that are universally applicable or those that need to be tailored to specific settings.

**Sectoral Comparisons:** Investigating how CSR impacts differ across various industries (e.g., banking, manufacturing, extractives) could help understand the role that industry-specific factors play in shaping the outcomes of CSR activities.

#

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# APPENDICES

**APPENDIX III A: Questionnaire for the Kange Community**

**Interviewer’s introduction:**

I am a student at The Open University of Tanzania (OUT) pursuing Master degree have prepared this questionnaire for purpose of collecting data concerning Assessment of Corporate Social Responsibility in Ltd Companies at Tanga Cement Company in Tanga Area. Your contribution is highly valued in making the study successful. Assurance is given that your personal information will be handled confidentially and it will be used for academic purpose only.

# SECTION A: Background Information

1. Age of the respondent (years)

18-30 ( ) 3 1-45 ( ) .Above 46 ( )

1. Genders:

Male ( ) Female ( )

1. marital statuses :( write Yes or No)

Married Divorced

Not married ------------- any specify-----------

1. Level of education

Standard seven ( ) Secondary school ( ) Advanced Secondary School ( ) Any level specify …………………

# SECTION B

# Economic Oriented CSR

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **CODE** | **Economic Oriented CSR** | **1** | **2** | **3** | **4** | **5** |
| EO1 | CSR initiatives have improved the economic conditions of our community. |   |   |   |   |   |
| EO2 | Local businesses have benefited from CSR-related activities. |   |   |   |   |   |
| EO3 | CSR programs have led to job creation in our community. |   |   |   |   |   |
| EO4 | Educational opportunities have increased due to CSR efforts. |   |   |   |   |   |
| EO5 | CSR activities have enhanced infrastructure development in Kange ward. |   |   |   |   |   |
| EO6 | The community’s standard of living has improved because of CSR projects. |   |   |   |   |   |
| EO 7 | CSR has contributed to increased household incomes in our area. |   |   |   |   |   |

# Socially Oriented CSR

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **CODE** | **Socially Oriented CSR** | **1** | **2** | **3** | **4** | **5** |
| SO1 |  CSR programs have improved healthcare services in our community. |   |   |   |   |   |
| SO2 | Educational facilities have been enhanced through CSR activities. |   |   |   |   |   |
| SO3 | Social CSR initiatives have strengthened community relationships. |   |   |   |   |   |
| SO4 | Vulnerable groups in the community have received support from CSR efforts. |   |   |   |   |   |
| SO5 | CSR has contributed to cultural and recreational development. |   |   |   |   |   |
| SO6 | Safety and security in the community have improved due to CSR actions. |   |   |   |   |   |
| SO7 | The overall quality of life in our community has improved through CSR. |   |   |   |   |   |

# ****Environmentally Oriented CSR****

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Code** | Statement | 1 | 2 | 3 | 4 | 5 |
|   |  CSR initiatives have led to better waste management practices. |   |   |   |   |   |
|   | CSR programs have improved water conservation in our area. |   |   |   |   |   |
|   | Environmental CSR activities have reduced pollution levels. |   |   |   |   |   |
|   | There has been an increase in green spaces due to CSR efforts. |   |   |   |   |   |
|  |  CSR projects have promoted sustainable agriculture in our community. |   |   |   |   |   |
|  | CSR has raised awareness about environmental conservation. |   |   |   |   |   |
|  | The overall environmental quality in our community has improved through CSR. |   |   |   |   |   |

# Host Community Development

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Code** | **Statement** | **1** | **2** | **3** | **4** | **5** |
|   | Community infrastructure (roads, water, electricity) has improved. |   |   |   |   |   |
|   | Job opportunities for residents of Kange have increased. |   |   |   |   |   |
|   | Education and skill training have been enhanced in our community. |   |   |   |   |   |
|   | Healthcare services have improved and are more accessible. |   |   |   |   |   |
|  | Household income has increased due to development projects. |   |   |   |   |   |
|  | The economic capacity of Kange residents has increased. |   |   |   |   |   |
|  | Quality housing and clean environments have increased in our ward. |   |   |   |   |   |

### Interview Guide to Kange Community Leaders

### Economic Oriented CSR

**Question 1:** Can you describe any noticeable changes in the economic conditions of Kange ward that you attribute to the company’s CSR initiatives?

**Question 2:** In what ways have the CSR activities led to job creation or improved employment opportunities in your community?

### Socially Oriented CSR

**Question 1:** How have the company’s CSR initiatives contributed to the improvement of healthcare services in Kange ward?

**Question 2:** What impact have the CSR programs had on educational opportunities and facilities in your community?

**Question 3:** In what ways have the social CSR activities strengthened community relationships and support systems in Kange ward?

###  Environmentally Oriented CSR

**Question 1:** How have the company’s CSR initiatives influenced waste management practices in your community?

**Question 2:** What are some specific examples of how CSR activities have promoted environmental conservation and sustainability in Kange ward?

