EVALUATING MOUNTAIN TOP UNIVERSITY CORPORATE SOCIAL RESPONSIBILITY IN OBAFEMI OWODE LOCAL GOVERNMENT AREA

BY

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CERTIFICATION

I certify that this work was carried out by Ochuko Gamaliel OgheneOgaga at the Department of Mass Communication, Mountain Top University, Ogun State, Nigeria under my supervision.

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DEDICATION

This work is humbly dedicated to God Almighty God for his divine guidance and strength to produce this work. Also, to my loving parents for their support and encouragement and to all lecturers of the department of Mass communication in Mountain Top University who have instilled knowledge in me.

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Abstract

Social responsibility is an obligation of any corporation to discharge to the area of operation. Every enterprise are certain to show interest on the difficulty of responsibility if is what determine businesses preferred and also their attempt in the direction of improving their efficient. The want for social duty on commercial enterprise organisation is over emphasised due to the fact it is what shows how interested an organisation is and the part of location they are running. Consequently this research paintings envisage and examine the impact of social obligation on enterprise organisation and their environment, it advised ways of improving and inspiring employer to discharge their obligation. In the introductory bankruptcy the background announcement of the problem significance of the observe purpose of the observe research questions speculation and scope of the look at have been all toiled to fit their purpose as well as a guide toward a higher complete of the have a look at. The 2nd bankruptcy an intricate assessment of associated literature is completed diverse authors professionals on certain additives of research subject matter had been reviewed and hired to throw more mild in this present look at.

CHAPTER 1

INTRODUCTION

1.1 Background to the study

Corporate social Responsibility (CSR) is defined through the ethical courting and transparency of the business enterprise with all its stakeholders that has a courting as well as with the status quo of corporate goals which can be like minded with the sustainable improvement of society, keeping environmental and cultural sources for future generations, respecting variety and promoting the discount of social problems (Filho et al. 2010).

The remaining numerous a long time have seen a burgeoning interest inside the social obligations of private and public establishments (Burcea & Marinescu, 2011). Previously, the interest in social obligation became exclusively directed closer to corporate institutions and their contribution to societal nicely-being. Corporate Social Responsibility (CSR) has been researched substantially and its recent conceptualizations have abandoned its voluntary and philanthropic nature. It is now mandatory for company establishments to operate beneath positive moral, prison and social pointers and speak their guidelines to relevant stakeholders, transparently (Ojasoo, 2016). Without a commitment to CSR values, businesses in these days's diversifying globe are now not sustainable nor reputable. A comparable general of operation is now being expected from a host of non-company groups. There is now an increasing expectation from educational establishments to dabble in a few shape of socially responsible work.

  Universities function the ultimate instance of non-corporate establishments performing social responsibilities. However, loss of studies in this location way that the specificities of their responsibilities are doubtful. Universities are predicted to demonstrate an hobby within the

prosperity of society by incorporating social obligation values in their coaching, control and studies (Latif, 2017). Universities need to recognize that as better training has end up a aggressive marketplace, it is no longer enough for them to impart vocational information. To entice talented individuals, they must incorporate social responsibility of their operational strategies (Jimena, 2011). Moreover, the crises in training these days is much less approximately declining check scores and greater approximately their failure to provide accountable residents that own a breadth of view to engage with social troubles (Dima, 2013). CSR in academic establishments is officially referred to as University Social Responsibility [USR]. This rising vicinity of social duty seeks to apprehend the particular form of dedication an educational group can make to decorate its position in society (Gerholz & Heinemann, 2015). USR may be understood as a derivative of CSR due to the fact it is developed on a comparable conceptual model where corporations are predicted to manipulate their effect on humans, society, financial system and the surroundings. USR is a concept wherein a college integrates and aligns all its features and sports with the society's desires. This is finished thru active engagement with its groups in a transparent and moral way with the intent to meet all stakeholders' expectations (Vasquez, 2015). Stakeholder expectancies are as important at universities as they may be in other companies. The software of social obligation in higher education implies not simplest the need to pick out its stakeholders however also implies the need to understand their perceptions on it. Stakeholder pleasure with the group's governance, coaching, research and popular first-class of carrier frame their expectancies for the group's destiny (Vasquez, 2015). To facilitate a deeper understanding of social obligation in universities, this paper focuses on the diverse sorts of initiatives taken by means of a single college and its effect on stakeholder satisfaction. The resulting literature review acquaints the reader with essential standards in social duty discourses and affords rationale for incorporating CSR models to assess USR perceptions in this look at.

Furthermore CSR was defined as "the persevering with dedication via business to act ethically and contribute to financial development at the same time as enhancing the exceptional of lifestyles of the

group of workers and their families in addition to of the local people and society at big" (Baker 2004)

The Mountain Top University is seen as a dynamic centre of academic excellence in the liberal tradition of excellence for the manufacturing of top-fee, morally sound graduates of distinctions who will be globally aggressive for exquisite effect on the Nigerian societal and worldwide development. The mission of Mountain Top University is the availability of fantastic centers for the training of males and females in numerous instructional, professional and vocational disciplines in an atmosphere with a purpose to decorate the simultaneous development in their religious, intellectual and bodily faculties.

Moreover whilst we communicate about the CSR of Mountain top University to Obafemi Owode LGA (Magboro), it's far insinuating what Mountain of fire and Miracle Ministries has done for Obafemi owode LGA: it could be restore of roads, construction of buildings, power, and water supply

Universities are set up to gain three (3) desires. They are coaching, studies, and network provider or outreach. What this interprets to is that there's the want for a college to strike a balance and make certain that the tripartite mandate is met with out neglecting any of the components. Towards accomplishing the network carrier/outreach programmes, the difficulty of Corporate Social Responsibility (CSR) without difficulty comes in whereby our citadels of studying deliver again to host groups in the spirit of boosting giving back to society with the aid of a way of the Town and the Gown family members.(Albert 2007)

1.2 Statement of the Problem

Corporate Social Responsibility is a management concept wherein companies integrate social and environmental worries in their enterprise operations and interactions with their stakeholders. CSR is generally understood as being the way through which a company achieves a balance of economic, environmental and social imperatives, so the problem here is how and what the society is benefiting from Mountain top University, could it be construction of buildings, repair of roads, water supply, provision of Employment or provision of social amenities and Infrastructures in the society. This is a problem because if the society isnt benefiting from the school it will bring a bad name and therefore affect the school negatively, so it is compulsury for CSR to be made in an organisation. In view of these identified problems, there is need to research and evaluate the contribution or corporate society responsibility of corporate citizens towards national development. This study seeks to evaluate Mountain top University corporate social responsibility in Obafemi Owode Local Government Area

1.3   Aim and Objectives of the study

The main aim of this study is to evaluate Mountain top University Corporate social responsibility in Obafemi Owode LGA . Other specific objectives are:

 I. To investigate the CSR activities that Mountain Top University has offered Obafemi Owode LGA

 II. To find out the impact of what Mountain Top University is benefitting from the society through the CSR activities

 III. . To examine how the society is benefitting from Mountain Top University CSR activities

IV. To investigate the constraints of the society receiving information about Mountain Top University CSR activities .

1.4   Research Questions

The following research questions shall be considered in this study:

I. What is the impact of the CSR activities Mountain Top University has offered Obafemi   Owode LGA?

II. To what extent is Mountain Top University benefitting from the society through the CSR activities?

III. To what extent is the society benefitting from Mountain Top University CSR activities?

IV. To what extent does the society receive information about Mountain Top University CSR activities**?**

1.5 Significance of the study

This study lies in the fact that it will add and enrich the alliteration on corporate social responsibility and expose the underlying importance of this concept. This study shows the basic social responsibility of Mountain top university towards obafemi Owode LGA, and also how the society is benefiting from the school, The positive impact MTU is giving to the society. Moreover if MTU is achieving anything from the CSR activities.

