

Studying and Explanation the Ways of Promotion Corporate Social Responsibility in Universities and Didactic Institutes Case Study: Islamic Azad University, Chalous, Iran

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Abstract: CSR is the sensible and considerable subject in the latest years. In intellectual's belief, it is the most fundamental parameter for survival of every organization. Elite organizations express their commitment to CSR with transparency, respect and responsibility to their beneficiary for their work, they should be sure this commitment is done in organizations. Thus CSR has bilateral benefit. It means both organization and society benefit from moral and integrated approach and beneficiary can judge better about their ability. This investigation emphasizes both conception and significant of CSR and study about economic, social, cultural, legal approach to promote CSR. Components and particles were showed by analytical model, proposes the best ways to arise and arrive the organizational purpose. According to this investigation main question is; 1-How we can promote CSR in the universities and institution's didactic? Social statistic in our investigation includes the member of academic and educational specialist in the Azad university of Chalus branch. Data accumulated by questioner. After assuring reliability and validity, Data analyzed with SPSS software, Although 4 approaches have different roles and all of them are effective. In addition between the opinion of member academic and educational specialist are meaningful and strong relationship.

Keywords: Cultural and legal approach, economic, social, social responsibility, strategic social capital

INTRODUCTION

Before everything, CSR introduces frame work authority of moral. Organizations should do their activities, that they are so useful for society and avoids others are so harmful for society. In these days organizations are so flexible and they found value of CSR in their economic, investment and trade activities (Specialist group of Iran, 1386).

CSR is the most substantial factor for organizational survival, because all of the organizations correspond and relate with society. CSR is UN avoidable matter without notice the size and the situation of organizations. CSR includes all of the fundamental principles that society expects from organizations to accept and use them in their activities. Some of these fundamental principles are respect to human rights, fairly behavior with labor force, customers and suppliers, good citizen, avoid environment pollution Chavooshbasy (1387a).

Organizations should pay attention to their advisability and their profit in exchange for effectiveness of their activities upon their consumers, suppliers, labors, stockholders, society and environment in their operation. Nowadays it appears, this commitment is further than obey low such as legal obligation.

Organizations take next steps voluntarily to improve quality of labor life and their families in native and Carroll (1991) in his studied as CSR pyramid

considered 4 components, that they were out com from CSR includes economic, public, law, rules, ethic work and humanity responsibilities. CSR is flexible part of strategy in organizations. A method that organizations choose for their productions or their service. Besides CSR tries to legitimize the organizational activities via respect to beneficiary needs. Thus CSR express commitments that an organization should do about your society. Briefly, CSR emphasize to communication of organizations to their beneficiary. Chandler (2006) The United Nations asserts importance and necessity of CSR in organization Nelson and Prescott (2003):

- Productive and comparative companies' advantage from activity in stability, safety, predictable, lack partiality, health, economic and social lawful
- Challenges like environment extinction, atmosphere variability, HIV, tribal conflict for raising health and education can effective directly on executive cost, raw materials cost, staffing, Educa ting and another employee cost, security, insurance
- Some of the most successful and initiative companies in the world do the exclusive manufacturing in their products, their services and their technology encounter with hard situation in society and environments. Even may be change their work pattern. CSR is a social, opportunity for companies to innovation, value and competition (Omidvar, 1384)

If organizations don't respect to their social goals, environment pollution, poverty, disease, discrimination and chaotic will engulf the environment. If managers don't have farsightedness, at last they will involve with many problems. Managers must be rational and farsighted captain till they can understand movement and storminess of this wavy sea. Organizations which respect CSR, have important invests that the others can't access it. This matter has the key role for all of them World Bank Institute (2005).

Society, the largest unit of human life, has many things in it, includes economic, social, cultural, manufacture, political, public organizations. This day the structure of organizations has exchanged, thus one of the factors for continuation organizations life is responsibility against human. Conjunction, communication, corporation among the members of organizations cause social responding and social responsibility in inter group and internal groups (Saatchi, 1384).

