



A Study on Corporate Social Responsibility and Its Perspectives Lilongwe Malawi

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ABSTRACT

Corporate Social Responsibility (CSR) is a phenomenon that started in Asia in the early 90s and spread over the world throughout the years, based on the principle of being accountable to the environment and society in all the activities implemented. Despite the outright benefits of adopting the principles, some countries are yet to adopt these principles in to law. Malawi has no clear law that regulates CSR amongst the industries and SMEs included. It is generally perceived that CSR activities are to be carried out by the largescale industries despite the fact that most (90%) of the business activities are done by SMEs.

The main objectives of the study were to get an understanding of the corporate social responsibility perspectives from the corporate industries that operate in area 28, a part of TA Chitukula .The research them sort to gage the level of understanding on the role that the SMEs perceived to play in CSR. The study lastly looked at the level of community understanding of CSR and the expectations that they had from the industries players.

The research utilized quantitative methods for data collection utilizing the use of questionnaires for data collection. Structured questionnaires administered or sent to the participants who then returned the completed forms. The participants categorized into the following three groups, top and middle level managers from Corporates, SMEs owners or community gatekeepers.

The research established that there is a knowledge gap on what CSR is amongst the industries, SMEs and Communities. Companies have been implementing initiatives in the name of assisting the communities without understanding the impact of the activities. This has led to the luck of involvement of community members in the planning and implementation stages. In some instances, the respondents indicated that their companies had never once involved the communities in their activities. Employees showed a general lack of knowledge in the amounts of funds that have been set aside for the CSR activities that the companies use for the activities. There was high levels of dissatisfaction on the impact the industries was having on the communities, environment and societies.

1.0 Introduction

1.1 Back ground

In this introduction, the researcher highlight the background of corporate social responsibility (CSR) and highlight the areas of focus in this paper. CSR has been defined by many groups, organizations, and academicians in many different ways. There is no universally accepted definition of corporate social responsibility in the literature (O'Riordan, 2008).

Corporate Social Responsibility is a management concept whereby companies integrate social and environmental concerns in their business operations and interactions with their stakeholders (UNIDO, 2022). This definition also resonates with the World Business Council of Sustainable Development (1998) who defined corporate social responsibility as "continuing commitment by business to contribute to economic development while improving the quality of life of the workforce and their families as well as of the community and society at large. CSR matters as it mirrors the core values of the society and been instrumental in bringing about Sustainable development. CSR has a complex relationship between business and society and plays an important part of the business environment (Ramakrishnan, 2020).

In Malawi, CSR took root in 2004 when there was a favorable economic, social and political environment (Tambulasi, 2012). CSR in Malawi has “. . .traditionally tended to be philanthropic in nature, responding to perceived individual community needs in the location where a company tends to operate rather than setting up targeted strategic interventions to improve overall sustainable livelihoods at a country level”. Lindgreen et al. (2010) concur that Malawi may be more prone to philanthropic activities given the country's socioeconomic conditions. Most of the company's philanthropic activities are towards developing the education and health sectors. Kayuni and Tambulasi (2012), report that the government of Malawi has been focusing on education and health on its development agenda as such the organisations' focus on their CSR activities is on areas that they feel are of real concern to the nation at large. Kayuni and Tambulasi (2012) further noted that the organizations also acknowledged the importance of CSR to their organizations, especially as a marketing tool and social obligation.

As a specific theory of the way corporations interact with the surrounding community and larger world, corporate social responsibility (CSR) is composed of four obligations.

The economic responsibility to make money. This highlights what and how all businesses are primarily poised to make money whether it be in turn over or in terms of being profitable, not being able to make ends meet would ultimately mean that end of the business. Nonprofit organizations make money (from their own activities as well as through donations and grants), but pour it back into their work. Also, public/private hybrids can operate without turning a profit. In some cities, trash collection is handled by this kind of organization, one that keeps the streets clean without (at least theoretically) making anyone rich. For the vast majority of operations, however, there have to be profits. Without them, there's no business and no business ethics.

The legal responsibility to adhere to rules and regulations. This principle ascertains that as the business is operating both the profitable and nonprofits there is a need for the business to be obliging to the rule of laws of where they are operating and also of the trade that they are in.

As against that model of behavior, a CSR vision of business affirms that society's limits will be scrupulously obeyed, even if the fine is only one dollar. (Academy, 2012)

The ethical responsibility to do what's right even when not required by the letter or spirit of the law. This is the theory's keystone obligation, and it depends on a coherent corporate culture that views the business itself as a citizen in society, with the kind of obligations that citizenship normally entails. Many industrial plants produce, as an unavoidable part of their fabricating process, poisonous waste. The law governing toxic waste disposal is ambiguous in many countries across the globe, but even if the companies aren't legally required to enclose their poisons in double-encased, leak-proof barrels, isn't that the right thing to do so as to ensure that the contamination will be safely contained. This summarizes the responsibility that that the companies have in keeping the society clean and safe.

The philanthropic responsibility to contribute to society's projects even when they're independent of the particular business. An expectation that profitable businesses should make voluntary charitable contributions in support of home country communities in which they operate. These public acts of generosity represent a view that businesses, like everyone in the world, have some obligation to support the general welfare in ways determined by the needs of the surrounding community.

Key areas of CSR can be broken into two namely the internal environment of the firm which emphasizes the treatment of women, minorities, employees relations and advancement potential. The second component is the external environment that focusses on the treatment of the environment, external perception of quality and external perceptions of employee compensations due to market place comparisons (Rothbardt, 2016) .