It will also educate as well as remove the expression that business is not only for huge profits making but improvement in the welfare of its workers and host communities including neighborhood communities.

This study will further serve as a reference material to students and a benchmark to researchers who will carry out research on this or related domain.

1.6 Scope of the study

This study focuses on evaluating Mountain Top University corporate social responsibility in obafemi owode local government area . The study focuses on finding out what Obafemi Owode LGA is benefiting from MTU CSR activities, what Mountain Top University is achieving towards the society by carrying out these CSR activities, The other CSR activities MTU is still going to do for the society.

Getting information from the staff of Mountain Top University may pose a great limitation to this study due to various privacy policies and non-disclosure of vital information. However, despite these limitations, efforts will be made to provide a detailed research work on the subject.

1.7 Definition of terms

i. Evaluating = This method wanting to study more approximately about something

Ii. Corporate social responsibility = consistent with Ronald and Ricky (1999) it's an attempt by business organizations to balance their commitment towards groups and individuals in it business environment.

iii.Social responsibility = according to Weihrich and Koontz (1994), it is the ability of an organization to relate it's operations and policies to the environment in such ways that are mutually beneficial to the company and the society.

CHAPTER 2

REVIEW OF LITERATURE

2.1 INTRODUCTION

Our focus in this chapter is to critically examine relevant literatures that would assist in explaining the research problem and furthermore recognize the efforts of scholars who had previously contributed immensely to similar research. The chapter intends to deepen the understanding of the study and close the perceived gaps.

Precisely, the chapter will be considered in three sub-headings:

- Conceptual Framework

- Literature Review

- Theoretical Framework

2.2   Conceptual Framework

2.2.1 The Concept of Coporate Social Responsibility

The concept of CSR evolved mainly in the Western countries, most notably the United States of America. The roots of the concept of CSR as it is known today have a long history which indicates that business people have paid increasing attention to the concerns of society. According to ESCAP (2011), in the late nineteenth century, businesses raised concerns on the welfare of their employees and their impact on society in general. With the emergence of the labor movement and spreading of slums triggered by the industrial revolution, businesses started to provide social welfare on a limited scale, including the construction of hospitals and bath houses and provision of food coupons. In the same period, individual business philanthropists became active in the United States (e.g. John D. Rockefeller and Cornelius Vanderbilt). Although the legitimacy of philanthropy was not yet well

established, benefits offered through those philanthropists were diagnosed by means of nearby communities and numerous social organizations. The Great Depression in 1929 further strengthened this trend with the introduction of public trusteeship management (in addition to traditional profit-maximizing management). Carroll (2008) highlights business philanthropy in this period as spearheading the development of the CSR concept.However, for all practical purposes, CSR is essentially a post-World War II phenomenon and in fact did Understanding CSR- Its History And The Recent Developments (Carroll and Shabana, 2010).

Thus, initially CSR changed within the shape of Philanthropy by the Corporates, but after the 1950s, the concept has gone through a sea exchange.I Archie B. Carroll, who is regarded for the most comprehensive overview of the definitions of CSR from 1950s thru the mid-Nineteen Nineties, credits Howard R. Bowen because the Father of Corporate Social Responsibility because his book Social Responsibilities of the Businessman (1953) dealt at once with the idea of Social Responsibility. Thus the concept of CSR officially emerged in the 1950s with publication of Howard R. Bowen's book Social Responsibilities of the Businessman in 1953. Even before this, although the term CSR was not used, Bernard Dempsey, in his 1949 Harvard Business Review (HBR) article – "The Roots of Business Responsibility," laid out a motive for accountable commercial enterprise practice. Dempsey supplied a philosophical basis for arguments in an HBR article two months earlier by using Donald K. David, Dean of the Harvard Graduate School of Business Administration, titled "Business Responsibilities in an Uncertain World." David called upon commercial enterprise leaders to come to be engaged in public affairs beyond the instant economic functions of commercial enterprise which they seemed as its fundamental contribution to society.

Dempsey provided philosophical foundations arguing the responsibilities of businessmen [apparently no businesswomen were contemplated] arose from four ideas of justice: trade justice – the agree with underlying exchanges inside the market; distributive justice – the simply relation between the government and people; general justice – popularity of prison frameworks but beyond

this to reputation of ethical obligations; and specifically social or contributive justice – the duty to make contributions to the properly-being and progress of people and society.

Dempsey and David asserted two motives why businessmen should respond to the duties of contributive justice.

(1) They essentially argued that no man, and no business, is an island. All are in need of a community, a well-functioning community, as a way to function and thrive.

(2) They argued that business controls substantial resources and has an incredible potential to contribute to the progress of society and the well-being of individuals within society. This echoes other arguments that business power brings with it business responsibility. David noted a priority in business obligations: first to make the business effective, second to make the business organization itself a good and just society (a healthy organization), and third to operate in ways that respect and contribute to external communities and organizations – in other words to be optimistic. Included of their idea was a responsibility to make sure that competition became truthful, that the financial framework changed into functioning with a watch closer to justice, and that broader communities had been healthful. Dempsey delivered that contributive justice is the primary principle of monetary employer; it imposes a nice obligation upon every monetary agent no longer only to make a contribution undoubtedly to every network of which he's a member however to make a contribution positively to the formation of important groups which do no longer exist. Both Dempsey and David argued that the broad spectrum of business leaders, regardless of how they may articulate it, believed in a essential responsibility to create a simply society beyond the immediate barriers of the enterprise and within which enterprise may want to operate effectively. They built on a wealthy dialogue that preceded their writing through many years, and they foreshadowed destiny debates about business duty. The idea of CSR has developed beyond regular time and the opportunity interpretations and techniques that have emerged are shown beneath inside the table:

2.2.2Characteristics of Corporate Social Responsibilities

The European Foundation for Quality Management [EFQM] presents some common characteristics for CSR which are:

• Meeting the want of cutting-edge stakeholders with out compromising the potential of future generations to fulfill their own demand.

• Adopting CSR voluntarily, rather than as prison requirement, due to the fact it's far visible to be inside the long-term interests of the corporation.

• Integrating social, environmental and monetary regulations in each day business

• Accepting CSR as a core interest that is embedded into an employer's control strategy.

2.2.3 The three dimensions of CSR :

Economic Responsibility

Integrity, corporate governance, financial development of the community, transparency, prevention of bribery and corruption, payments to country wide and nearby government, use of nearby providers, hiring neighborhood labour and similar areas.

Social Responsibility

Human rights, training and developing local labour, contributing knowledge to community programs and similar areas.

Environmental Responsibility

Precautionary techniques to prevent or limit adverse affects aid for tasks, promoting more environmental responsibility, growing and diffusing environmentally friendly technology and comparable areas. Lohman and Steinholtz (2004) view the CSR idea as a mixture of three separate agendas, specifically Corporate Sustainability, Accountability and Governance. Corporate Sustainability derives from the United Nation meeting in Rio de Janeiro in 1992 and the Agenda 21.

This refers to how we address and balance the social, financial and environmental areas inside the world in order that our long term survival isn't threatened. Corporate Accountability specializes in the credibility of the business enterprise and is utilized in conditions wherein discussions are held approximately the potential of the company to manipulate. Corporate governance is used within the discussion about how an organization is being run. It offers with transparency and ultimately trustworthiness. Bowen (1953) defined it because the obligation of enterprise guys to pursue the ones guidelines, to make the ones decisions, or to comply with those traces of action that are applicable in terms of objectives and values of the society.

