WC 9 CSR

The reflections this week caused me to take a closer look at different companies in the country that are doing CSR initiatives, examine what it is they do and why they do it. Being in civil service as a career, I have witnessed the potential that state agencies and departments have in reaching communities even to the grassroots. Solomon (2013) states that in the public sector, carrying our CSR activities is a challenge as there are little to no guidelines on how to do it. I agree because as state agencies, the appeal and mandate are to serve not to perform so-called acts of charity.

I have also come to realise that in Uganda, there are different facets of the CSR story and how it makes business sense. In as much as other scholars will correctly motivate that making use of CSR activities will increase profitability and market share as well as brand awareness, for developing nations, that may not always be the case (Howell & Sorour, 2016). What the business community in a country like Uganda would be more focused on is donating (whether in kind or cash) to give to vulnerable communities, using strategic business engagments (direct or indirect linkages), and staff volunteering to do community works (Katumba & Nkiko, 2016). However, the caution is always towards understanding the reason for the CSR before carrying it out.

References

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