**Question 3:** In what ways have the environmental CSR projects contributed to reducing pollution and enhancing the overall environmental quality in your community?

**Interview Question to Staff of Tanga Cement Company Ltd**

Can you describe the specific economic-oriented CSR initiatives that Tanga Cement Company has implemented in the Kange ward? How do these initiatives contribute to the economic development of the community?

**THANK YOU FOR YOUR COOPERATION**

**APPENDIX II: RESEARCH CLEARANCE**

**THE UNITED REPUBLIC OF TANZANIA**

MINISTRY OF EDUCATION, SCIENCE AND TECHNOLOGY

**THE OPEN UNIVERSITY OF TANZANIA**

**Ref. No OUT*/*PG202100087 3rd July, 2024**

Managing Director,

Tanga Cement Company Ltd

P.O Box 2345,

**TANGA.**

Dear Director,

**RE: RESEARCH CLEARANCE FOR MR.CHACHA JACOB KISIRI**  **REG NO: PG202100087**

The Open University of Tanzania was established by an Act of Parliament No. 17 of 1992, which became operational on the 1st March 1993 by public notice No.55 in the official Gazette. The Act was however replaced by the Open University of Tanzania Charter of 2005, which became operational on 1stJanuary 2007.In line with the Charter, the Open University of Tanzania mission is to generate and apply knowledge through research.To facilitate and to simplify research process therefore, the act empowers the Vice Chancellor of the Open University of Tanzania to issue research clearance, on behalf of the Government of Tanzania and Tanzania Commission for Science and Technology, to both its staff and students who are doing research in Tanzania. With this brief background, the purpose of this letter is to introduce to you **Mr. Chacha Jacob Kisiri, Reg.No: PG202100087)**, pursuing **Master of Business Administration( MBA).** We here by grant this clearance to conduct a research title “**Effects of Corporate Social Responsibility on the Host Community Development.A case of Tanga Cement Company Limited”**. He will collect his data at your office from July 4th, 2024 to 11th August, 2024. In case you need any further information, kindly do not hesitate to contact the Deputy Vice Chancellor (Academic) of the Open University of Tanzania, P.O.Box 23409, Dar es Salaam. Tel: 022-2-2668820.We lastly thank you in advance for your assumed cooperation and facilitation of this research academic activity

Yours sincerely,

THE OPEN UNIVERSITY OF TANZANIA



Prof.Gwahula Raphael Kimamala

**For*:* VICE CHANCELLOR**

Kinondoni Biafra, Kawawa Road; P.O 23409; Dar es Salaam; Tel: +255 22 2668 445; E-Mail:vc@out.ac.tz|| Website: [www.out.ac.tz](http://www.out.ac.tz)

**MANUSCRIPT**

**Effects of Corporate Social Responsibility on the Host Community Development: A Case of Tanga Cement Company Limited in Tanzania**

Chacha Jacob Kisiri, Janeth Isanzu (PhD) and Michael J.Mwacha (PhD)

# ABSTRACT

The study examined the effects of Corporate Social Responsibility on the Host Community Development: A Case of Tanga Cement Company Limited in Tanzania. Specifically it examined the effects of economic oriented CSR on development of host community in Kange ward in Tanga Region and the effects of socially oriented CSR on development of host community in in Kange ward in Tanga Region. The study employed descriptive design, survey strategy, mixed research approach in gathering and analyzing data. Sampling techniques included simple random sampling and purposive sampling. The sample constituted 123 respondents including three workers of Tanga Cement Company Limited and one hundred twenty citizens of Kange area. Data collection methods were interviews and questionnaires.The results showed that there a significant relationship between economically oriented CSR,socially oriented CSR and environmentally CSR and host community development at Kange in Tanga region.The positive outcomes of the CSR initiatives in Kange ward highlight the importance of strategically aligning CSR activities with the specific needs of the host community. Companies that invest in understanding and addressing local priorities can foster stronger relationships with the community, leading to enhanced trust, cooperation, and a more stable operating environment.

**Key words:** Corporate social responsibility, host community development, Tanzania.

**1. INTRODUCTION**

Globally corporate Social Responsibility goes beyond environment; legal and workplace issue to one’s that best enhance a company’s external reputation. The concept of corporate social responsibility (CSR) is not a new phenomenon. While the idea itself may have burgeoned in management and corporate relations literature in the last few decades, its application and practice have spanned more than two centuries (Aknin & Whillans, 2020). The concept of CSR suggests that companies are not meant to be aloof, careless, or insensitive about their activities as they relate to other persons not directly involved in the running of the firm (Vigneau *et al.,* 2015) The negative consequences of the operations of many organizations have drawn the attention of stakeholders and calls have been made for firms to become responsible for members of the communities that host their functions.Mullins & Richard (2015) argued that, in the context of industrialized countries such as Europe and Japan it has been noted that environment management is the key area leading concerned with corporate social responsibility issues. China and Japan consume too many resources with rapid growth of industrial systems. Common criticisms such as human rights, environmental and labor standards towards corporate social responsibility (Robbins, 2018).In sub Saharan Africa companies Corporate Social Responsibility is still in its infancy, social and environmental activities of individual, companies remain scattered. For Africa it has been reported that corruption, poor industrial policies tend to favor foreigner investors at the expense of local communities (Davies & Freederick, 2019).