2.2.4 Responsibilities of a firm

To obtain set targets, every company owes various duties to all the stakeholders, and these need to be fulfilled. These obligations are mentioned under:

• Duty to guard the well-being of human beings in its surroundings. A firm's primary obligation is to defend the nicely being of those living in its environment; its operations or practice. For instance, a company wishing to perform banking commercial enterprise should first be incorporated under the Companies and Allied Matter Act (CAMA), 1990 and then legitimate licence from the governor of the Central Bank of Nigeria (CBN). Its operations should be in step with the provisions of the Bank and Other Financial Institutions Acts (BOFIA), 1991, the CBN Act, the Nigerian Deposit Insurance Corporations (NDIC) Acts, the Money Laundry Act 2004 and different banking legal guidelines.

• The company must produce goods and services that are not harmful to the human beings. A production organisation need to not produce items that may purpose death to human beings. Similarly, inside the path of maximizing profit, a bank ought to no longer finance illegal projects, say, provide finance for the unlawful buy of ammunition, or abeit illegal switch by way of unpatriotic citizens or politicians.

• A company must now not mislead others. Deception, in this manner, can take diverse paperwork, specifically; failing to include all the required portions and satisfactory materials for generating a particular product, but may additionally nonetheless indicate at the bundle that the everyday satisfactory were involved; colluding with the outside auditor to render false monetary statements to shareholders, regulating authorities and individuals of the general public, that allows you to declaring fake income; preparing two sets of money owed or returns, i.E. Correct and false debts, and sending the fake one to the regulatory authorities and the correct one to the shareholders, to conceal a few data inside the path of bank supervision and exam.

• An business enterprise should input into truthful binding agreement with its clients, creditors, personnel, providers and so on. All phrases and conditions of the agreement need to be well said through the firm and nicely understood by using the parties worried. It is crucial for a firm to Olanrewaju 023 discharge its duties below the settlement at all times. For instance, a client granted credit facility ought to be allowed to pay off beneath the agreed phrases and situations for which the loan became granted.

• Duty to make reasonable return to shareholders in accordance with the level of investment.   The everyday shareholder takes the very best chance in commercial enterprise, therefore it's far the duty of control of a employer to utilize the sources of the company correctly to generate profit, the majority of which have to go to the normal shareholder. The company must make certain that the marketplace price of the employer's share is appealing to the public. When this is carried out, the proprietor's financial welfare is maximized via high return on capital commonly contemplated on the market rate of stocks of the employer.

• Duty to limit dangerous impact of substance. In the path of doing commercial enterprise, firms are bound to interact in sports whose effects can be harmful or distasteful to the contributors of the organisation and the public. For example, health facility, police, radio, and tv stations, telecommunication enterprise offer twenty-4 hours service to their customers and purchaser, a

demonstration that the personnel of those companies have to be on obligation every hour of the day. To be effective and green, there is want for shift responsibility. Although coming to work at night or very early inside the morning might not be palatable with all employees, this is in evitable; therefore, a honest compensation, in terms of shift dangers and inconvenience allowances, must be paid to the personnel worried. This will support their commitment. Similarly oil and gasoline industries ought to pay excessive compensation to the human beings dwelling in the area in which oil and gases are produced, as this may catch up on the surroundings degradation of the region and other problems encountered via the people residing inside the community. Also financial institution personnel that work outdoor the everyday banking hours ought to be paid repayment allowance.

• Duty to pay reasonable salaries and wages to the employees. It is the duty of the company to use the revenue generated from its commercial enterprise activities to pay fair and reasonable reimbursement in the sorts of salaries and allowances to workers. This need to be commensurate with the offerings rendered. However, it will be unethical, unfair and an act of irresponsibility for a firm to invite the workers to perform undertaking with a purpose to disclose them to critical threat, chance, or unprofessional practices, all in the interest of strong salaries and allowances. For example, a situation wherein banks set unachievable deposit goals for workforce by employing 'beautiful' ladies and 'handsome' guys to run after cash-baggage to attract deposits. This encourages fraud and prostitution. A workforce that fails to fulfill the target knowing full properly that he could be sacked would possibly motel to stealing to elevate extra budget or inn to prostitution. In like manner, a company that will pay reasonable returns on capital will enjoy non-stop funding of shareholders.

• Duty to use part of the firm's profit to provide amenities that promote the commonplace precise of the community in which it operates.

 • Duty to embark on tasks that brings approximately the expansion and development within the organisation's operations. Firms that increase create extra employment possibilities to the network, and this could lessen crime rates. Similarly items are made to be had at low priced fees, thereby

assembly the wishes and delight of the clients. This encourages right preferred of residing of human beings inside the community.

 • Duty to honor duties to the authorities in terms of bills of taxes an levies, thereby making fund available to the authorities to provide infrastructure facilities and meet the recurrent expenses so that you can selling countrywide improvement.

2.2.5 Advantages and Disadvantages of CSR

Advantages of corporate social responsibility

As CSR fostering comes to be regularly desired everywhere in the globe, it's miles relaxed to presume that companies have really visible first rate capability on this area. And also in case you haven't figured them out yet, here are a number of the important advantages and disadvantages of CSR that you have to know:

1) Improves the image of a business

CSR obligations mirror positively at the image of a company. When you carry out CSR guidelines to your organization, it increases your goodwill. Customers could be loads greater satisfied to avail your merchandise/services because of the tidy picture of your enterprise. Xerox, through its Area Involvement Program, had the capacity to clear out a socially accountable image of the organisation, by directly engaging their workers in area development programs.

2) Aids draw in as well as preserve potential workers

Companies which are involved in serious CSR activities are extra well-known. This makes it much easier for your firm to bring in possible prospects that look for employment possibility. Additionally, when your business begins gaining goodwill through substantial CSR activities, the employees are extra probable to proceed with the employer for a miles longer period. Millennials normally prefer corporations where they have got a flexible task society as well as they're capable of simply feel awesome in running with the company. The agency's beliefs and fee let the employees gain a stage of self pleasure.

3) You get into the good publications of regulatory authorities

It is the job of the regulatory government to scrutinize the operations of various businesses. However, when your business starts doing CSR tasks on a large scale, these regulatory authorities become much less aggressive in the direction of your business. Besides, any company that has a solid CSR usually remains inside the rules to advantage the benefits.

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The "The Inglorious Fruit and Vegetable" mission led with the aid of Take Chipotle makes a speciality of minimizing meals wastes. So it is enhancing Federal authorities's efforts to lessen waste load. Exactly how do you cope with any character, that assists you to your paintings?. Friendly, right?

So does the Governments and additionally the Regulatory authorities. As the business gets the acknowledgment of being trustable, decrease range of rules in addition to legal ramifications hang-out it.

4) Draws in new financiers

A business's on-line reputation within the market establishes whether or not it's going to certainly get new investments or in any other case. With CSR applications, you can without a doubt increase your organisation's image. And while your organisation starts to grab good eyeballs, it likewise brings in a number of financiers. Be prepared to get funding proposals from undertaking capitalists, different firms, and even from the government.

5) An all new means to advertise your brand name

It is commonly claimed that any promotion is excellent publicity. When your business starts a CSR program, it immediately gives your company a particular level of publicity. It will not be wrong to call such publicity as an advertisement. You just require to make sure your service or products are aligned with the CSR tasks you are associated with.

6) It enhances value and also earnings

A CSR strategy focuses on the energy-efficiency techniques, for instance waste reusing that can lessen the functional costs, while using benefit to the atmosphere. Continuing keeping that, it will certainly improve an entity's transparency along with duty with the media coverage, capital analysts, financiers or proprietors of the firm, and domestic cultures. As an end result, it enhances the company's reputational image amongst the proprietors that they integrating the comparable plan as well as techniques right into their shares option tactics. For this reason, it would certainly develop into a virtuous circle where the company's shares' value would certainly boost, with accessibility to capital investment being eliminated.