Griffin and Barney believe CSR is the complex of tasks and commitments that organizations should do them to help and protect society. Kettro and Mack Dogglas say "CSR is one of the commitments of managers, that in addition to protect organizations, it causes the public welfare society.

Solomon and Stewart believe CSR is one of the methods of management, which according this organization do the activities that have positive effect upon society and advance public product. These scientists desire limit the negative effects from organizations upon society, it will entail change in frame of mind (perception) and change in consumer's behavior (Solomon and Stewart, 1997). In Kitt discuss opinion for private business managers CSR means a kind of commitment to achieve both advantage for their company and improve society welfare (Khalily-Iraqii and loo-Mehr, 1384).

Some explain from pioneering organization Chavooshbasy (1387b):

- **World business council for sustainable development:** CSR is the commercial commitment for development and persistent economic, cooperation and collaboration, work with labor, their families, nation and international society for improving life quality.
- **Business for social responsibility:** CSR is one method for achievement to commercial successful via ethic, respect to people, commitment or natural environment.
- **International chamber for quality:** CSR is the voluntarily commitment via commercial for responding organizational activity.
- **American society for quality:** CSR was defined as behavior and commercial collaborate of people

and organizations; it's an effort that governments and organizations can positively effect upon development, commercial and society via it.

With observed mentioned above items, this investigation plan explanation the strategies of promotion CSR in universities and didactic institutions in 4 dimensions economic, social, culture and legal:

- What's necessary of supplement new organizations with CSR?
- Which factors do effective upon promotion of CSR in universities and central institutions?

Conceptual framework and conceptual model:

Conceptual model is one pattern that shows relationship among important factors. In this investigation conceptual framework was called upon Carroll aspect about CSR in organizations. In this studied as CSR pyramid CSR includes 4 components economic, legal, ethic work and human responsibility. Carroll (1991) Conceptual Model of CSR. Figure 1 with study indifferent aspects about CSR in organizations, can find 3 levels for different approaches:

Stage 1: Management by profit-maximize: This approach stabilized until 1930. Scientists special David Ricardo, Adam Smith and the other classic economists believed that organizations must maximize their profit. CSR doesn't content in this organizations, because Adam Smith's invisible hand, warrants their activities. Following from their personal profit, cause social profit.

Stage 2: Trust ship management: In 1930 decade economic grade and spurt objection labor special about job security, persuaded the organizations till don't think only about themselves profit, they should spot the best situations for labor security and welfare. In this aspect encounter of governments in economical problems is necessary and unavoidable. In the other hand, this aspect emphasis, organization just act for special group who can limit activities and try to comply their needs. Organizations have special frame work for their activities that only comply their interested group's need.

Stage 3: Management of life quality: From 1960 A.D managements believed should accept CSR. Whit expanse of this approach CSR accepted as a necessary item in strategic planning. This approach is more expand than before approaches. According this aspect, organizations are like a share beside companies and institutions of society. They try