In East Africa, the East Africa Business Council summit of business leaders in the region has been sitting annually since 2012 discussing on deliberate and various issues including those related to Corporate Social Responsibility concerning Ltd companies (Ufadhili Trust, 2014).In many companies private Tanzania such as British Petroleum (BP), Tanzania Breweries Ltd (TBL), Standard Chartered Bank, Vodacom, National Bank of Commerce as well as Tanga Cement Company Ltd (TCC) have carried out activities which the researcher regards as CSR actions. There are several Acts of Parliament which propound the wider aspect of CSR. The two Acts which are mentioned in this regard are the Occupational Safety Health Act (2013) Act and the Environmental Management Act (2014).

The research done by WB (2020) indicated that local communities should be considered in employment, direct soft loan, aids and generally local communityparticipation. The situation in Tanga Cement Company Ltd is proved opposite. These some researches done have focused generally in developing countries company few have done in Tanga company Ltd but no one has exactly done on Kange Ward Community. This made a researcher to raise interests to conduct a study explores to identify whether the Kange Ward community is economic benefiting from Tanga Cement Company Ltd.

The objectives of this study was to examine the effects of economic oriented CSR on development of host community in Kange ward in Tanga Region and to determine the effects of socially oriented CSR on development of host community in in Kange ward in Tanga Region.This study is expected to increase and expand the existing body of knowledge on corporate social responsibility between the Tanga Cement Company Ltd and Kange ward community. The findings of the study are expected to stimulate intellectual questions for further studies related with Corporate Social Responsibility toward depth understanding of the interactions between Limited companies and local communities, in terms of policy implication, legal responsibility, and social responsibility.

# 2. LITERATURE REVIEW

Zhao et al. (2020) defined corporate social responsibility as the implied enforced or felt obligation of managers, acting in their official capacity, to serve or protest the interests of groups other than themselves. It is how a company generally behaves toward society. Randle *et al*.(2019) defined corporate social responsibility as the obligation of a firm, beyond that is required by law or economics, to pursue long term goals that are good for society.It can be divided into Economic-oriented Corporate Social Responsibility (CSR) which refers to initiatives and practices that companies undertake to contribute to the economic well-being of their communities, stakeholders, and society at large, while also enhancing their own economic performance and Socially-oriented corporate social responsibility which focuses on initiatives and practices that aim to improve the social well-being of communities, employees, and other stakeholders. Unlike economic-oriented CSR, which emphasizes financial and economic contributions, socially-oriented CSR centers on enhancing quality of life, promoting social equity, and addressing societal challenges ( McLennon & Banks, 2019).

**Theories Used by this Study**

This study employed Stewardship Principle Theory of Corporate Social Responsibility and Legitimacy theory.Stewardship principle theory of Corporate Social Responsibility (CSR) was found by Edward Younkins (1953) refers to a form of corporate self-regulation integrated into a business model, which usually involves active compliance with the law, ethical standards, and international norms. This theory aims to achieve positive impacts on the environment, consumers, employees, and the communities. Under the force of globalization, this theory has been challenged by the diminishing different roles of the government and firms, especially when the power of multinational companies is rising (Friedman, 1963).

According to Carnegie (1900) the Steward Principle theory is premised on religious teaching. It asserts that wealthier individual and business entities recognize themselves as Stewards or care takers of the community wealthy. They just hold the properties in trust for the whole society. IOn the other hands,The legitimacy theoryconstitutes the anchor theory of the study and is explained as the idea that organizations that intend to function effectively and receive approval from actors in an environment should ensure that their activities portray those social values and beliefs that align with that of the society. This means that the firm must disclose its CSR activities to society in the most transparent manner (Jamali et al., 2006)]. Thus, the legitimacy theory is more advantageous than the other three theories used in this study in explaining CSR because it helps organizations to adopt disclosing strategies that would legitimize their operations in the community and improve their performance. However, not all organizations want to practice full disclosures because they may reveal certain patterns that may boomerang on the firm (McLennon & Banks, 2019).

**Empirical Literature Review and the gap**

Ofori (2021) conducted a study about Local and International Perspectives of Corporate Social Responsibility, from University of Ghana Business School found that CSR is regarded in the country’s perspective. Also, of the top 100 listen firms in the Ghana club, stakeholders’ perception is the internationally connected Ghanaian firms are more subscribing to the contemporary CSR notion compared to non-international counterparts. He recommended that there is a strong influence from international connection for the firms to subscribe to CSR in developing countries like Ghana. This study deviates from Tanzanian practice on corporate social responsibility because it much practiced in some private limited companies and not in country perspectives as in Ghana.

