DQ 3 Response to Samuel

Dear Samuel, this is an interesting and comprehensive input about the business sense that corporate social responsibility has. I think that you have captured the main themes well. I would like to further the discussion in this way.

It is good to look at the origin of corporate social responsibility, and indeed when the roots are seen, it can be seen that it started from humble roots. Solomon, (2013)does iterate that the beginning was humble and noble for companies, however, with time it has become the trend for companies to have one corporate social responsibility activity or the other. Katumba and Nkiko (2016) state that for Uganda, the beginning of social responsibility was not always driven by community needs, but rather by profit. Later, the evolution and/or expansion of stakeholders in some industries has driven the need for these companies to be more responsible.

An example is the telecom companies in Uganda had only the Uganda communications commission to be accountable in their dealings and also as the major stakeholder for the industry. Later, due to pressure from other arising stakeholders such as Consumers education trust, these telecom companies have had to revise their marketing campaigns, pricing options and value of their CSR initiatives (Katumba & Nkiko, 2016). The expansion of stakeholders also plays a role in keeping companies accountable in their corporate social responsibility roles.

References

Katumba, D., & Nkiko, C. M. (2016). The Landscape of Corporate Social Responsibility in Uganda: Its Past, Present and Future. In et al. Vertigans, S. (Ed.), *Corporate Social Responsibility in Sub-Saharan Africa* (pp. 153–168). Switzerland: Springer International Publishing.

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