Corporate social responsibility is also in the modern days being perceived as a type of business self-regulation and the drive by the industries and businesses to be socially accountable and be able to make positive impact to the societies. Some ways that a company's embrace Corporate social responsibilities globally include being environmentally friendly and eco-conscious. Other companies go further to engaging in actives that encourage the promotion of equality, diversity, inclusion in the work place. Globally CSR has resulted in giving back to the communities and ensuring that the business decisions are ethical made.

Globally companies and industries have evolved and transformed to be able to embrace CSR for many reasons that range from the ever growing need for them to be deemed socially conscious. This has been seen to draw closer customers and employee and hence the growth in the industries, the public have been seen to prioritize products and services that produced or are offered by companies that are deemed to have a socially conscious image (Ruhee Singh, 2017) . Studies in India on the market factors that affected performance of products proved that consumers were swayed by products that came from industries that have a good CSR profile

The Kantar Purpose 2020 study demonstrated a direct correlation between perceived positive impact and brand value growth. Companies that the public considers highly impactful demonstrated a brand value growth of 175% over 12 years, while businesses with a low positive impact showed only 70% growth (Aziz, 2019).

Companies that embrace corporate social responsibility principles are also known to have good track records in attracting and retaining employees. It is not only the good and positive images that are set and result in good customer demand for services and products but it also attracts and retains employees. This is very positive for companies as they are able to perform and improve efficiency with very motivated staff (Al-Suraihi, 2021) . According to Deloitte's 2021 Millennial and Gen Z Survey, the modern workforce prioritizes culture, diversity, and high impact over financial benefits. An estimated 44% of millennials and 49% of Gen Zers rely on their personal ethics in determining the type of work and companies they'd join.

CSR is also known to increase the appeal of the company or industry to investors. Research has proven that by demonstrating a developed CSR program and initiatives, companies are become more appealing to investors. Companies that are deemed to have ethical practices in all their activities and operations attract investors and are more prone to growth.

Figure 1 Carroll's pyramid of CSR

At first sight, one would not necessarily expect CSR to be an issue for public sector organizations, such as government ministries, agencies or local administrative bodies. After all, it is 'corporate' social responsibility. However, in most industrialized countries, governments still supply a large amount of all goods and services, somewhere between 40-50% of the GDP many countries. Consequently, the same claims laid upon corporations to conduct their operations in a socially responsible fashion are increasingly laid on public sector organizations as well. For example, public sector organizations face the similar environmental demands, similar claims for equal opportunities for employees, and similar expectations for responsible sourcing as do

private companies. Consequently, we increasingly find public sector organization adopting CSR policies, practices and tools very similar to the private sector (Andrew Crane, 2013).

Another key principle when it comes to considering CSR and sustainability is the concept of the triple bottom line that was developed by John Ellington in 1994, this is a business concept that points out that firms should commit to measuring their social and environmental impact in addition to their financial performance rather than solely focusing on generating profit, or the standard “bottom line” (O’Riordan, 2008) . The concept is broken down into three main areas namely the profit, people and the planet while others have also said the theory focuses on sustainability, and requires that any company weigh its actions on three independent scales namely economic sustainability, social sustainability, and environmental sustainability.

Economic sustainability is said to focus on the long term because this is the nature of a persistent company. A decision which creates an economic boon in the short term but causes long-term harm, would likely reduce this bottom line to such a degree that the action would be untenable. In a capitalist economy, a firm’s success most heavily depends on its financial performance, or the profit it generates for shareholders (Janet Hammer, 2016). Strategic planning initiatives and key business decisions are generally carefully designed to maximize profits while reducing costs and mitigating risk.

Many firms in the past had goals have ended there but now, purpose-driven leaders are discovering they have the power to use their businesses to effect positive change in the world without hampering financial performance. In many cases, adopting sustainability initiatives has proven to drive business success.

The second component of the triple bottom line highlights a business’s societal impact, or its commitment to people. It’s important to make the distinction between a firm’s shareholders and stakeholders. Traditionally, businesses have favored shareholder value as an indicator of success, meaning they strive to generate value for those who own shares of the company (Thacker, 2019). As firms have increasingly embraced sustainability, they’ve shifted their focus toward creating value for all stakeholders impacted by business decisions, including customers, employees, and community members. Some simple ways companies can serve society include ensuring fair hiring practices and encouraging volunteerism in the workplace. They can also look externally to effect change on a larger scale. For instance, many organizations have formed successful strategic partnerships with nonprofit organizations that share a common purpose-driven goal.

Social sustainability is said to enhance precedence on the balance of economic power in the society. Competition in the business field is common, and encouraged, behavior, but maximizing the bottom line in social terms requires that a business foster an environment in which all can succeed. This might seem contradictory, but it is better for a whole society to thrive than for one single corporation to thrive alone. This will allow the company to continue to exist, and it will foster good-will between the company and the society that it exists in.

Since the birth of the Industrial Revolution, large corporations have contributed a staggering amount of pollution to the environment, which has been a key driver of climate change. A recent report by the Carbon Majors Database found that 100 companies in the energy sector are responsible for roughly 71 percent of all industrial emissions (Mehalik, 2017).

While businesses have historically been the greatest contributors to climate change, they also hold the keys to driving positive change. Many business leaders are now recognizing their responsibility to do so. This effort isn’t solely on the shoulders of the world’s largest corporations but all businesses have opportunities to make changes that reduce their carbon footprint and reduce the emissions. Adjustments like using ethically sourced materials, cutting down on energy consumption, and streamlining shipping practices are steps in the right direction.

The requirement of environmental sustainability stems from the recognition that resources are not infinite, and leads to the reasoning that too much degradation will worsen the lives of ourselves, our children and so on. Members of the moral community ought not to cause undue harm to the people around them and the people who will come later, and so this bottom line values some protection of the environment (Thacker, 2019).

