DQ3 Response to Johnson

Dear Johnson,

This is an interesting response. I like the way you have linked public interests to those that companies are responding to. It is interesting to note how corporate companies will respond to different community needs.

I would like to extend the discussion like this. The same will be everywhere. Different corporations will partner or do activities to fulfil CSR. Companies will also engage in CSR activities as a way to help the staff appreciate the impact that they have in the community. Solomon (2013) stated that many companies will use CSR activities to help employees be part of the company objectives by doing something out of their work scope. Furthermore, this activity helps build the organizational culture as it acts as a tool in helping various individuals showcase their skills non-related to their jobs.

For instance, in Uganda, the CSR initiative lacks proper political backing, and thus many organizations go-ahead to mention CSR activities done(Katumba & Nkiko, 2016). However, there is little no documentation on what exactly was done. For instance, how many trees were planted, how many bricks were donated, etc. Katumba and Nkiko (2016) further cite that many CSR activities in Uganda today are motivated by profits and not giving back. The question then remains, can governments intervene to regulate and keep organizations accountable for their CSR activities?

References

Katumba, D., & Nkiko, C. M. (2016). The Landscape of Corporate Social Responsibility in Uganda: It's Past, Present and Future. In Vertigans, S. , et al. (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.