7) It aid to bring motivation amongst the employees

Practically of the global companies know that employees or the personnel of a firm are thought about as the most well-regarded resources, which can be considered as an essential structure of a firm in relation to the CSR compliance. To put it simply, it implies that dealing with the labor force with utter self-respect as well as regard, offering them preferable workplace infrastructure, pleasant functioning society, developing fair and impartial hiring practices, in addition to developing a work environment that does not promote job discrimination (pertaining to race or sex) is a must. Therefore, concentrating these points improves the teamwork and also self-confidence amongst the staff members within a good workplace society.

Disadvantages of Corporate Social Responsibility

1) It needs greater prices and expenses

Among the major downsides of implementing CSR plans and also policy is to bear high costs in connection with install CSR strategies as well as applying it, particularly for small entities. Whereas, large firms have the capacity to bear such high cost pertaining to the allotment of a set budget plan to CSR coverage. Also, little entities that comprise of just 10 to 200 personnel typically experience issues with bringing capital investment. Although they can take into consideration making use of media coverage to communicate their policy to the domestic societies and also their prospective buyers, it would be time taking in to handle the modifications, which would certainly entail hiring of additional team, suggesting additional incomes expenses. In addition, there is a common thinking that the high expenses of CSR would certainly lead to the decline of little entities as bulk of them can not consider the required spending plan to be socially responsible. According to the critics, these

entities does not have capacity to bear the high costs of social media sites services, devices, as well as training sessions called for to meet the social responsibility.

2) It can enhance investor's resistance

While several traders are attracted to seize stocks in entities that are publicly responsible, bulk of them would remember for investment with the wish of making excessive income. Besides, while couple of groups have advanced affordable earnings from CSR, others that think about one of these method constantly display as probably to shed cash cash source. Considering the spotty course report of CSR in establishing improvement in profits, buyers concentrate to restrict efforts by entity managers to boost their business because course.

3) It promotes Greenwashing

Based at the doubters, CSR can be considered a technique that might bring about ineffectiveness, discussing that it is able to end result to inexperienced-washing. They suggests that an entity's management hard work pressure has inefficient responsibility to its capitalists, that is immediately contradicting via CSR plans. They additionally awareness that the responsibility of senior tracking to their investors is to enhance earnings, and also executives that emphasize on producing huge revenue for the way of life and additionally their paintings. Hence, that is the main aim why some entities recommend regarding such plan, but would truely now not do something or take action regarding it.

4) Client can become impatient

Everyone will certainly value you for adopting CSR program for the business at the beginning. Actually, it can gain your firm a substantial quantity of popularity on the market for being connected with an excellent reason. If the program does not provide instant outcomes, people might assume this is nothing but a Public Relations stunt. That won't benefit your business's track record.

5) Shift in the profit-making goal

Financial professional Milton Friedman usually criticized CSR through mentioning that it shifts the organisation's emphasis of the earnings-making aim. For any sort of monetary entity, earnings-making is superb precedence. However, whilst to procure worried in CSR tasks, you require to lessen on the earnings margin, that may make your shareholders miserable.

2.2.6 Ways a university can benefit the society

1. Universities can change the face of a city

As important landowners, universities are giant traders inside the constructed environment. Campus trends reshape the skyline at the same time as providing new civic identities.

2. Universities attract global talen

Universities have a superb potential to attract global skills to cities and nations.

3. Universities can construct worldwide connections

International body of workers and college students do extra than simply improve the economic system. They make a contribution to the power in their groups and help expand tolerant and inclusive societies.

4. Universities assist cope with societal challenges

Closer to home, academic analysis presents neighborhood governments and groups with an proof base to tell public coverage. At an institutional level, universities are nicely placed to provide

complete, unbiased tests of issues starting from global fitness to the affects of AirBnB. Academics have interaction in such paintings no longer as consultants to authorities, but as critical allies.

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5. Universities foster creativity and open debate

Universities aid some of innovative activities. These, in turn, generate interesting highbrow and creative scenes which can be robust pulls in their very own proper. Artistic and innovative endeavours can assist to put a metropolis at the map – assisting to boost international competitiveness.

6. Higher education improves lives

Most basically, we need to not lose sight of the fact that access to higher education improves lives. It complements self-understanding, employment possibilities and promotes civic participation.

2.3 Literature review

This section presents a review of previous studies on higher education industry and on the value of corporate social responsibility in terms of competitive advantage and reputation.

2.3.1 Higher Education Institutions as Business Operations: The decades following II World War higher education institutions acknowledged that the activities regarded as the legitimate province of public higher education was changed such as educating the masses, advancing knowledge through

research, contributing to economic development by employing workers and developing industrial applications (Gumport 2000). The message for the academia was clear: academia is not allowed to lock themselves up in their ivory towers anymore (Weymnas 2010). Although that was the case still the academia enjoyed to be self-contained, governing itself and focusing on knowledge activities that it determined largely for itself (Weymnas 2010). Yet this was in the past century. The globalization has inevitably embraced higher education industry and the higher education institutions started to experience significant shifts in recent years. Less than a generation ago academic institutions were allowed to act in a self-contained manner and thrive in an environment of predictable funding and student enrollment with little overt competition among institutions (Dill 2002, Goia and Thomas 1996). However recent changes have casted higher education institutions into an ambiguous arena that looks more like a consumer goods marketplace (Goia and Thomas 1996). Additionally under the highlights of globalization, higher education institutions had to consider the competition in order to attract high quality students and academic staff not only within national borders but also in an international level (Melewar and Akel 2005). As the result of this new competitive environment, many higher education institutions started to adopt a more business-like approach in order to compete and survive in the changing education industry. This "strategic change" in academia is now creating its own ambiguity to the institutions that are not accustomed thinking and acting strategically (Goia and Thomas 1996). Since it is not possible to turn back the clock in this globalized post-national world, there is no alternative but to reform universities by making them more adapted to new economic realities (Weymnas 2010). No doubt these are difficult times for those who manage higher education institutions. In addition to a difficult global competitive environment, financial realities loom large alongside pressure to consider alternative structural and resource commitments to various knowledge areas (Gumport 2000). Thus although it seems hard to imagine an alternative other than the common business like approaches or to make a return to the

traditional model of the past, many academics are disturbed even from the idea of managing higher education institutions in a marketoriented manner (Weymnas 2010).

Moreover since the impact of this market-oriented approach on the overall society is unknown (Dill 2003), to overcome the resistance of the academics become another important challenge for the management of the higher education institutions. Despite of these problems, the industrialization process of the higher education is real and higher education‟s inability or unwillingness to adapt will result in a loss of centrality and perhaps ultimately a loss of viability (Gumport 2000). Yet it is easier said than done. One of the major differentiation factors between a higher education institution and a traditional corporate entity is the understanding of the "customer". A traditional corporation can easily and legitimately talk about the "customer". Yet to label the students as customers in higher education is nearly a sin. When students are turned into customers, it can destroy the core understanding of the education as well as the student-academic relation. Therefore higher education institutions may face a major change in their own values and norms while adapting the business-like approach, even if that is not an intended outcome (Stensaker 2007). Second differentiation point between a higher education institution and traditional corporate entity lies in the broader responsibility of the higher education institution. The root metaphor in a corporate model of production is to produce and sell goods and services, train some of the workforce, advance economic development, and perform research (Gumport 2000). Although defining the role of higher education institutions is a topic that has to be studied separately and discussed deeply, in order to make a comparison between higher education and traditional corporate, the responsibility of the higher education institutions can be summarized as transferring the knowledge to the new generations by teaching, training and doing research; determining a balance between basic and applied research and between professional training and general education; meeting the priority needs of their respective societies (UNESCO 1991). Moreover higher education are expected to function as social institutions actively for the development of individual learning and human capital, the socialization and

cultivation of citizens and political loyalties, the preservation of knowledge, and the fostering of other legitimate pursuits for the nation-state (Gumport 2000). Thus the behavior and actions of the higher education institutions reflect directly back to the society through their alumni and through their daily operations higher education institutions have a direct and immediate impact on the society. Therefore although managing a higher education institution in a traditional market-oriented manner is impossible and simply wrong, still higher education institutions need to be managed in order to meet the challenges of the increased competition. And as Stensaker (2007) pointed out the challenge for higher education institutions and their managements is to balance the need for adjusting to a changing world while maintaining the organizational identities and the inherent characteristics of higher education.