Efforts should be made to renew some of the environments that have been harmed in the past, and these environmental harms and gains belong on this bottom line.

The reasoning behind this tripartite theory is that if businesses calculate their gains and losses in this way they will be more likely to take actions which are to the benefit of both the business and the community. It is easy, when the numbers are large enough, to ignore the social and environmental dimensions of a business decision. This is because the average business decision is made by comparing the expected costs and benefits in terms of dollars and, only then, considering the other dimensions of that decision (Janet Hammer, 2016). In order to combat this order of operations, the Triple Bottom Line requires that a business decision be composed of all of these elements from the beginning. When the data shows each of these dimensions along the same line, and measured with the same metric, it will be much easier to see the impact of a decision and to judge the fittingness of that decision.

Corporate social responsibility (CSR) refers to a wide range of actions that businesses may take - from donating to charity to ethical trading. One primary focus of CSR is the environment.

Environmental CSR aims to reduce any damaging effects on the environment from your business processes. Activities focus on energy use, water use, waste management, recycling, emissions and the eco-friendly office and business travel policies. These are significant primarily for the environment and financial point of view.

Global trends in CSR

CSR is increasingly understood as a management process, which inspires process-oriented laws. This regulatory approach requires companies to identify social and environmental risks associated with their business operations and establish and execute reasonable plans to prevent harm from the identified

risks. France's duty of vigilance law, adopted in 2017, is a pioneer of this approach. It requires companies that have more than 5,000 employees in France or more than 10,000 employees worldwide to develop, disclose, and implement a vigilance plan in order to identify risks and prevent severe human rights violations and environmental damage resulting directly or indirectly from the operations of the company or its subsidiaries, or subcontractors. (Lin, 2020)

Laws in many countries across the world have been put in place CSR laws firms and industries to engage in positive Corporate citizenship.

Countries that are good examples of positive strides include India which has been acclaimed to have been the first country in the world to put in place laws governing mandatory spending in Corporate social responsibility. According to Companies Act 2013, companies with an annual turnover of 1,000 crore INR and more, or a net worth of 500 crore INR and more, or a net profit of five crore INR and more are required to spend at least 2% of their average net profit in the previous three years on CSR activities. (Thacker, 2019)

In the United States of America the Bureau of Economic and Business Affairs (EB) takes lead in the Department's engagement with U.S. businesses in the promotion of responsible and ethical business practices. The Economic Bureau of Economics serves as a source of guidance and support for American companies looking to develop positive CSR policies, they also serve or pay recognition for global citizenship by issuing out awards for performances of organization on the issues to do with Corporate Social Responsibility. The United Kingdom the Companies Act 2006 added companies to take a stance on their duty to promote and take regard of their responsibility to issues that concern the environment.

In Denmark the Financial Statement Act makes it a requirement for companies to disclose their CSR practices in the annual report and also in cases where they do not have a CSR policy. Companies are compelled to make reports available that stipulate the standards, guidelines, and principles (Lin, 2020). They are also permitted to report the progress that they have achieved throughout the year in implementing CSR initiatives as well as future plans. Provisions in the law have been added for companies to be accounted for human right polices and the climate impact.

Counties like South Africa and China have also been touted to be making significant strides in the field of CSR and have very similar reporting guideline and requirements on the funds that have been directed towards CSR activities.

Corporate Social Responsibility (CSR) in Malawi is becoming a significant issue not only because of the complexity of the social, economic and political environment in which companies operate, but also because of the social and environmental impacts which business operations have on the wider Malawian society. The activities that have been seen by many of Corporate industries have not been far from what have been seen from other nations from the west and beyond (Lindgreen, 2009). There is no law that governs CSR in Malawi and the industries do performs acts that they gather to be within their own willingness. Martin Chipwanya of The Catholic Commission for Justice and Peace in Malawi lamented that CSR is part and parcel of the daily talk of companies and communities including government. However, CSR in Malawi is not regulated by any policy or legal document as such it is an idle talk hence it's a mere interest topic for many stakeholders with both positive and negative ramifications (Chipwanya, 2019).

Corporates in Malawi

Malawi is a land locked country as of 2017, the estimated gross domestic product (GDP) of Malawi stood at around \$6.206 billion.

Agriculture

Malawi grows a number of crops although the main one is undoubtedly tobacco. In 2012, tobacco grossed close to 50% of the value of exports while in the recent 2000 the country was the tenth highest global producer of the leaf. The overdependence on the leaf has never been conducive for the economy as there was and is currently a campaign against the growing and usage of the leaf leading to the price fluctuating (Kachule, 2011).

Apart from tobacco, tea, coffee and sugarcane are the other revenue generating crops. These plants combined contribute to over 90% of the total export value of Malawi. Together with tobacco, these plants contribute a whopping 90% of the total exports value of Malawi (Bank W. , 2012). The majority of the active tea plantations in the recent times are located in Thyolo and Mulanje. Additional crops that are produced in Malawi for export and consumption include cotton, sorghum, potatoes, and maize.

Malawi historically produces enough food to feed its population with the main food being maize or corn. In the 1980s, the country was able to produce excess food with the extra being exported to its neighbors who were going through a major drought. The majority of the population engage in small scale agriculture and hence the country managing to sustain itself.

In addition to crop and animal rearing, Malawi also depends on the lakes namely Lake Chilwa and Lake Malawi for fishing. The majority of the population rely on the fish as a protein base and some of the fish is exported to countries nearby (Oirer, 2019). Most of the fishing is done by traditional small-scale methods although a few companies such as Maldeco Fisheries have fishing boats for commercial fishing in Lake Malawi's southern area.