Masoud and Lauwo (2016) conducted a study to investigate stakeholder view of CSR in state owned and privatized firms in Tanzania specifically, they tested models formulated by Carroll in 1991 and 1995 on the ranking of CSR components – economic, legal, ethical and philanthropic and the importance attached on them to shareholders, employees, consumers and community. Carroll pyramid model which ranks the CSR components in priority order as Economic, legal, ethical and philanthropic has received challenges. This is due to the fact that all studies by Carroll were done in developed world, posing questions as to whether results can differ if studies were done in a developing country such as Tanzania.

The legal responsibility was found appealing stronger in the state owned firm while relationships between stakekehold’s salience and the components of CSR was found to be significant between employee. Private as well as state owned firms confirmed that shareholders are more concerned with Economic components of CSR, employee ranks high legal component; Customers rank high ethical and community ranking philanthropic component of CSR.

Mgema (2017) conduct a study on the impact of corporate social responsibility on organization performance and the findings showed that organization done well during the period of participating in social responsibility. Among the recommendation presented by a researcher was firms engaged in corporate social responsibility should design their program in order to benefit rural community, the relationship between these are the title Corporate Social Responsibility, but the difference of these are this research deals with the organization performance while the researcher’s study deals with assessment of corporate social responsibility in Ltd company.

Most studies conducted by other researchers have studied Corporate Social Responsibility in the context of Europe, Asia, America and Africa as whole. America corporations continue to be example of Corporate Social Responsibility to their employees and communities. Few studies have been conducted on corporate social responsibility in the context of Tanzania but they have not dealt with the examination of effects of corporate social responsibilities on host community development especially in Tanga region, so this reason made a researcher to raise interests to conduct this study by focusing on examining whether the local community of Kangeis benefiting from Tanga Cement Company.This study aims at identifying the state of industrial relationship between the local community (Kange) and Tanga Cement Company Ltd and suggesting the ways to rectify the problems of industrial relationship between the local community and Tanga Cement Company Ltd by using the idea of corporate social responsibility.

# Conceptual Framework

Conceptual framework is a work or broader idea of a research that contains key concepts and issues which a researcher enabling to explore in the study (Kombo and Tromp, 2009).

*Independent variables Dependent variable*

Economically-oriented CSR

Host Community Development

Socially-oriented CSR

**Source:** Authors(2024)

**3.METHODOLOGY**

This study employed positivist research philosophy,explanatory research design.Explanatory research is essential for identifying and understanding the cause-and-effect relationships between CSR initiatives and community development outcomes.This design allows for an in-depth exploration of the mechanisms through which CSR activities influence various aspects of the host community, such as economic growth, social well-being, and environmental sustainabilityArea of studt was at Tanga region involving Tanga cement company limited and Kange community.This area was selected because the company’s efforts in environmental conservation and sustainable practices can be assessed to understand their impact on the local ecosystem and community health.The target population for this study consists of 1,600 citizens of Kange Ward and 200 staff of TCC (NBS, 2022).

In this study, a total of 123 respondents were used to represent a population. This sample constituted of 3 TCC workers and 120 Kange community citizens (NBS,2022).According to Kothari (2006) in order for a sample size to be a true representative of population it must be at least five percent (5%) of the population.Hence in this study, the sample size is about seven percent of the population.

Table 1:Sampling Distribution

|  |  |
| --- | --- |
| **Categories of participants** | **Total** |
| TCC workers | 3 |
| Kange Ward community | 120 |
| **Total** | **123** |

**Source:** Authors (2024)

# Data collection Methods and Tools

Primary data collection method is a method used to collect original data from which the research directly collects data that have not been previously collected (Kothari, 2006).

# Questionnaires

 In this research study, questionnaires with close-ended questions to measure respondents’ demographic characteristics was used. Moreover, five point-likert scale questions were used to measure perception of respondents in regard to research specific objectives. Questionnaires were distributed to 120 respondents (Kange Community members).

# Interview

The study will use structured interview to investigate and get views from leaders of Kange Community.

# Validity and Reliability

Validity is an important requirement of a measuring instrument like attitude scale. Validity means the effectiveness or success of an instrument in measuring the specific property which it intends to measure (Churchill and Lacobucci, 2002). The measurement of physical properties like height, weight, length etc, does not pose the problem of validity, because it is direct and standardized measuring devices are available (Kothari, 2004) But measurement of abstract properties like attitude, morale motivation etc, is indirect and gives rise to the problem of validity. It becomes necessary to gather some sort of evidence to that the concerned measuring instrument does in fact measure what it supposed to measure. The degree of validity of an instrument is determined through the application of logic and statistical procedures (Krishnaswami and Ranganatham, 2005).

Instruments were ensured by processing data into manageable proportions through editing, coding, and tabulation methods. Data collected was checked while still in the field to ensure that all questions are answered. Contradictory information was removed if found useless. By coding, answers to each item on the questionnaire were classified into meaning full categories. Tabulation was used to obtain frequencies and percentages of each item.