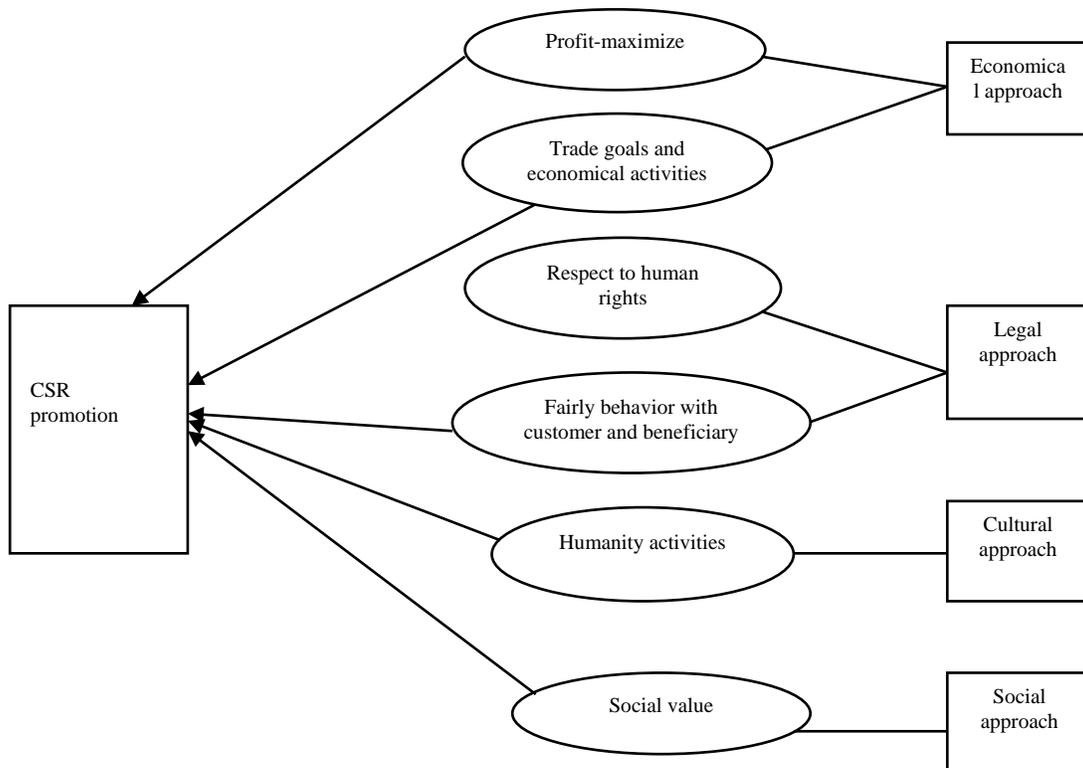


Fig. 1: Sage pub. Co.uk, 2008

Table1: Trade convention principle

Environment	Work standard	Human rights
*Defend from prevention attitude about environmental challenge	*Recognize officially union rights, freedom and bargaining. limit the obligation work, children work, discrimination in work	*Respect, support, defend of human rights, statements. assuring to lake violation of human rights law

to solve society problems and at last all of the people in society live with the best welfare and life quality.

HYPOTHESIS AND LITERATURE REVIEW

Studied about background of CSR in organizations we can find two main attitudes, first of all named organizations approach, it was protected by global, international standard, trade and international financial organizations. They relate with motivation profitable. The united nations created global convention that according this convention organizations obligate to respect it their activities and display (give up) their annually report to united nations (Table 1). Significance of global conventions is not only related to global framework for stability growth and good civilizations via initiative and promiser management, but also it is related to efforts that organizational activities based upon it according global standard (White house, 2002). The second approach: protected with intellectual and counselor managements group, relates with social and environmental subjects. Two approaches are related to

each other but because the second approaches criticize the organizations, it questions about planning of environmental and social responsibility. Mah (2004) Chandler displayed pattern of CSR which shows relation between CSR and organizational strategy.

Strategic model of CSR: According this pattern CSR should can coordinate between internal strong and external opportunity. CSR is a method that organizations according this, can analysis trade environment and compose suitable strategies, both protect organizational and create competitive dominance (Chandler, 2006) Fig. 2.

Different opinions according suitable role in society is showed (Table 2). According to the Table 2 every agreeing and opposing group have prospective and reasons to explain their agreement and their opposition. In classic opinion, CSR is net profit and wealthy and create the best benefit for stockholders and owners. In new prospective of management, CSR is further than profit, it includes protect and socio welfare. Agencies can't belong CSR just to stockholders and trade copartners (Coulter and Robbins, 2).