Services

The second major contributor to the Gross Domestic Product (GDP) in Malawi in the services sector it currently boost of contributing 51.7% of the country GDP. (Government, 2014) Notable industries in this sector include tourism, health services, the banking sector, telecommunications, and retail. The Malawi government is a majority shareholder in the most of the sectors, among these sectors, tourism is stands out and shows a significant amount of potential. The recession of the 1980's affected the industry because a huge number of tourists to Malawi dwell from South Africa and this led to a slowdown in regional travel also adding to that was the instability of the neighboring Zimbabwe (Ruhe Singh, 2017).

Despite the challenges that hinder growth in the 1980's there has been significant growth of tourism in the recent years as noted with its contribution about 4.5% of the nation's GDP and accounted for about 3.8% of the total number of jobs in 2014 (Government, 2014). Some of the major attractions for

tourists include Lake Malawi, Mulanje Mountain, Zomba Plateau, and many more. National parks in the country include Kasungu National Park, Liwonde National Park, and Nyika National Park.

Industry

The major industries in Malawi include food processing, consumer goods, furniture production, cigarette production, and construction. Though still underdeveloped, the industrial sector contributed an estimated 18.5% of GDP in 2020 (Bank S. , 2020). To improve its agricultural produce, the government has also tried coming up with ways of embracing the latest technologies in production. Unfortunately, several challenges have impeded these efforts. Challenges include lack of well-developed infrastructure, poor business climate, and an unskilled labor to operate machinery.

The country has a vast of fruits and vegetables that are exported in their raw despite also importing processed food from countries such as South Africa. One of the major companies in Malawi is the internationally known is Castle Malawi which was formally known as Carlsberg Malawi and is has its main production site and headquarters in Blantyre. The company also has a sub plant that produces the Coca-Cola branded drinks in Lilongwe (Kutengule, 2019). Other companies that play significant role in the industry are Malawi mangoes which produces and exports mango products all over the world. Illovo Malawi, which is one of two sugar producers operating in the country, supplies more than 60% of its total sugar sales into the domestic consumer and industrial markets, and a portion of the balance exported regionally within the sub-continent. Exports also take place to the EU and the USA markets, which include a range of specialty sugars (illovo, 2022).

The pharmaceuticals industry is also present with the country having four companies dealing in the sector. The companies do not make a wide range of drugs with production focused on those drugs that are in demand in the local market. In the order of size the four companies are Pharma nova Ltd., SADM, Malawi Pharmacies, and lastly Kentam Products Limited.

SMEs in Malawi

A small- to mid-size enterprise (SME) is a business with revenues, assets or numbers of employees that fall below a certain level. The criteria for determining an SME varies between countries and sometimes between industries (Ward, 2020). According to the Malawi definition, MSMEs are enterprises that employ less than 100 people. Micro enterprises employ 1-4 people; small enterprises employ 5-20 people and medium enterprises employ 21-100 people.

SMEs are universally recognized to be an engine of economic growth in many countries. Success of SMEs brings about many benefits to economies and hence it is important for governments to put special efforts to the development of the sector. SMEs in Malawi account for 25% of the entire work force registered this is according to the Finscope Malawi 2019 Micro, Small and Medium Enterprise (MSME) Survey (Kutengule, 2019). The world bank's Micro, Small and medium Business survey results of 2012 notes that Malawi had close to 760, 000 small business owners of which generated around two billion United States Dollars (Bank W. , 2012).

It is a given fact that since the SMEs play such a critical role in the country's economy, they are engaged in business or economic activities that impact the societies at large. A majority of CSR research has focused on CSR by large companies, with relatively little attention given to CSR activities done by SMEs, this is despite the fact that SMEs account for about 95 percent of businesses globally (Bikefe, 2020).

Data on CSR initiatives and drive amongst SMEs in Malawi has been hard to come by suggesting that the initiatives do not exist or there is lack of documentation or interest in the field.

Communities

Lilongwe district is the largest district in the central region of Malawi and is the seat of the government where Capitol Hill, the Parliament, and the Supreme Court of Appeal are located. Lilongwe is also the economic center of Malawi, the rural part of Lilongwe consists of seventeen traditional authorities.

Traditional authority Chitukula is located in the central west area of Lilongwe district, it has a total population of 23,167 habitants of which 11,532 are males and 11,815 females (NSO, 2018).

T/A Chitukula consists of industrial areas that book of some of the biggest companies in the district ranging from companies that work with steel to food and beverages. The area also has large number of SMEs that ply their trade taking advantage of the large volumes of raw materials that are required by the industries. The area has since time in memorial been a booming industrial zone and at the peak of its time had a train route that demarcates the residential area from the highly industrial parts of the traditional authority. The center of the area is a mega market that encompasses the districts largest unprocessed ground nuts market, this attracts farmers and local and international buyers from all other sub Saharan Africa.

The population of traditional authority Chitukula consists of a majority who are low to medium class that survive mainly on agricultural activities based on the markets and industry. The majority of the adult population are either working in the production industries or participate in the activities of the agricultural (peanuts). The areas main source of water is through piped water lines that run through the T/A for the minority that afford to get connected and use it. The majority rely on the boreholes or streams that cuts through the northern area of the area (Government, 2014).

Lilongwe district council highlights in the districts socio-economic profile (john kawinga, 2022) that environmental degradation was listed as priority number 4 in 60% of village action plans, thus illustrating that communities are aware of the environmental issues that they and want to put in strategies

to resolve the issues. Critical issues that have been raised in T/A Chitukula are those of deforestation and improper waste dumping and this can be aligned with the magnitude of economic activities that take place in the area.