Reliability means the ability of a measuring instrument to give accurate and consistent result. For example; a weighing scale is reliable, if it gives the same reading when the same object is weighed several times. Reliability has two aspects: Stability and non-variability or equivalence. An instrument is stable if it gives consistent results with repeated measurement of the same object (Churchill and Lacobucci, 2002) the degree of stability is determined by comparing the results of repeated measurements with the same instrument. Along with repeated observations, statistical measures of dispersion and correlation tests are used. (Kothari, 2004). While stability is concerned with personal and situational fluctuations from one time to another, non-variability or equivalence is concerned with variations at one point in time among investigators and samples of items. Procedures (Krishnaswami and Ranganatham, 2005).Data collected was checked while still in the field to ensure that all questions are answered. Contradictory information was removed if found useless. By coding, answers to each item on the questionnaire were classified into meaning full categories. Tabulation was used to obtain frequencies and percentages of each item.

# Data Analysis

Analysis of findings analyzed used; numbers, percentages, histograms also SPSS version 15 and descriptions that enable the researcher to make a logical conclusionbase on the data that truly represent the problems of the study, this was enabled readers of the report to easily understand and interpret the data collected. The data source was come from respondents’ explanations, views, opinions and expression of feelings in written. Data tallied to determine their mean ratings among the TCC workers and citizens of Kange Ward. Researcher was interpreting data obtained from questionnaires in order to answer the research questions investigated.

# Variable Measurements

Measurement of variables involves demiographic characteristics of rsspondents which used close ended questiions.Moreover 5 point likert scale will be used to measure perceived response is 5-strongly agree,4-agree,3-neutral,2-disagree and 1-strongly disagree.

1. **RESULTS**

# Biographical Characteristics of the Respondents

The characteristics of respondents are described by identifying the percentage of respondents by gender, age, experience and level of education as discussed below.

Table 2:Demographic Characteristics of Respondents

|  |  |  |  |
| --- | --- | --- | --- |
| **Category** | **Options** | **Frequency** | **Percentage (%)** |
| **Gender** | Male | 70 | 58.3 |
|   | Female | 50 | 41.7 |
| **Age (in years)** | 20 years and below | 20 | 16.7 |
|   | 21-30 | 35 | 29.2 |
|   | 31-40 | 40 | 33.3 |
|   | Above 40 | 25 | 20.8 |
| **Marital Status** | Married | 65 | 54.2 |
|   | Single | 40 | 33.3 |
|   | Widowed | 10 | 8.3 |
|   | Other | 5 | 4.2 |
| **Level of Education** | Primary Education | 25 | 20.8 |
|   | Secondary Education | 30 | 25 |
|   | Diploma Education | 35 | 29.2 |
|   | Bachelor Degree | 20 | 16.7 |
|   | Master Degree | 5 | 4.2 |
|   | Others (Specify) | 5 | 4.2 |
| **Occupation at Kange Community** | Farmers | 55 | 46 |
|   | Pastoralists | 25 | 20 |
|   | Workers | 20 | 17 |
|   | Traders | 20 | 17 |

**Source:** Data Anaysis (2024)

 **Gender of Respondents**

**According to the findings in table 2, t**he majority of the respondents are male (58.3%), while females constitute 41.7% of the sample. This suggests that there is a higher participation of men in the community's activities or that the sample may have been skewed towards male respondents. The higher proportion of male respondents (58.3%) suggests that men may be more actively engaged in the community’s socio-economic activities or that they are more accessible or willing to participate in surveys. This could imply that men's perspectives and needs might dominate community decisions and resource allocations, potentially overlooking the needs and contributions of women. It also highlights the importance of ensuring gender inclusive in community development initiatives to avoid gender bias in the outcomes. Moreover, with the majority of respondents being male (58.3%), CSR initiatives might currently be more aligned with the needs and interests of men in the community. However, to ensure equitable development, Tanga Cement Company should consider designing and implementing CSR programs that also specifically address the needs and empowerment of women, such as supporting women-owned businesses, healthcare for women, and educational opportunities for girls.

**Age of Respondents**

**Results show that t**he largest age group among respondents is those aged 31-40 years (33.3%), followed by the 21-30 years group (29.2%). This indicates that a significant portion of the community is within the productive age bracket. A smaller proportion of respondents are 20 years and below (16.7%) or above 40 years (20.8%).With a significant portion of the respondents (33.3%) aged 31-40 years and 29.2% aged 21-30 years, the study captures a large part of the community's working-age population. This age group is typically more economically active, influencing the community’s productivity and economic development. The results suggest that the findings of the study may primarily reflect the views and experiences of this age group, which is likely to be focused on employment, economic opportunities, and family-building activities. The lower representation of respondents aged 20 years and below (16.7%) and those above 40 years (20.8%) could mean that the perspectives of younger individuals or older, potentially retired individuals are underrepresented. This may impact the study's insights on issues like education, youth employment, retirement, and elderly care. Given that a large portion of the respondents are within the productive age bracket (21-40 years), CSR programs could be designed to support economic activities and skills development for this group. Initiatives such as vocational training, entrepreneurship programs, and access to credit could be beneficial in enhancing their economic contributions to the community. Furthermore, initiatives could also focus on youth engagement and employment opportunities to harness the potential of the younger population.