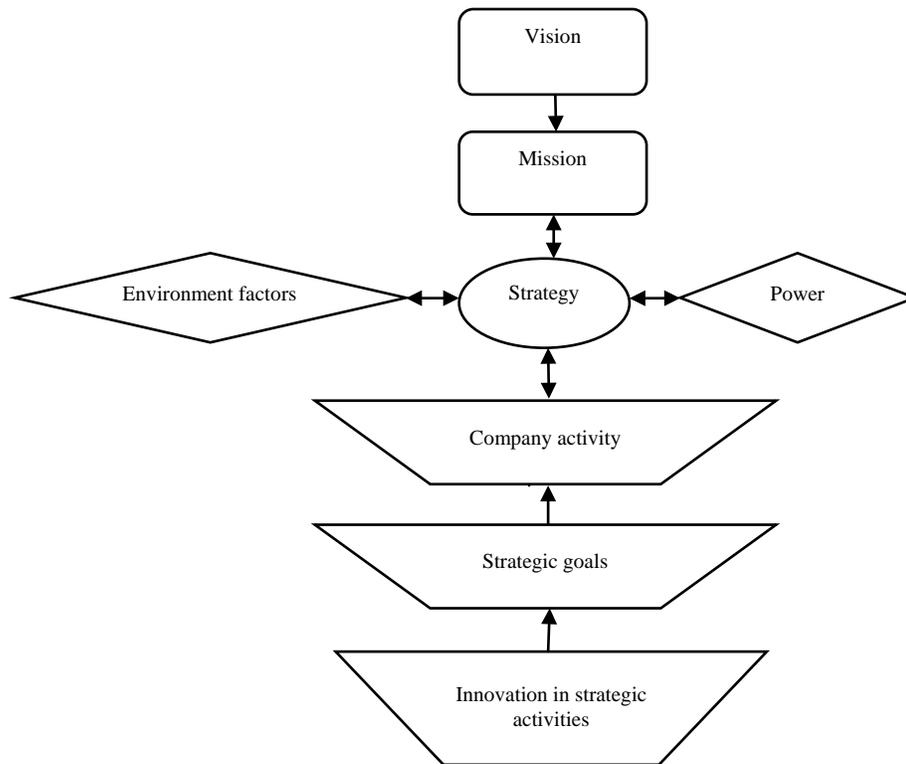


Fig. 2: Strategic model of CSR

Table 2: Different perspective of CSR

Role of trade in society	Prospective	Author
Low ethic standard of business in society. Job has no social responsibility without obey law.	Economic CSR net profit prospective	Albert Carr
Business must be ethic, obey law and increase stockholder's wealth to max without cheating and deception.	Economic CSR profit prospective	Milton Friedman
Business must be aware about its hazard upon its interested group.	Ethic CSR social and ethic awareness prospective	R. Edward Freemah
Business must use from its profit for humanity and society.	Humanity CSR social service prospective	Archie Caroll
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Agreeing and opposing group prospective:

A: CSR in agreeing group prospective:

- Accomplishing public expectation
- Increasing profit in long term
- Respecting ethic obligation and commitment
- Bureaucracy preventing
- Increasing validity and prestige of organizations
- Innovation
- Preventing before treatment

B: CSR in opposing group prospective:

- Decreasing profit in short term
- Reducing manufacture ability

- Cost increasing
- Unwilling (UN interest) investors and stockholders in participation
- Decreased and faded organizational goals
- Conflict in standard of management operation

According investigations and researching in India in 2002 CSR has positive effect upon business and organizational activities. It directs frame work rules, judge system effectiveness, according basis effectiveness, standardize reporting, reduce business and trade corporation. CSR editors in organizations are: consumers, investors, suppliers, labors, organizational communications, native and global society, governments, privet and nonprofit organizations, that their share are 75% labor, 66% consumer, 59% native

social (Corporate Social Responsibility Survey, 2002). According to studied in US in 1929. Just 18% of top executive managements believed CSR. This matter decreased investors and consumers at that time. CSR was just an imagination and a slogan. In now days organizations CSR is further than an imagination. In 1998 governments composed the basis foundations of trade according internationals roles.