1.2 Statement of the Problem

Malawi has no clear law that regulates CSR amongst the industries and SME's included. It is generally perceived that CSR activities are to be carried out by the large scale industries despite the fact that most (90%) of the business activities are done by SMEs.

There is a very low literacy rate amongst the communities in Malawi especially in the central region of Malawi (NSO, 2018) and hence are assumed to not understand the concept of Corporate Social Responsibility. This is deemed the major reason behind the communities not being able to keep the industries and small and medium enterprises (SME's) accountable to the matters of the society.

The lack of knowledge and unresponsiveness of the industries may cause significant depletion of the environment and society.

There has been large extent depletion of the natural resources around the area of focus that has directly been due to the effects of the economic activities by all the sectors that are understudy. Despite the fact that there is a possibility that these three sectors of focus may have knowledge of CSR the reality on the grounds points to limited attention to issues of taking care of the environment and society.

1.3 Objectives of the Study

1.3.1 Objectives

1. To get an understanding of the corporate social responsibility perspectives from the corporate industries
2. To gauge the level of understanding of what corporate social responsibility and the role SMEs play
3. To know expectations of communities where the companies operate and the understanding of the concepts of CSR

1.4 Findings of the study

This section introduces what the impact the findings of the study will have on the society and the importance of generating the data.

The study will unearth information that will help to get a better understanding of Corporate social responsibility from different stakeholders. The information learnt through this study will be made available to all stake holder so as to influence their decisions as to what sort of CSR initiatives are to be implemented in their organizations'.

The perspectives that will be highlighted from the communities will help stake holders understand what communities expect from the industries that operate with in their communities. Environmental degradation and impact of the society will also be revealed through the observations that will be conducted in the study putting into light the real issues that are taking place in the communities.

The findings in the study will also put into perspective the understanding of Corporate social responsibility and the rolls that Corporated and SME's play in implementing Corporate social responsibility principles.

The findings will also present the gaps that exist in the implementation of Corporate social responsibility amongst the Corporates and SMEs.

The information that will be generated through this research will provide data for the growing debate on Corporate social responsibility.

1.5 Significance of the Study

The results of this study will help the government and all stakeholders concerned reflect on enacting laws that will govern CSR in Malawi.

Through this study we will together gauge the understanding of CSR amongst the groups that are understudy and foster an environment of learning on issues that are on Corporate social responsibility.

Communities and community leaders will gain better understanding on issues pertaining to CSR and give them a platform to better raise concerns or keep industries accountable to the environment and society.

Issues of CSR are said to not be known amongst the communities and industries, this study will highlight the gains that can be derived from both the industries and communities through implementing the principles of CSR in all their activities.

As earlier alluded to that there is limited information and literature on CSR amongst the Corporates, this study will help gather information and data that can be used to better understand the views of Corporates, SMEs and communities around issues surrounding Corporate social responsibility.

The qualitative methods that will be deployed in this study will produce views on how industries and communities understand Corporate social responsibility, these method will also give the researcher the chances to see firsthand the impact that the industries have on the environment and society at large.

1.6 Scope of the Study

The study will be conducted in Lilongwe Malawi, the world population review estimates that the district has a total of 1,222,323.00 people as in May 2022 (World Population review, 2022).

Lilongwe is divided into 17 traditional authorities who cover an area that has on average 2000 chieftaincies.

The study will zoom in on TA Chitukula that is located in the heart of the city and encompass a combination of corporates, SMEs and community dwellers.

The study will seek to understand the different perspectives of the three groups that are understudy on the principles of CSR and focus on the impacts that the industries have on the environment and societies at large.

The study will engage with key personnel in the companies and communities to gauge their understanding and perspectives on the principles and issues that dwell around Corporate social responsibility. In-depth interviews will be conducted that will target key personnel in the industries, SMEs sectors and community leaders. Other qualitative research methods will also be deployed to better understand the impact that the economic activities have on the environment and society at large.

The study will focus on the industries and communities that are based around the industries in Traditional authority Chitukula, Lilongwe Malawi and hence only factor in findings to do with the industrial area in that zone.

1.7 Definitions of Terms

Corporate Social Responsibility (CSR)	- Business model that helps a company be socially accountable to itself, its stakeholders, and the public.
Small and Medium Enterprises (SMEs)	- Business that maintains revenues, assets or a number of employees below a certain threshold.
Corporate	- Part of a country's economic activity that involves private companies
Traditional Authority	- Power or influence derived from long-standing customs, beliefs, or traditions. Power from traditional authority comes from people accepting the system's legitimacy for a long period

2.0 LITERATURE REVIEW

This thorough review of the literature that is related to Corporate social responsibility provides an opportunity for us to get an understanding of the research that has been done on the topic and to appreciate the work that has been done.

The review of the literature provided below will give a glimpse of some of the research that has been done on the topic in the local context and globally. The methodology, findings, recommendations and tools that have been reviewed will help identify the research gap.

Related literature will be through secondary sources from both local and secondary sources.

2.1 Theoretical Framework

Theories and lines of inquiry are very important in research. Theory can guide research, practice, curriculum development, evaluation, and help develop effective instructional tactics and strategies (Abraham, 2008). Theories help to bring about new understanding on issues and increases the utility, rigor, and credibility of research findings as well as facilitating the development of new concepts and their generalizability or transferability.

Theory is important to go beyond the description descriptions to explain the phenomena in environmental related such as why do people behave in the ways that they do towards the environment.

The theoretical framework presents and unpacks the theories that help to justify why the research problem exists.

Theories in quantitative studies are used to deduct and test or verify a theory. The theory becomes a framework for the entire study an organizing model for the research questions or hypothesis for data collection procedure (Creswell, 2014).