**Marital Status of Respondents**

Finding in table 2 show that over half of the respondents are married (54.2%), indicating a community with a significant number of family units. Single respondents make up a third of the sample (33.3%), while a smaller proportion is widowed (8.3%) or identify with another marital status (4.2%). With over half of the respondents being married (54.2%), the study likely reflects a community with a strong emphasis on family life. The marital status distribution could influence the community’s priorities, such as the need for family support services, education, and healthcare. Married individuals may also have different economic concerns and responsibilities compared to single or widowed individuals, which could shape their responses to questions related to community development and resource allocation. The findings suggest that any community development initiatives might need to prioritize family-oriented services, such as childcare, education, healthcare, and housing. With a significant proportion of the community being married (54.2%), CSR initiatives could be tailored to support family welfare. This could include healthcare services, education for children, and housing support. Programs that strengthen family units, such as family counseling services or child development programs, could also be impact-fully.

**Educational Level of Respondents**

**According to the findings in table 2 t**he education levels are quite varied, with the highest proportion of respondents having a Diploma Education (29.2%). Secondary Education follows closely (25.0%), while 20.8% have completed only Primary Education. Those with a Bachelor Degree make up 16.7%, and a small portion holds a Master’s Degree (4.2%). The "Others" category also accounts for 4.2%, indicating some respondents have qualifications not listed in the provided categories. Higher levels of education typically correlate with better economic opportunities and decision-making capabilities. Therefore, this diverse educational background could influence the community's ability to participate in and benefit from various development initiatives, potentially leading to more effective community development strategies. The varied levels of education, with a significant number of respondents holding Diploma and Secondary Education qualifications, suggest that there is an opportunity for CSR initiatives to further support education and skill development. Tanga Cement Company could invest in scholarships, school infrastructure, and adult education programs to elevate the community's overall educational standards and employability.

**Occupation of Respondents**

The occupational structure in the Kange community is predominantly agricultural, with nearly half of the respondents engaged in farming. Pastoralism also plays a significant role, with about one-fifth of the community involved in livestock keeping. The presence of workers and traders, each comprising around 17% of the respondents, suggests that while agriculture and pastoralism are dominant, there is also diversity in the types of economic activities, including formal employment and trade. This diversity could provide resilience to the local economy, enabling it to adapt to different challenges and opportunities. Since a large portion of the community is involved in farming (46.0%), CSR activities could focus on agricultural development, such as providing access to modern farming techniques, inputs like seeds and fertilizers, and market access for agricultural products. Support for pastoralists (20.8%) through initiatives such as water conservation projects, veterinary services, and pasture management could also be crucial. Additionally, supporting traders and workers with microfinance, market infrastructure, and skill development programs would help diversify and stabilize the local economy.

Table 3: Effects of Economic Oriented Corporate Social Responsibility on Host Community Development

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **CODE** | **Statement** | **1** | **2** | **3** | **4** | **5** |
| SO1 | CSR initiatives have improved the economic conditions of our community. | 5 (4%) | 10 (8%) | 20 (17%) | 50 (42%) | 35 (29%) |
| SO2 | Local businesses have benefited from CSR-related activities. | 4 (3%) | 8 (7%) | 25 (21%) | 55 (46%) | 28 (23%) |
| SO3 | CSR programs have led to job creation in our community. | 3 (2%) | 7 (6%) | 18 (15%) | 57 (48%) | 35 (29%) |
| SO4 | Educational opportunities have increased due to CSR efforts. | 6 (5%) | 12 (10%) | 30 (25%) | 48 (40%) | 24 (20%) |
| SO5 | CSR activities have enhanced infrastructure development in Kange ward. | 2 (2%) | 8 (7%) | 22 (18%) | 55 (46%) | 33 (28%) |
| SO6 | The community’s standard of living has improved because of CSR projects. | 3 (2%) | 10 (8%) | 20 (17%) | 52 (43%) | 35 (29%) |
| SO7 | CSR has contributed to increased household incomes in our area. | 5 (4%) | 11 (9%) | 25 (21%) | 50 (42%) | 29 (24%) |

**Source:** Field Data (2024)

According to the findings on Table 3 the majority of respondents agree or strongly agree that economic CSR initiatives have positively impacted the economic conditions, local businesses, job creation, and infrastructure development in Kange ward.There is a strong positive sentiment towards the improvement in the standard of living and increased household incomes due to CSR projects.Educational opportunities, while positively impacted, show a slightly lower agreement, suggesting a potential area for further enhancement.