Research hypothesis:

Hypothesis 1: There are no significant difference between members of academic and educational specialist’s opinions in universities and didactic institutions.

Hypothesis 2: There are significant difference among members of academic opinion in universities and didactic institutions in CSR effect approaches.

Hypothesis 3: There are significant difference among educational specialist’s opinions in universities and didactic institutions in CSR effect approaches.

Hypothesis 4: There are significant relationships among components of CSR from members of academic approach.

Hypothesis 5: There are significant relationships among components of CSR from educational specialists approach.

METHODOLOGY

Main goal of this investigation is, operational and point of view, the ways of data accumulation is Filed research, survey and point of view the ways of analysis is descriptive-interrelationship. Because this matter is so new all of the organizations, universities, didactic institutions, can use this investigation.

Population, sample and method of sampling: Population in this investigation includes educational specialists and members of academic. Sample size includes 70 persons of this society. We use random sampling for selecting them. In this investigation research implement is: CSR questionnaire, includes 21 questions in 4 components: (economic, social, legal and cultural) approaches. Each question was codificated with Likert scale. Because Kronbakh α is the suitable indicator to measure reliability and inter relationship among their elements. Reliability of this questionnaire evaluated with Kronbakh α . In this investigation for data analysis, we used descriptive and comprehensive statistic. In descriptive statistic we used frequency, mean, standard error and in comprehensive statistic, Kolmogorov-Smirnov test for assign variable normality, One sample test, Freedman, Rank test, Fisherman exam, Corolation, statistical account did with software SPSS.

Table 3: CSR statistical information with Kolmogorove-Smirnov

Significant level	Number	Statistical information	Variable
0.078	30	1.274	Educational specialists approaches
0.160	40	1.124	Members of academic approaches

Research hypothesis test: There are no significant difference between members of academic and educational specialist’s opinions in universities and didactic institutions:

- **Null hypothesis:** CSR approaches in members of academic and educational specialist’s opinion are similar to each other.
- **Alternative hypothesis:** CSR approaches in members of academic and educational specialist’s opinion are significance difference.

H0: M1 = M2

H1: M1 ≠ M2

For data normality test in all of the CSR data, used Kolmogorov-Smirnov test (Table 3). According to Table 3, CSR information collected with Kolmogorov-Smirnov test in members of academic equal 1.124 and educational specialists equal 1.274. In two groups significant level is bigger than 0.05 thus we accept data normality hypothesis.

Different medium significant level and CSR approaches number variation between educational specialists and members of academic were showed in Table because it is bigger than 0.05. We can accept homogenous hypothesis. T test in Table 4 is equal-1.176, because according significant level equal 0.243, it is bigger than 0.05 therefore there aren’t significant differentiation between educational specialists and member of academic. Thus we can accept null hypothesis.

Hypothesis 2: There is significant difference between members of academic and educational specialists prospective in CSR effect approaches:

- **Null hypothesis:** There is no significant difference effect approach.
- **Alternative hypothesis:** There is significant difference among members of academic prospective in CSR effect approaches. We used freedman method to classify of effectiveness. In study of achieved grades, it was showed; there is significant difference among CSR components (Table 5).

Table 4: T and Fisher test and significant level related to CSR

Significant level (T test)	Degree of freedom	T test statistic	Significant level	Fisherman test statistic (loon test)	Variable
0.243	68	-0.176	0.347	0.897	Members of academic approaches

Table 5: Classify of CSR components in members of academic prospective

Raw of scales	Scale	CSR components in members of academic prospective
4	1.98	Economic approaches
3	2.46	Social approaches
2	2.54	Cultural approaches
1	3.02	Legal approaches

Table 6: We used freedman method to classify the effectiveness. Studied about achieved grades, showed there are significant difference among CSR components

Raw of scales	Scale	CSR components in educational specialists prospective
4	1.76	Economic approaches
3	2.11	Social approaches
2	2.54	Cultural approaches
1	3.59	Legal approaches

CSR approaches, legal approach has the most effective in members of academic prospective. In addition Freedman K2 tests statistic and significant level use for comparison among grades:

Significant level: 0.00001
 Number: 40
 Statistical test: 24.072

In this data significant level is smaller than 0.05, thus we concluded, differentiation in grade of components are significant.