2.3.2   Corporate Social Responsibility as a valued Proposition

CSR is defined as the financial, legal, ethical, and discretionary expectancies that society has of groups at a given factor in time (Valentine and Fleischman 2008). This definition is based on Carroll''s examine (1979) where he described 4 additives of social obligation and broadened the scope of its expertise (Maignan 2001, Popa 2010). Carroll recommended that agencies must fulfill financial, prison, ethical, and philanthropic duties a good way to address its complete obligations to society. Economic obligations designate the responsibilities for groups to be efficient and profitable (Maignan 2001). Legal obligations confer with the framework of legal necessities which agencies need to fulfill whilst practising economic obligations (Carroll 1979). Ethical responsibilities are the described suitable behavior by means of established norms that groups have to follow, and philanthropic duties mirror the not unusual choice to see organizations get actively concerned within the betterment of society (Maignan 2001). In the contemporary worldwide marketplace surroundings, the social pressures on groups have improved and the priority for the CSR isn't manifested handiest by using lecturers however by the public and the shareholders as well (Popa 2010). Unfortunately

many agencies wakened to the importance of CSR simplest after being surprised by public responses to troubles they'd not formerly thought were part of their enterprise responsibilities (Porter and Kramer 2006). Especially after the bad public responses and international boycotts, there has been a fashion towards promoting corporate adjustments and CSR implications that has related to business strategies of the businesses (Filho et al. 2010). Moreover, in the implementation procedure, corporations had realized that, if used well, CSR techniques can be worthwhile and create value propositions consisting of competitive advantage and company recognition (Smith 2007, Porter and Kramer 2006, Husted and Allen 2001).

Consequently while CSR moves are implemented properly and internalized within the business enterprise, the movements emerge as at least and the moves can create a competitive benefit for the employer. And but, if a enterprise can manage to broaden CSR initiatives related to its center business, it can also create treasured and this time uncommon CSR actions and thereby a strong and particular aggressive advantage (Filho et al. 2010). Identity, image and reputation is within the foremost schedule of an agency and company communication activities addresses the key questions of what exclusive attributes might be assigned to an business enterprise (Mohamad et al. 2007). In phrases of company reputation, many agencies use CSR tasks to justify the grounds that they will enhance the corporation‟s image, reinforce its brand, brighten up morale, and even boost the value of its stock (Porter and Kramer 2006). Reputation is fashioned over time by using repeated impressions of the corporate image whether wonderful or bad (Gray and Balmer 1998). Therefore it's far suggested that popularity has also want to be based on accomplishments or worthwhile efforts to benefit public‟s goodwill, it must be greater than mere exposure efforts (Mohamad et al. 2007). Moreover it's miles generally customary that a great recognition can create a strong competitive benefit (Filho et al. 2010, Smith 2007). Consequently CSR has emerged as a precious and vital approach to the aggressive enterprise environment of these days. Yet except creating a very good popularity and a aggressive benefit, CSR can assist the enterprise world to contribute to the

properly-being of the society, as successful businesses want a healthy society (Porter and Kramer 2006). Since higher education institutions have started to act in a enterprise-like manner, additionally they want to be controlled within the equal way. Therefore enforcing CSR techniques in a higher training group must be taken into consideration so that you can gain a true competitive advantage and a wonderful reputation. Moreover working towards what is taught and thereby generating a actual example of the educational understanding can create a unique proposition for any better education organization. Besides, as the complexity of better schooling operations more and more overlap with societal interests, higher training institutions are forced for responsible practices. Thus accountable better education practices no longer only will make a contribution to the properly-being of the shareholders and the public in trendy, however also those practices will increasingly more become an extended-term value proposition for the organization itself.

2.4 Theoritical Review

As mentioned earlier, there is no strong consensus on a definition of CSR. CSR has been used as a synonym for business ethics, defined as tantamount to corporate philanthropy, and considered strictly relating to environmental policy. CSR has also been confused with corporate social performance and corporate citizenship. The lack of consistency in the use of the term CSR makes it difficult to compare results across studies, hampering our ability to understand the implications of CSR activity. However, the following theory applies to CSR depending on the context in which it is discussed or the firm involved.

2.4.1 Social Benefit Theory

This is reminiscent of the consideration of private externalities associated with innovative activity. An externality is defined as the impact of an economic agent's actions on the well-being of a

bystander. Pollution is a classic example of negative externality, while innovation (whose benefits can not be entirely appropriated by its creator) is a classic example of positive externality. While the private returns to innovation (or those that accrue to the company) may be high, the social returns to innovations (through the creation of new improved products and processes) may be greater. Researchers need to use more direct methods, such as interviews and surveys, to 'tease out' less self-serving information about motivations for CSR activity and improve the precision of measurement of the private and social returns to CSR.

In addition to understanding the motivation for the provision of social benefits, we need to understand how the provision of these goods, through strategic CSR, affects society. An example of strategic CSR is when a firm links the provision of a public good to the sale of its (private) products (e.g. eco-building). Bagoli and Watts (2003) modelled this behaviour and found that the propensity of banks to engage in strategic CSR depends on two factors: the intensity of competition in the market and the extent to which consumers are willing to pay a premium for social responsibility. The authors conclude that there is an inverse relationship between the intensity of competition and the provision of CSR. That is, in more competitive markets, less public good will be provided through strategic CSR. Conversely, in less competitive markets, more public goods will be provided. This is easy to understand, since more competition results in lower margins and, therefore, less ability to provide additional (social) attributes or activities. Conversely, less competition leads to higher margins and more ability to provide additional attributes or activities.

An analysis of the provision of public goods by private firms is a welcome addition to the management literature on CSR, which has been primarily concerned with answering the following question: do banks do well by doing good? Showing that a firm does well by doing good is often referred to as making the business case for CSR. While understanding the relationship between firm performance and social performance is of primary importance in the management literature, a more thorough understanding of the CSR phenomenon requires that we take account of other stakeholders

as well. These stakeholders include: customers, employees, governments, suppliers, taxpayers, community groups, and underrepresented groups.

2.4.2 Legitimacy Theory

Legitimacy theory is derived from the concept of organisational legitimacy, which has been defined by Dowling and Pfeffer (1975) as a condition or status which exists when an entity's value system is congruent with the value system of the larger social system of which the entity is a part. When a disparity, actual or potential, exists between the two value systems, there is a threat to the entity's legitimacy.

Legitimacy theory posits that organisations continually seek to ensure that they operate within the bounds and norms of their respective societies. In adopting a legitimacy theory perspective, a company would voluntarily report on activities if management perceived that those activities were expected by the communities in which it operates (Deegan 2002; Deegan, Rankin and Voght 2000; Cormier and Gordon 2001).

