DQ 3 Response to Gilbert

Dear Gilbert,

This is a very interesting discussion in the course. I especially agree that there are those corporations that will act as a form of driving in new profit and revenue, brand recognition if done well. In turn it will be beneficial to the employees and the community. Let me further the discussion in this way.

If indeed carrying out CSR activities helps the community and increases brand presence, would public institutions then not be the best placed to carry out such activities? This question often looks like the most logical, however, the argument is that most public institutions are not structured to carryout CSR activities or projects (Howell & Sorour, 2016). Furthermore, it is also argued that public institutions already carryout the acts of service to the communities and thus CSR would by definition already be carried out.

This does not however, deem that the private companies cannot partner with public institutions to provide CSR activities. According to Solomon (2013)public institutions such as government departments and agencies do not have the guidelines, and structure for these activities. This in turn implies that even with a partnership in place, there would not be much success achieved in this regard. Generally, if the public institutions carried out CSR activities, it would carry more weight and credibility, however, without the strategy, structure or guidelines, these good intentions will be a waste.

References

Howell, K. E., & Sorour, M. K. (2016). *Corporate Governance in Africa: Assessing implementation and ethical perspectives*. London: Palgrave MacMillan.

Solomon, J. (2013). *Corporate Governance and Accountability* . New Jersey: Wiley & Sons Inc.