Hypothesis 3: There is significant difference between members of academic and educational specialists prospective in CSR effect approaches.

- **Null hypothesis:** There is no significant difference among the educational specialists prospective in universities in CSR effect approaches.
- **Alternative hypothesis:** There is significant difference among the educational specialists prospective in universities in CSR effect approaches.

We used freedman method to classify the effectiveness. Studied about achieved grades, showed there are significant difference among CSR components (Table 6).

According this table, in comparative among CSR approaches, legal approach has the most effective educational specialists prospective. In addition

Freedman K2 tests statistic and significant level use for comparison among grades:

Significant level: 0.00001
 Number: 30
 Statistical test: 48.338

In this data significant level is smaller than 0.05, thus we concluded, differentiation in grade of components are significant.

Hypothesis 4: There is significant relationship among CSR components in members of academic prospective in universities and central institutions.

- **Null hypothesis:** There is no significant relationship among CSR components in members of academic prospective.
- **Alternative hypothesis:** There is significant relationship among CSR components in members of academic prospective.

We used Correlation test to show relationship among CSR components from members of academic prospective (Table 7). According this table, significant level in corporation comparison with 0.05, expresses:

- There is significant relationship between economic and cultural approach from members of academic prospective.
- There is no significant relationship between economic and social approach from members of academic prospective.
- There is no significant relationship between economic and legal approach from members of academic prospective.
- There is significant relationship between social and cultural approach from members of academic prospective.
- There is significant relationship between social and legal approach from members of academic prospective There is significant relationship between legal and cultural approach from members of academic prospective.

Hypothesis 5: There are significant relationship among CSR components in specialists educational prospective in universities and didactic institutions.

Table 7: Matrix among CSR components from members of academic prospective

Legal approaches	Cultural approaches	Social approaches	Economic approaches	Variable
0.240 significant level = 0.135	0.341 significant level = 0.031	0.273 significant level = 0.088	1	Economic approach
0.445 significant level = 0.004	0.436 significant level = 0.004	1	0.273	Social approach
0.334 significant level = 0.030	1	0.436	0.341	Cultural approach
1	0.334	0.445	0.240	Legal approach

Table 8: Matrix among CSR components from educational specialist prospective

Legal approaches	Cultural approaches	Social approaches	Economic approaches	Variable
0.341 significant level = 0.330	0.234 significant level = 0.146	0.222 significant level = 0.168	1	Economic approaches
0.496 significant level = 0.001	0.436 significant level = 0.001	1	0.222	Social approaches
0.334 significant level = 0.030	1	0.436	0.234	Cultural approaches
1	0.334	0.496	0.341	Legal approaches

- **Null hypothesis:** There are no significant relationship among CSR components in specialists educational prospective.
- **Alternative hypothesis:** There are significant relationship among CSR components in specialists educational prospective.

We used Correlation test to show relationship among CSR components from educational specialist prospective (Table 8). According this table, significant level in corporation comparison with 0.05, expresses:

- There is significant relationship between economic and cultural approach from members of academic prospective.
- There is no significant relationship between economic and social approach from members of academic prospective.
- There is no significant relationship between economic and cultural approach from members of academic prospective.
- There is significant relationship between social and cultural approach from members of academic prospective.
- There is significant relationship between social and legal approach from members of academic prospective.
- There is significant relationship between legal and cultural approach from members of academic prospective.