Legitimacy theory relies on the notion that there is a 'social contract' between a company and the society in which it operates (Deegan 2000; Deegan 2002; Mathew 1993; Patten 1991; 1992).While there is no generally accepted theory for explaining CSR disclosure practices, recent research in the CSR literature has primarily relied on legitimacy theory (Deegan 2002). Indeed, "it is probable that the legitimacy theory is the most widely used theory to explain environmental and social disclosures" (Campbell, Craven and Shrives, 2003). While, according to Gray, Kouhy and Lavers (1995), legitimacy theory has an advantage over other theories in that it provides disclosure strategies that organisations may adopt to legitimate their existence that may be empirically tested. For these reasons, this paper adopts legitimacy theory as the theoretical perspective for the purpose of explaining variations in CSR within the performance of academic institutions CSR activities.

CHAPTER 3

Research Methodology

3.1 Introduction

This chapter is focused on the methodology as well as research design for the research study. It is focused on the instrument which the researcher intends to use to gather the necessary data for the study. The chapter also discussed the population and the sample size of the study.

3.2 Research design

Research survey is believed to be the most appropriate design to get a critical analysis of the issue of CSR of these sample organisations upon which the research have been conducted. This is an investigative research. The design is also seen as a complimentary effect to the primary data which the researcher has obtained.

3.3 Population of the study

A study population is a group of elements or individuals as the case may be, who share similar characteristics. These similar features can include location, gender, age, sex or specific interest. The emphasis on study population is that it constitute of individuals or elements that are homogeneous in description (Prince Udoyen: 2019).

The population of this study comprises of the citizens in Obafemi Owode LGA(the 36770 workers and employees in various companies and stores in Magboro) obtained from the the researcher survey and the questionnaire distributed and also the 10 staffs of the Human Relation department at Mountain Top University Admin Block.

3.4 Sample size

The sample size of this study is 400 using Yaro Yamane's formula:

n=   N

          $1+N(e)^2$

Were n= sample size

N= population size

E= level of significance (0.05)

n= $36770/1+36770(0.05)^2$

n= 36770/1+36770(0.0025)

n= 36770/1+0.25

n=400

3.5 Sampling technique

Random sampling techniques were adopted in this study. Individuals were selected randomly for the purpose of equal presentation and unbiased of the sample.

400 questionaires were distrubuted to random workers and employees of various companies and stores in Magboro and 10 questionaires were distributed to the staffs of the Human Relation department of Mountain Top University.

3.6 Type and source of data

Data have been expressed as unorganized information that need undergo processing before it can give reasonable and meaningful information for informed decision.

For the purpose of this study, the primary sources of data have been adopted because of the nature of the work, in order that adequate research objectives can be treated and be met.

3.7 Instrument of the study

The research instrument that has been adopted for this study is questionnaire administration. It was resolved with the researcher's discretion, that it gives the needed and relevant information without any undue influence.

The questionnaire designed has two sections; section A dealt with the bio-data of the respondents, while section B dealt with the closed-ended questionnaire with multiple choices.

Questionnaire is of two types, i.e. a closed ended and open ended questionnaire. Closed ended questionnaire is where question offers the respondents the choice of answers. The respondent is restricted to make a choice without expressing detailed view, such results are easy to code and collate by the researcher.

Open ended questionnaire on the other hand allows the respondents to express their view to a given issues/questions without limit to the responses.

Therefore, for the purpose of this study, the researcher has adopted the use of closed-ended form of questionnaire. A total of ten (10) copies were distributed to the HR department at MTU and a total of four hundred(400) copies of questionnaires were distributed to the selected participants of the research project. Out Of the four hundred(400) questionnaires distributed, four hundred (400) were returned, completely filled by the respondents. This represents 100% of success.

3.8 Data collection procedure

Data was collected from staffs of MTU and citizens of Magboro. Two separate questionnaire surveys were administered in-person for both stakeholder groups, respectively. Questions on USR remained the same for both surveys, although questions on satisfaction were different for staffs and citizens. Participants were informed that the purpose of the study was to investigate the CSR activities the University has done for the society. 400 random workers and employees of various companies and stores in Magboro, and also 10 MTU staffs participated in the study.

3.9 Method of data analysis

In this study, data collected through the use of questionnaire are analyzed using statistical technique of both descriptive and inferential statistics.

The descriptive statistic involves the use of simple percentage for easy description, analysis and interpretation of responses. On the other hand, inferential statistic involves the use Rank Order Correlation Coefficient to test the research questions.

CHAPTER 4

Data presentation and analysis

4.1 Introduction

The fieldwork for this research study had been carried out and the need arise to analyze the data collected through the use of questionnaire, which serves as the research instrument. This chapter therefore, gives the detailed analysis and interpretation of the results. The responses obtained from the result of the questionnaire were analyzed to test the impact of corporate social responsibility as a necessity to nigeria business organizations.

This chapter is divided into three (3) sections, which include the analysis and interpretation of the demographic data; analysis and interpretation of the questionnaire results; and the testing of research hypothesis.

4.2 Questionnaire administration result

The questionnaire designed on evaluating Mountain Top University CSR activities in Obafemi Owode LGA were administered to four hundred (400) random workers and employees of the companies and stores purposely considered for this study.

In order to ensure quick responses and avoid losses, copies of the questionnaires were administered personally by the researcher to respondents (all workers and employees) in their respective companies and stores. They were administered one day and the collection was done personally. Of

the entire four hundred (400) questionnaires administered, the researcher was able to obtain back four hundred (400), representing hundred percent (100%) success .

The data have been analyzed by means of descriptive statistics. All results have been expressed using percentage and emphases were laid on those analyses that will enhance the summary of the result.

4.3   Analysis of demographic data

Table 4.2.2:   Age Distribution of Respondents

Attribute	Frequency	Percentage (%)	Cumulative Percentage (%)
35 yrs – 40 yrs	246	56	56
41 yrs – 50 yrs	122	33	89
51 yrs – 60 yrs	32	11	100
61 yrs and above	-	-	100
Total	**400**	**100**	

Source: Field Survey, 2021.

From table 4.2.2 above, it will be observed that fifty-six percent (56%) of the total respondents are within the age range of 35 to 40 years of age; thirty-three percent (33%) of the respondents are between 41 – 50 years of age; eleven percent (11%) falls between 51 and 60 years of age; and finally none of the respondents were above 60 years of age.

The implication here is that the greater portion of the respondents falls within the age of 35 and 50 years of age (89%). This implied the level of high reliance that can be placed on the responses because of the belief in their understanding of the variable under study.

Table 4.3.1: Marital Stats Distribution of Respondents

Attribute	Frequency	Percentage (%)	Cumulative Percentage (%)
Married	400	100	100
Single	-	-	100
Total	**400**	**100**	

Source: Field Survey, 2014.

Table 4.2.3 indicates that the entire respondents are married. Therefore, one hundred percent (100%) responses gotten have been taken from the married class. This invariably shows the respondents are quite responsible and their opinion could be very reliable.

Table 4.3.2   Work status Distribution of Respondents

Attribute	Frequency	Percentage (%)	Cumulative Percentage (%)
Business worker	282	67	67
Government worker	96	29	96
Organisation worker	22	4	100
Total	**400**	**100**	

Source: Field Survey, 2021.

Table 4.2.4 above shows that sixty-seven percent (67%) of the respondents are business workers; twenty-nine percent (29%) are government workers; while four percent (4%) of the respondents are organisation workers.

From the above results, the researcher was able to attach more reliability and validity to the data generated because the major concept of corporate social responsibility activities should be gotten from the business workers.

Table 4.3.3: Educational Status

Attribute	Frequency	Percentage (%)	Cumulative Percentage (%)
Educated	222	78	78
Non Educated	178	22	100
Total	**400**	**100**	

Source: Field Survey, 2014.

From the table above, it will be observed that seventy-eight percent (78%) of the respondents are educated.; while twenty-two percent (22%) are not.

In view of the above statistics, virtually most of the respondents have full knowledge of the concept of corporate social responsibility.