Theories in qualitative studies depend on the nature and structure of the study, and are usually used as a broad explanation for attitudes and behavior it may be complete with variables, constructs, and hypotheses. There are two ways in which qualitative researchers think about using theory, as a way of theorizing the project or study as a whole or as a way of analyzing and interpreting the data, pulling it together into study findings. (Sandelowski, 1993).

This study seeks to understand the perspectives from Corporate industry players, SMEs and the communities on the principles of Corporate social responsibility (CSR) and effects to the environment. The Legitimacy and the Stake holders theory of governance will used to understand the perspectives on Corporate social responsibility.

2.1.1 Legitimacy theory

The Legitimacy theory states that organizations continuously try to ensure that they carry out activities in accordance with societal boundaries and norms (Gehan. A. Mousa, 2015). This legitimacy theory focuses on the company's interactions with society. Legitimacy theory has been utilized a great deal of research to provide useful insights concerning companies' behavior towards their society and the environment. Legitimacy theory helps researchers to understand the organization's behavior in implementing, developing and communicating its social responsibility policies. The main assumption of legitimacy theory is fulfilling the organization's social contract, which enables the recognition of its objectives (Zyznarska-Dworczak, 2018).

The theory is said to play a big role in providing and explaining the disclosure of social, economic and environmental information. In this study the theory will help in understanding the CSR initiatives that different entities perform and look at what they had set out to implement versus the outcomes. Policies will be reviewed and efforts put in place for implementation. Information on the organisations' behavior in the initial implementation and communication of the efforts in the CSR will be reviewed through both the quantitative and qualitative methods that will be deployed in the research.

2.1.2 The stakeholder theory of corporate governance

The stakeholder theory of corporate governance focuses on the effect of corporate activity on all identifiable stakeholders of the corporation. Stakeholder theory can be defined as "any group or individual who can affect or is affected by the achievement of the organization's objectives" (Haslinda Abdullah, 2009). The theory suggests that Corporate managers should take into consideration consider the wants of each and every stake holder in the governance process.

The stakeholder theory of corporate governance focuses on the effect of corporate activity on all identifiable stakeholders of the corporation. This entails that at the cooperation should have interest in the needs of the stakeholders at all levels, which also includes making efforts to mitigate the effects of the activities on the environment while maintain relationship with and between stakeholders.

The theory looks at internal stake holders as the staff both directors and employees who are first hand involved in the actual corporate governance process. While as the external stakeholders include the groups that are creditors, customers, suppliers, government agencies and the community at large.

This theory will be used to better understand the relationship and interaction of the communities and industries at all levels, looking at the influence the communities and stake holders have. This will also help understand the perspectives of the responsibility that the industries both SME's and Corporates have on the communities and the environment.

2.2 Conceptual framework and Measurement of variables

The government of Malawi has not put in place laws that govern the implementation of Corporate social responsibility principles across all sectors and hence creating an environment where it is optional to implement or not implement the principles solely in the hands of those in the decision making positions.

Literacy levels in Malawi are said to be seemly low with the majority not completing primary school education hence noted that policies are not well understood buy the communities. The luck of knowledge can be detrimental to efforts of calling on industries to be accountable to the communities and the environmental impacts that their economic activities may have.

2.3 Studies related to Corporate Social Responsibility

Andrew Ngawenja Mzembe, Julia Meaton June 2013

Driving Corporate Social Responsibility in the Malawian Mining Industry: A Stakeholder Perspective

The study underlines that gaps that are there in literature on the corporate social responsibility in the developing economies and the factors that drive the implementation of Corporate social responsibility in sub-Saharan countries.

The researcher used qualitative methods and used semi-structured interviews with management and stakeholders to examine the drivers of the CSR agenda pursued by Paladin (Africa), a subsidiary of an Australian multinational mining company (MNC) operating the first uranium mine in Malawi.

The results of the study suggested that the CSR agenda in the local mining industry in Malawi was is intensively influenced by externally generated pressures such as civil society organizations activism and community expectations. It was also revealed that pressure from the public, private and financial market also played a role in pressurizing Paladin to adopt a CSR agenda

Andrew Ngawenja Mzembe, Adam Lindgreen, François Maon, Joëlle Vanhamme 2016

Investigating the Drivers of Corporate Social Responsibility (CSR) in the Global Tea Supply Chain: A Case Study of Eastern Produce Limited in Malawi

The researcher investigates the case of tea producer in Malawi named Eastern Produce Malawi companies which is a company based in the southern part of Malawi and upstream in global tea supply chains to adopt a corporate social responsibility (CSR) agenda.

Despite that fact that external pressures, such as demands from Western consumers or international organizations and their related initiatives, may have shaped Eastern Produce Malawi's CSR agenda, strong internal organizational contingencies, including transformational leaders who recognize the significance of ethical issues and strong organizational values, led it to adopt this CSR agenda in practice.

The study looks at the significance of using an integrative framework to explain various CSR drivers for companies. It concludes with managerial and public policy implications, as well as areas for further research.

The research concluded that external factors, such as consumer and industry pressures, community expectations, state regulations, demands from international governance organizations, and a desire to manage business risks, also have significant roles in shaping the CSR agenda of Eastern Produce Malawi.

Thomas Kimeli, Patrick Onsando (2016)

Corporate Social responsibility in Africa: Context, Paradoxes, Stakeholder Orientations, Contestations and Reflections.