DISCUSSION, CONCLUSION AND PROPOSITIONS

According to CSR situation in organizations, Main propose of this study is assessing about factors which are effective to promotion of CSR in universities and didactic institutions. For this propose at first inside familiarize and describe of this conceptual in different prospective, we discussed about scientific opinion in different tables.

Investigation about comparative theoretical studied in this study shows, many important factors such as customers, competitors, bazaar, technology, governments, culture cause incremental and unnoticeable change in external environment. It creates new competitive environments that it defines evolved organizations activities and strategies that accepted by society. According Carrol opinion, in social dimension these changes are further than voluntarily behavior. When CSR was converted to ethic, economic and legal dimensions that went out from voluntarily dimension, upturned to necessity foundation.

Thus universities and didactic institutions must know, they are responsible in front of CSR. They must be responsible and answerable about their activities and avoid to environment pollution, staffing partiality, unfairly behavior with beneficiary and careless labor need.

Inquiry of this investigation expresses mean number of CSR approaches between members of academic and educational specialist in universities and didactic institutions are similar to each other and they are no significant difference between them. But degree quantity of effectiveness in these approaches are different in classify according freedman test in order, there are legal, cultural, social and economic approaches. According the researches and opinions of scientist, economic, social, cultural and legal components are effective to promote CSR.

What is differentiated this investigation with previous studied? It is the rang of effectiveness of this components. One by one legal, cultural, social and economic components place in first to 4th level. In addition there is significant relationship among 4 components of CSR, they are effective to each other.

Dissimilarity among effectiveness and concluded information of different components is result of this investigation. It demonstrate, legal approach has the most effective in CSR promotion in universities and central institutions, there for we propose, governments use it as continued supervision in international standard,

as obligation in planning and as a necessary principal and inseparable to execute.

Cultural approach is another effective variable in promotion of CSR. In this case we propose necessity of cultural engineering, drawing map component and appointment executive ratio which it is both supervisor at the present time and draws moving to ideal situation. This map notices to details and perception. Valuable, behavioral, cultural layers and their relationship. It defines the degree of effectiveness up on negative and positive details and layers alterations and draws compromise net.

Social and economical approaches are the other one effective variable upon CSR in universities. In this case we recommend necessity of social engineering for universities from governments. It supervises and reinforces different part of operation of social, economical and political approaches.

At the end to promotion in universities and didactic institutions:

- Emphasis and improve upon cultural indicators and elements
- Emphasis and improve upon social indicators and elements
- Rein force to ideal, suitable, equitability behavior white beneficiary
- Rein force humanity activate
- More respect to beneficiary rights
- Determine social scale standard for evaluation social activities of organization

With attitude to positive relationship among social, cultural and legal approaches, can study the effect of these components to each other and then be sure about promotion of CSR in universities and didactic institutions.

Thus we suggest identity and encourage managers who have considerable share in promotion of CSR. Elite organizations could via key teaching implement (CSR) have had optimized activity indicators in their organizations, native and international level.

CSR is one of the important components which direct the world forward social equity in work and promotion quality of life. To do it, by government employers, labor unions provide introduction of economic and social progress and dispose main problems and troubles of investment and environment.

In these days more than previous, organizations understand the significant of CSR. Therefore global organizations, civil institutions, democratic systems should try to promote democracy with respect humanity

right to develop and growth life standard and public welfare.

In this study, CSR is necessary for organizations in global development and achievement, special universities and didactic institutions. In the other hand careless organizations to internal and external beneficiary cause nasty outcome in their role in society. They change their roles from responsible and respectable citizen to uninvited guest. They lose safe embrace of society. Finally emphasis upon it, not only destabilize organizations but also destabilize the governments.

RECOMMENDATIONS

With notice about the mentioned issue and the importance of CSR in these days' organizations, we recommend to the other researcher:

- Research about the role of values in promotion of CSR in different organizations
- Assess relationship between CSR and social capital
- Role of CSR in promote of human resource management

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