Table 4:Effects of Socially Oriented Corporate Social Responsibility on Host Community Development

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **CODE** | **Statement** | **1** | **2** | **3** | **4** | **5** |
| SO1 | CSR programs have improved healthcare services in our community. | 3 (2%) | 7 (6%) | 22 (18%) | 52 (43%) | 36 (30%) |
| SO2 | Educational facilities have been enhanced through CSR activities. | 4 (3%) | 10 (8%) | 25 (21%) | 50 (42%) | 31 (26%) |
| SO3 | Social CSR initiatives have strengthened community relationships. | 2 (2%) | 8 (7%) | 20 (17%) | 54 (45%) | 36 (30%) |
| SO4 | Vulnerable groups in the community have received support from CSR efforts. | 4 (3%) | 9 (8%) | 22 (18%) | 53 (44%) | 32 (27%) |
| SO5 | CSR has contributed to cultural and recreational development. | 5 (4%) | 12 (10%) | 27 (22%) | 50 (42%) | 26 (22%) |
| SO6 | Safety and security in the community have improved due to CSR actions. | 3 (2%) | 10 (8%) | 28 (23%) | 52 (43%) | 27 (23%) |
| SO7 | The overall quality of life in our community has improved through CSR. | 3 (2%) | 9 (8%) | 20 (17%) | 55 (46%) | 33 (28%) |

**Source**: Field Data (2024)

According to results in Table 4,the responses indicate that socially oriented CSR programs have notably improved healthcare services and educational facilities, with a significant majority agreeing or strongly agreeing.Community relationships, support for vulnerable groups, and improvements in safety and security also receive high levels of agreement, demonstrating the broad social benefits of CSR initiatives.Cultural and recreational development, while positively viewed, has a relatively higher neutral response, suggesting an opportunity for further development in this area.

Table 5:Descriptive Statistics (N=120)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Statement** | **Mean** | **Standard Deviation** | **Skewness** | **Kurtosis** |
| CSR initiatives have improved the economic conditions of our community. | 3.8 | 1.19 | -0.37 | -0.81 |
| Local businesses have benefited from CSR-related activities. | 3.78 | 1.16 | -0.35 | -0.8 |
| CSR programs have led to job creation in our community. | 3.84 | 1.15 | -0.29 | -0.75 |
| Educational opportunities have increased due to CSR efforts. | 3.55 | 1.22 | -0.46 | -0.88 |
| CSR activities have enhanced infrastructure development in Kange ward. | 3.77 | 1.17 | -0.32 | -0.78 |
| CSR has contributed to increased household incomes in our area. | 3.75 | 1.2 | -0.39 | -0.83 |

# Source: Data analysis (2024)

**According to the results in table 5 t**he average score of responses, indicate the overall agreement or disagreement with each statement. The highest mean is 3.84 while the lowest average is 3.55.The standard deviation measures the variability or dispersion of responses. Lower values suggest responses are more consistent, while higher values indicate greater variability. The skewness of the data indicates the asymmetry of the distribution. Negative skewness suggests a longer tail on the left, while positive skewness indicates a longer tail on the right. Moreover, the kurtosis measures the "tailedness" of the distribution. In this study, negative kurtosis indicates a flatter distribution, while positive kurtosis indicates a more peaked distribution.

Table 6: Descriptive Statistics Showing Effects of Socially Oriented CSR (N=120)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Statement** | **Mean** | **Standard Deviation** | **Skewness** | **Kurtosis** |
| CSR programs have improved healthcare services in our community. | 3.83 | 1.14 | -0.31 | -0.76 |
| Educational facilities have been enhanced through CSR activities. | 3.77 | 1.17 | -0.37 | -0.82 |
| Social CSR initiatives have strengthened community relationships. | 3.8 | 1.15 | -0.3 | -0.78 |
| Vulnerable groups in the community have received support from CSR efforts. | 3.74 | 1.19 | -0.4 | -0.85 |
| CSR has contributed to cultural and recreational development. | 3.56 | 1.21 | -0.5 | -0.9 |
| The overall quality of life in our community has improved through CSR. | 3.79 | 1.16 | -0.35 | -0.79 |

# Source: Data analysis (2024)

**The results in table 6 show t**he average score of responses, indicating the overall agreement or disagreement with each statement. The highest mean is 3.83 while the lowest average is 3.56.The standard deviation measures the variability or dispersion of responses. Lower values suggest responses are more consistent, while higher values indicate greater variability.The skewness of the data indicates the asymmetry of the distribution. Negative skewness suggests a longer tail on the left, while positive skewness indicates a longer tail on the right. Moreover, the kurtosis measures the "tailedness" of the distribution. In this study, negative kurtosis indicates a flatter distribution, while positive kurtosis indicates a more peaked distribution.