This study looks at the perspectives of CSR in Africa and dwells on what the practices are and how the concepts have been gaining momentum over the years. It highlights that despite that CSR precedes and succeeds development, CSR in Africa is faced with both challenges and opportunities. CSR paradox in Africa is both conceptual as well as contextual. The study suggests that social implications for CSR in Africa are many and that CSR should be pursued religiously by both local and multinational organizations. The findings further imply that since the market is unlikely to control how much CSR should be pursued, regulatory framework should be developed for such purpose.

Studies on CSR in Africa are limited to few countries and context focus on country specific studies and intensive African wide studies are encouraged. Depth and breadth of CSR studies focusing on specific sectors such as mining, oil exploration, and service among others should be explored

Oyewole Simon Oginni, Adewale Daniel 2016

Sustainable Development and Corporate Social Responsibility in Sub-Saharan Africa: Evidence from Industries in Cameroon

The study dwelled on the present technological innovations and social organizations and how they continued to impose risks and limitations on the efficient performance of the biosphere. The researchers believed that human activities had increasingly short-lived sustainable natural endowments, to the extent that, the multiplier effects have ripples beyond the traditional benefits of economic production and consumption.

This study addressed practical concerns on how industries in Sub-Saharan Africa promote sustainable development in their corporate social responsibility models, using industries in Cameroon as a case study. The study examines economic, social, and environmental components of sustainable development and corporate social responsibility (CSR). The sample in this study consisted of 335 business enterprises from most recent Censure Survey of Enterprises in Cameroon.

Findings of the study revealed that industries in Cameroon prioritize environmental and social dimensions over economic dimensions. However, a few large enterprises implement a broad CSR that promotes sustainable business practices, whereas smaller ones do not; industries in Cameroon implement environmental dimensions of CSR as a safe buffer and a social dimension as philanthropy. There was however no clear concrete evidence that industries promote sustainable development via CSR in the country. The implementation of a sustainable business model is a precondition for promoting sustainable development via CSR. The researchers alluded to the fact that industries should realize the concrete value in implementing a sustainable business model that helps to adjust to the complex and increasingly changing business environment.

Cindy Figueroa, Kyungsun Lee, Wendy Jepson June 2017

Corporate social responsibility in the water industry: A critical review

The study considers that the public demand for companies to assume responsibility for social and environmental impacts of their operations has led to an increase in the number of industries adopting corporate social responsibility (CSR) strategies. The paper identifies three prominent themes that appear in the existing literature. The first theme investigates the motivations for the water industry to utilize CSR strategies; the second describes the limitations of current CSR frameworks; and the last is an assessment of whether CSR policies and practices differ between public and private water companies.

Each of the three themes are evaluated to see measure the level of CSR engagement in the water industry, and if CSR activity supports further privatization. The article presents a brief of the current evaluation methods and frameworks, and connects the literature to broader themes on the privatization of water and market environmentalism.

The paper concludes to look at the barriers to the implementation of water-related CSR indicators, and the relationship of CSR policies to remunicipalization of water providers.

Eka Yulyana 2017

The implementation of corporate social responsibility (CSR) policies on companies and state- owned enterprises,

This paper explored the Karawang Regency which is one districts that has switched functions from the agricultural sector to industry. The data from the Department of Industry and Trade Karawang regency stated that are 511 Foreign Investors (PMA), 226 Domestic Investors (PMDN), and as many as

9,025 supporting small industries. Despite all these industries being present there was no clear progress because implementation of CSR policies had not been able to change people's lives in terms of infrastructure and better human resources.

The method in this research uses a descriptive method with a qualitative approach, because in order to answer how the implementation of CSR policies in Karawang Regency, it is necessary to describe the process of involvement of elements related to data collection techniques, observation and interviews with informants and FGDs, after which data analysis and conclusion.

The results of research in the field that the implementation of CSR policies in companies and SOEs in the Regency of Karawang is highly determined by the three aspects of the policy implementation stage (organization, interpretation and application) and found one other aspect that influences the implementation of CSR policies, namely the power of the company owner or owner of government power in Karawang Regency.

Holger Görg, Aoife Hanley, Stefan Hoffmann and Adnan Seric 2017

When do multinational companies consider corporate social responsibility? A multi-country study in Sub-Saharan Africa

The study acknowledges that while African countries are becoming more and more relevant as host countries for suppliers of multinational companies little is known about corporate social responsibility (CSR) in this region.

The study aims at filling the gap by exploring present paper explores CSR considerations of foreign affiliates of multinational companies when choosing local African suppliers. The research paper proposes a model of three types of determinants, namely firm characteristics, exports, and intra-trade.

The results of the analyses of a large-scale and quite unique firm level data for more than 2,000 foreign owned firms in 19 Sub-Saharan African countries demonstrate that firms importing intermediates from their parent company abroad are more likely to implement CSR. The results also point to CSR playing a larger role to the partners that export to developed countries and that different determinants ultimately affect environmental and social CSR activities.

Edeltraud Guenther, Holger Hoppe and Claudia Poser 2018

Environmental Corporate Social Responsibility of Firms in the Mining and Oil and Gas Industries

The researchers analyzed the current status of environmental reporting as an element of corporate social responsibility (CSR), as it relates to firms from the mining and oil and gas industries in keeping with the 35 indicators proposed by the Global Reporting Initiative (GRI).

Registered on of the year 2005 that was a combination of 48 reports was analyzed by applying quantitative and qualitative methods.

As a result, an overview of the current reporting practices of mining and oil and gas companies can be derived and specific shortcomings identified.

Amidu P. Mansaray, Liu Yuanyuan, Sesay Brima 2018

The Impact of Corporate Social Responsibility Disclosure on Financial Performance of Firms in Africa 2017

The study is based on the reality that in the recent years, firms have been pressured by community stake holders to engage in Corporate Social Responsibility (CSR). Many firms have responded to these pressures by implementing CSR activities in their operations, while others have opposed. Firms that opposed to CSR have appealed for a compromise between CSR and profitability.