4.4 Research Question 1

Table 4.3.2: Information from the 10 staffs in the Human Relation (HR) department in Mountain Top University on question 1----**What is the impact of the CSR activities Mountain Top University has offered Obafemi Owode LGA?**

Information on what CSR activities Mountain Top University has offered Obafemi Owode LGA		Yes	No
1	Has MTU offered the society anything before through the CSR activities	100%	0%
2	Are most of the staffs in MTU from Magboro	68.9%	31.1%
3	Does MTU allow the society to get meal from the school cafeteria	48.6%	51.4%
4	Has MTU done any new development in the society	65.2%	34.8%
5	Does MTU give out gifts on special days to the	39%	61%

	society		

4.4.1 Discussion of findings:

In the table above 100% of the staffs at the HR department of MTU believe that MTU has offered the society somethings and what was stated in the gap was the opening of the new bank in the institution 68.9% of respondents believe that most employees at the university are from the society, about 48.9% of respondents believe that MTU allows the society to get food at the university cafeteria and 65.2 of the respondents believe that MTU has done a development in the society and what was stated in the gap was the development of the MFM primary school library. About 39% of the staffs says that MTU only give out gift atimes to the society During christmas, new year, or the birthday of the general overseer of MFM

Table 4.5.: Research question 2

III. Table 4.3.2: Information from the 10 staffs in the Human Relation (HR) department in Mountain Top University on question 1----**To what extent is Mountain Top University benefitting from the society through the CSR activities?**

Information on what Mountain Top University benefitting from the society through the CSR activities?		Yes	No
1	Has Corporate social responsibility performance	89.1%	10.9%

	boosted our operational performance over the years.		
2	Are we rank among the best and most successful University due to our social responsibility activities.	44.4%	55.6%
3	The society's patronage is influenced by our organisation's performance of corporate social responsibility.	44.4%	55.6%
4	Corporate social responsibility towards the society improves the University's popularity.	78.2%	21.8%
5	Our performance of corporate social responsibility to various stakeholders has positive impact on the University.	72.9%	27.1%
6	There is upward movement of contributions whenever we carryout our duty of social responsibility.	89%	11%
7	Do we enjoy a good relationship with financial institutions and creditors from our practice of social responsibility.	32.1%	67.9%
8	Has the practice of social responsibility contributed to our various growth and survival of the institution.	89.4%	10.6%
9	Has Our corporation of corporate social responsibility into the society contributed to our continued existence in the society	98.3%	1.7%
10	We have enjoyed growth and development over the years as a result of corporate social responsibility performance.	56.1%	43.9%

4.5.1 Discussion of Findings:

In the table above about 89.1% of respondents believe that corporate social responsibility performance boosted their operational performance over the years, and 44,1% believe that they are ranked as one of the best universities due to the CSR activities that are being carried out, also 44.1% of the respondents also says that the society's patronage is influenced by the organisation's performance of corporate social responsibility. About 78.2% believe that Corporate social responsibility towards the society improves the University's popularity, and

72.9% of the respondents believe that performance of corporate social responsibility to various stakeholders has positive impact on the University. The result above also shows that 89% of respondents believe that there is upward movement of contributions whenever the duty of social responsibility is carried out. Also 89.4% of respondents believe that the practice of social responsibility contributed to the various growth and survival of the institution. 98.3% of the respondents believe that corporation of corporate social responsibility into the society contributed to the institution's continued existence in the society, 56.1% of the respondents also believe that the university has enjoyed growth and development over the years as a result of corporate social responsibility performance in the society.

Table 4.6: Research Question 3: Information from Obafemi Owode LGA

To what extent is the society benefitting from Mountain Top University CSR activities?

Questions	Yes	No	Uncertain
Have you heard about Mountain Top University	92%	8%	0%

Has Mountain top university had any communication with the community before	20%	50%	30%
Do you like the fact that MTU is close to the community	80%	20%	0%
Have you come across any new building or development that Mountain Top University has done in magboro	6%	72%	22%
Have you ever benefitted anything from Mountain Top University before	13%	87%	0%
Have you seen any giveaway going on in the society so far in Magboro from MTU	0%	90%	10%
Do you know of anyone that has gained employment in MTU	66%	44%	0%
Have the cheap food in MTU cafeteria benefitted you	70%	21%	9%
Due to just one bank in Magboro, has the new bank in MTU benefitted you	87%	11%	2%
Does MTU give out rewards and gifts on special days to the people of magboro	14%	86%	0%
Has Mountain Top University improved societal development	70%	16.7%	13.3%
Does Mountain Top University improve Magboro standard of living	37%	45%	18%
There is enough educational facilities in Magboro provided by Mountain Top University.	9.2%	78.9%	11.9%
Does Mountain Top University operate on charity activites in Magboro	12.1%	58.9%	29%
Has Mountain Top University created a specific vital role in the society	14%	21.1%	64.9%

4.6.1   Discussion of Findings:

The table here shows us that only 80% of the respondents are aware of Mountain Top Univesity, while 20% have no knowedge about Mountain Top University. Overall an average of the respondent have heard about Mountain Top University.

20% of the respondents have witnessed a communication from MTU to the community before while, 50% havent witnessed any sort of communication from the school to the society before and 30% don't know if there has been a communication from the university to the society before. Meaning that the people that havent witnessed any communication is high

80% of respondent likes the fact that mtu is close to the community, while 20% dont like the fact that the university is close to the society. An overall average of respondent like the fact that MTU is close to the society.

About 6% percent of respondents have come across new buildings in the community, while 72% havent come across new buildings in the society and 22% of respondent don't know if they have come across new buildings in the society from the school. An overall average of respondents havent come across any new building from the university

About 13% respondents have benefitted from the school before and mostly what is being stated is the opening of the new bank at the school that is benefitting everyone, while, 87% claim they havent benefitted anything from the school before.

 The table above shows the respondents answers to what the university has offered the society and 90% of respondents havent seen any giveaways going on in the in the society before and 10% of the respondents werent sure if they have seen any giveaways by the scool in Magboro before.

66% of respondents knows someone that has gained employment in Mountain Top University, while 44% of respondent doesnt know anyone that has gained employment in MTU. Therefore the yes respond is average

70% of respondent has come once in a while at least to buy food from the school cafeteria and testified that its cheap, while 21% of respondents havent benefitted from the cheap foods in the university's cafeteria. 9% of respondents are uncertain about the benefits of the university cafeteria to them.

About 87% of the respondent like the fact that there is a new bank that is benefitting them in the society and 11% of the respondent do not benefit from the new bank at the school, while, 2% of the respondents are uncertain about the benefit of the bank to the society

14% of the respondents said yes

The table above shows weather the society is benefitting from MTU and 70% of the respondents believe that Mountain Top University has improved the societal development of magboro and 16.7% of the respondents disagree to the improvement of societal development, while, 13.3% of the respondents are uncertain

37% of respondents believe that MTU has improved the standard of living of the society, in which this is below average and 45% of the respondents do not agree that MTU has improved the standard of living of the society, while, 18% of respondents are not sure if MTU has improved the standard of living of the society

9.2% of respondents agree that MTU has provided educational facilities in Magboro, which is way below average, while 78.9% of respondents diagree that MTU has provided educational facilities for the society and 11.9% of respondents are not certain.

12.1% believe that MTU has done some charity work for the society, while 58.9% of the respondents believe that MTU has not done anything concerning any charity activity in Magboro, and 29% of the respondents are not certain about the charity work in Magoro done by MTU

14% of respondents agree that MTU has done a specific vital role in the society and most of the YES respondents say the vital role is the creation of the new bank, 21.1% of the

respondents says that MTU has not made any vital role in the society, while 64.9% of

respondents are not certain

Table 4.7: Research Question 4: Information From Obafemi Owode LGA

To what extent do you receive information about Mountain Top University CSR activities?