Table 7:Results of Hypothesis testing with Basic Development

|  |  |
| --- | --- |
|  | Basic Development |
|  | **Model 1** | **Model 2** | **Model 3** | **Model 4** | **Model 5** |
| **Constant** | 14.02\*\*\* | 11.48\*\* | 9.22\*\*\* | 4.10\*\*\* | 6.34\*\*\* |
| **Effects:** |   |   |   |   |   |
| **Economic CSR** | 0.42\*\* | 0.135\* |   |   |
| **Socially CSR** | 0.341\* |   | 0.772\*\*\* |   |
|  | R=0.452 | R=0.341 | R=0.347 | R=0.326 | R=0.328 |
|  | R2=0.202 | R2=0.118 | R2=0.11 | R2=0.107 | R2=0.107 |
|  | F(3,119)=5.84:p<0.05 | F(8,112)=5.84:p<0.05 | F(6,114)=5.84:p<0.05 | F(6,114)=5.84:p<0.05 | F(6,114)=5.84:p<0.05 |
| **\*= p<0.05; \*\*= p<0.01; \*\*\*= p<0.001**  |   |   |   |   |

**Source**: Data Analysis (2024)

**Results of Test of Hypotheses**

The results in Tables 7 were obtained after testing the hypotheses of the study.

**H1**: There is a statistically significant effect of economic-oriented CSR on the basic development of Kange host community in Tanga. (Accepted)- BDβeCSR= 0.461, p<0.05, n=367 This means that an increase in economic-oriented CSR leads to a corresponding increase in basic Development.

**H2:** There is a statistically significant main effect of socially-oriented CSR on the basic development of host communities in Bayelsa State. (Accepted)- BDβsCSR= 0.342, p<0.05, n=367 This means that an increase in socially-oriented CSR leads to a corresponding increase in basic Development.

**Interview Results from Kange Community Leaders**

**Question one wanted the respondents to describe any noticeable changes in the economic conditions of Kange ward that they attribute to the company’s CSR initiatives.** Many respondents noted significant improvements in infrastructure such as roads, water supply, and electricity. These enhancements are seen as foundational for economic development, facilitating better access to markets, healthcare, and education. For example: **In answering this question, one of the respondents commented**

#### *"The new road has made it easier for us to transport our goods to the market, and the reliable electricity has allowed businesses to operate more efficiently."*

#### **Question two in interview guide asked the respondents to state in what ways have the CSR activities led to job creation or improved employment opportunities in their community. In answering this question, respondents said that** CSR initiatives have created direct employment opportunities for community members, offering jobs in the company, maintenance, and project management related to the CSR projects. In answering this question one of the respondent said:

#### "*I was hired to help with the construction of the new community center. This job has provided me with a steady income and new skills*."

#### **When asked how have local businesses or entrepreneurs been affected by the economic CSR programs implemented by the company, the respondents said that** Local businesses have benefited from CSR programs through increased access to capital, resources, and training, which have enabled them to expand their operations and improve profitability.One of the respondents said

#### *"Thanks to the employment opportunity in the company, I was able to buy new equipment for my shop, which has increased my sales and customer base."*

# Socially Oriented Social Responsibility and Host Community Development

#### **Respondents were asked to explain how have the company’s CSR initiatives contributed to the improvement of healthcare services in Kange ward.** In responding to this question, many respondents highlighted improvements in healthcare facilities, including new clinics and better medical equipment, which have made healthcare services more accessible and effective. One of the respondent said**:**

*"The new clinic has made it so much easier for us to get medical help. We no longer have to travel long distances for basic healthcare."*

#### **Another question wanted to know what impact has the CSR programs had on educational opportunities and facilities in their community. Most respondents said that** CSR initiatives have led to the construction and renovation of schools, providing better learning environments for students and increasing attendance rates.One of the respondents commented:

#### *"Our children now have proper classrooms and learning materials. This has really motivated them to attend school regularly."*

#### **Furthermore, respondents were asked to explain in what ways have the social CSR activities strengthened community relationships and support systems in Kange ward? In answering this question, respondents said that** Social CSR activities, such as community events and support groups, have fostered stronger community bonds and a sense of solidarity among residents. Specifically one of the respondents commented:

#### "*The community events organized by the company have brought us closer together. We now have a stronger support network.*"

# 5.CONCLUSIONS AND RECOMMENDATIONS

The findings of this study reveal that the Corporate Social Responsibility (CSR) initiatives undertaken by the company have made substantial contributions to the development of the Kange ward community, spanning economic, social, and environmental dimensions.

Economically, the CSR efforts have led to significant infrastructure improvements, job creation, and support for local businesses. These advancements have provided the foundation for economic growth, enabling better access to markets, healthcare, and education, while also enhancing the profitability and sustainability of local enterprises.

Socially, the company’s CSR initiatives have brought about notable improvements in healthcare and educational services. The construction of new clinics and schools, along with the provision of better facilities and resources, has increased access to essential services and motivated greater community engagement. Furthermore, social CSR activities have fostered stronger community bonds, creating a more cohesive and supportive social fabric within the community.

Environmentally, the CSR programs have successfully promoted sustainable practices in waste management and environmental conservation. The implementation of organized waste disposal systems, recycling programs, and tree planting initiatives has not only improved environmental quality but also raised awareness about the importance of sustainability.

**Recommendations**

The findings from this study open several avenues for further investigation, which could deepen understanding and contribute to the development of more effective Corporate Social Responsibility (CSR) strategies. Here are some suggested areas for future research:

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