DQ 3 Response to Abiola

Dear Abiola,

Thank you for that contribution to the discussion thus far. The points you have raised do pique my interest. You mention the business case for corporate social responsibility, and I would like to contribute to the discussion in the following way.

I would like to bring out that in developing countries corporate social responsibility has three different arms so to speak. This is different from other scholars that argue the profit maximization is the driving factor here (Howell & Sorour, 2016). In countries such as Uganda, the contribution that the business community makes through corporate social responsibility initiatives and projects is uncontested (Katumba & Nkiko, 2016). The most dominant approaches for the business community are;

1. philanthropic approaches (which primarily include cash or physical item donations that have no direct link to the engaging company's core business),
2. strategic business engagements (where the engagement has a direct link to the engaging company's core business), and
3. business' staff-in-community volunteerism (where the staff of companies, voluntarily engage in the betterment of social-economic community affairs).

However, before there is an early celebration, there are some issues to be conscious of for the business community such as; (a) understanding focal CSR issues that are sustainably impactful; (b) motive alignment to the approach of CSR given the nature of business set up(whether SME or Big company); and lastly, (c) understand the barriers that surround CSR engagements in Uganda such as the politics (Katumba & Nkiko, 2016).

References

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

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