	Options	Frequency	Percentage	Valid Percent
Valid	Large extent	64	9.9	9.9
	Moderate	188	64.4	64.4
	Low Extent	130	20.2	20.2
	Can't say	18	5.5	5.5
	Total	**200**	**100.0**	**100.0**

4.7.1 Discussion of Findings: Source: Field Survey, 2020

This implies that over 60% of Respondents receive information about mountain top university CSR

activities in the society

CHAPTER 5

Conclusion and recommendation

5.1 Conclusion

With the increased competition in higher education, the criteria on which institutions judged are changing. While what goes into judging a higher education institution might continue to change and evolve, the building blocks of success in any competitive environment remain constant such as developing a positive reputation and differentiating itself from the competition. Setting a corporate social responsibility strategy, and implementing the actions is one powerful way of achieving this goal. Most universities tend to focus only on teaching social responsibility in terms of corporate social responsibility initiatives and do not go beyond this by attempting to improve their communities (Atakan and Eker 2007). Yet in order to compete in the changing education industry and also to fulfill their mission in a world in perpetual transformation, higher education institutions must recognize that their own actions should reflect the values and norms which they claim to embody. This means deepening their commitment to CSR at the operational level as well as the academic level, mostly by curricular activities. This will not only be beneficial to the institution itself but also will be beneficial to the society in general.

This research evaluate Mountain Top Univerity CSR activities in Obafemi Owode LGA. The study adopted the survey research design and randomly enrolled participants in the study. A total of 222 responses were validated from the enrolled participants where 200 respondents where gotten back and all respondents are from Magboro.

University Social Responsibility is a fairly new concept in academia that views universities as integral pillars of the social structure that need to be regulated and held accountable for their activities. Since universities are increasingly managed similar to corporate organizations, this study utilizes the CSR activities MTU has done in the society.

The study concluded that the residents of Magboro are not really gaining much from the CSR activities that is done in Mountain Top University and they also process information about what the school is doing for the society.

5.2 Recommendation

* From the study it is obvious that Mountain Top University still needs to do more for the society to get better, Although the most benefitting responsibility the society has gotten from Mountain Top University is the new opening of Zenith bank at the colledge it has really benefitted the society alot due to only one bank in Magboro

*Academic Institutions should learn to practice more of CSR activities in the society in order to provide a good name for the institution

* Social responsibility has a great impact on the society by adding to the infrastructures and development of the society

*Corporate social responsibilities should be seen by the firm as social obligations business concerns owe their shareholders, the local (host) community, general public, customers, employees and the government in the course of operating their legitimate businesses, such that CSR should be included in the law and enforced on the firms accordingly.

* For further research, studies aiming to measure CSR actions on reputation as well student choices and comparing higher education institutions on national and international level can be designed.

5.3 Limitation to the study

Finance, time and availability of relevant materials were the major constraints that the researcher encountered while carrying out this study.

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Appendix

RESEARCH QUESTIONNAIRE AMONG THE HUMAN RELATION(HR) STAFFS IN MTU ADMIN BLOCK

Dear Respondents,

This Researcher humbly requests your assistance to effectively carry out an assessment on the Evaluation of Mountain Top University Corporate Social Responsibility in Obafemi Owode LGA

I would appreciate your cooperation in answering the attached questionnaire by providing relevant and accurate information.

I should be grateful if you can complete the questionnaire as soon as possible to enable the researcher collect it back on the spot.

Any information given shall be treated confidentially.

Thank you

Yours faithfully,

Ochuko Gamaliel OgheneOgaga

SECTION A

Please, kindly fill and tick the requires :

Information on what   CSR activities Mountain Top University has offered Obafemi   Owode LGA

1. Has MTU offered the society anything before through the CSR activities

a) Yes

b) No

1b. if yes, please state_____

2. Are most of the staffs in MTU from Magboro?

a) Yes

b) No

c) Not sure

3. Does MTU allow the society to get meal from the school cafeteria?

a) Yes

b) No

4. Has MTU done any new development in the society?

a) Yes

b) No

4b. If yes, in what area?_____

5. Does MTU give out gifts on special days to the society?

a) Yes

b) No

5b. If yes, please state_____

 SECTION C

Please, kindly tick (✓) from among the options available for the following statements in the table below:

S/N	Statements	Yes	No	Uncertain
	Information on what Mountain Top University benefitting from the society through the CSR activities?			
1	Has Corporate social responsibility performance boosted our business operational performance over the years.			
2	Are we rank among the best and most successful University due to our discharge of social responsibility activity.			
3	The society's patronage is influenced by our company's performance of corporate social responsibility.			
4	Corporate social responsibility towards our staff/employees improves the University's popularity.			
5	Our performance of corporate social responsibility to various stakeholders has positive impact on the University.			
6	There is upward movement of contributions whenever we carryout our duty of social responsibility.			
7	Do we enjoy a good relationship with financial institutions and creditors from our practice of social			

	responsibility.			
8	Has the practice of social responsibility contributed to our various growth and survival.			
9	Has Our corporation of corporate social responsibility into the society contributed to our continued existence in the society			
10	We have enjoyed growth and development over the years as a result of corporate social responsibility performance.			

RESEARCH QUESTIONNAIRE IN OBAFEMI OWODE LGA (MAGBORO)

Dear Respondents,

This Researcher humbly requests your assistance to effectively carry out an assessment on the Evaluation of Mountain Top University Cooperate Social Responsibility in Obafemi Owode LGA

I would appreciate your cooperation in answering the attached questionnaire by providing relevant and accurate information.

I should be grateful if you can complete the questionnaire as soon as possible to enable the researcher collect it back on the spot.

Any information given shall be treated confidentially.

Thank you

Yours faithfully,

Ochuko Gamaliel OgheneOgaga

SECTION A: BIO DATA

Please, kindly tick () inside the boxes provided as the information below applies to you;

1.Age:

25 yrs. – 40 yrs.[   ]

41 yrs. – 50 yrs.[   ]

51 yrs – 60 yrs [   ]

61 yrs. >   [   ]

2.Marital Status:

Single   [   ]

Married[   ]

3.   Work Status

Business worker [   ]

Government Worker [   ]

Organisation worker [   ]

4.   Educational Status

Educated [   ]

Non Educated [   ]

SECTION B

Please, kindly tick (✓) from among the options available for the following statements in the table below:

S/N	Statements	Yes	No	Uncertain
	Information about what the society is benefitting from the school			
1	Have you heard about Mountain top university			
2	Has Mountain top university had any communication with the community before			
3	Do you like the fact that MTU is close to the community			
4	Have you come across any new building or development that MTU has done in magboro			
5	Have you ever benefitted anything from Mountain Top University before			

5b. If yes, Please state_____

6	Have you seen any giveaway going on in the society so far in Magboro from MTU			
7	Have the cheap food in MTU cafeteria benefitted you			
8	Do you know of anyone that has gained			

	employment in MTU			
9	Due to just one bank in Magboro, has the new bank in MTU benefitted you			
10	Does MTU give out rewards and gifts on special days to the people of magboro			

10b. if yes, what type of gifts are given? Please state_____

11	Does Mountain Top University operate on charity activites in Magboro			
12	Has Mountain Top University improved societal development			
13	Does Mountain Top University improve Magboro standard of living			
14	There is enough educational facilities in Magboro provided by Mountain Top University.			
15	Has Mountain Top University created a specific vital role in the society			

15b. if yes, please state the specific vital role_____

SECTION C

To what extent do you receive information About Mountain Top University CSR activities

Options	Frequency
Large extent	
Moderate	
Low Extent	
Can't say	