Consequently, this study evaluates the impact of CSR disclosure on the financial performance of firms in Africa for both short and long terms. 158 listed companies were selected from six African countries (South Africa, Kenya, Nigeria, Morocco, Egypt & Mauritius) and grouped into six industry. The researcher measured CSR in terms of keywords count (content analysis) referred to this as CSR discussion. The study employed accounting base to measure financial performance of firms (ROA for short-term, and ROE for long-term). Multiple linear regression analysis was done with a sample of panel data for a period of 11 years (2005-2015).

The results proved that unlike for the sales & manufacturing, health & pharmacy and others industries, CSR disclosure affects the financial performance of firms in the short-run (ROA) negatively for the mining, investment and transport industries. The findings further suggest that Corporate social responsibility has negative impact and is an extra cost burden to the firms.

Some firms have registered some long term positive financial benefits but there were no major long term significant economic benefits to the firms. Although there is positive relationship between CSR and financial performance of some firms in the long-run, the financial performance of firms in Africa does not depend significantly on their corporate social responsibility practices but rather on other factors, such as their previous performance, leverage, volume of capital, and size. The study however still recommended that firms continue to give priority to the CSR based practices.

Dinesh Ramdhony 2018

The Implications of Mandatory Corporate Social Responsibility—A Literature Review Perspective

The study weighs in on the debate on the implications of mandatory corporate social responsibility (CSR) contributions through the levy that was instituted in Mauritius. The paper used public interest theory as the theoretical lens and adopts a pro-regulation approach to justify the introduction of the CSR levy in Mauritius, based on the economic and business environment prevailing at the time.

The researcher used secondary literature sources to examine two questions both related to the mandatory CSR which are 1- Does the CSR levy result in a competitive disadvantage? And 2- Does the CSR levy reduce profits?

The results of the study led the researcher to conclude that the CSR levy does not disadvantage firms due to the uniform amount and its universal application. It further suggest that the can attract Foreign Direct Investment (FDI) and Socially Responsible Investment (SRI). The research findings also however also imply that the CSR levy does negatively impact on profits but has the potential to pay higher returns in the future if viewed as an investment.

The researcher concludes by implying that the study should pave way for further research to empirically investigate the impacts of the CSR levy on companies and sectors in Mauritius.

Christiana Kappo-Abidemi, Ogujiuba Kanayo 30 December 2020

Higher education institutions and corporate social responsibility: triple bottom line and a ceptual framework for community development. (2018)

Corporate Social Responsibility (CSR) is predicated on three organizational pillars of economic values, social values and environment values known as the “triple bottom-line”. The framework refers to an accomplishment of a win-win status quo amongst three units. Stakeholders within the Higher Education Institutions (HEIs) somehow have ways of enforcing organizations to comply with these triple bottom-line. However, profit making is not applicable to a considerable extent in (HEIs) funded by government, but accountability is of paramount importance. On the other hand, HEIs are facing challenges induced by labor market dynamics.

The results of the study pointed to HEIs need to take part in profitable relations with several stakeholders while integrating their visions and purposes into their CSR management agenda. This was deemed that the structure of the community is somewhat complex because of diverse personalities with different levels of resource control and adopting CSR would benefit, appropriate integration of community development programs. Engagement through CSR enhances mutual trust, reduce protest and help improve public image of the HEIs. Particular emphasis on HEIs support to economic welfare and social environment would be a value addition to community development

Andrew Mzembe July 2021

Corporate Social Responsibility in Malawi

The researcher looks at the issues on corporate social responsibility (CSR) in the tourism industry in Malawi and how important the industry is to the economy.

The study sort to feel the knowledge gap that existed on how Corporated social responsibilities are implemented in the tourism and hospitality management in the developing countries.

The study used qualitative methodology to address the knowledge gap by that existed by exploring CSR practices among hotels and accommodation providers in Malawi.

The findings of the study found that a good number of firms were indeed practicing a series of CSR principles but the majority practiced philanthropy. The study also revealed that the discrepancies in the type of choices in the CSR agenda that firms were opting for with the ownership driving the choice of initiative. The paper also highlights that the local establishment owners preferred philanthropic-based CSR as compared to the foreign owner who preferred a broad-based CSR agenda.

Hildegunn Aslaksen, Clare Hildebrandt, Garmann Johnsen (2021)

“The long-term transformation of the concept of CSR: towards a more comprehensive emphasis on sustainability”

The study looks at the long term transformation of Corporate social responsibility looking at the issues around CSR and business responsibility. The paper traces the evolution of the concept of sustainability and looking at the intersection of economic, social and environmental responsibility.

Based on the analysis of the public debate, CSR has been seen to have evolved from being from being a phrase refereeing to internal issues of the companies to it relating to the broader issues of the society and pondering on sustainability. This also drives at looking at the long term effects of the economic activities that are being undertaken.

Laura Maria Ferri, Matteo Pedrini 5 November 2021

The study aimed at understanding the relationship between CSR and stake holder dialogue by looking at how CRS motives affected the engagement into stake holder dialogue under institutional voids.

The study transcends on the existing literature on the role of institutional mechanisms, dwelling on the way local ethics influence the vision of stakeholders, and on the resource-based view, highlighting how the availability of resources shapes CSR and SD.

Results of the study that was conducted in Mozambique involving 235 domestic and foreign firms operating in Mozambique illustrated that this setting was unique in the sense that it is characterized by institutional voids, it has a vibrant economic environment, and it is influenced by Ubuntu ethics. Findings confirmed that under institutional voids corporate motives for CSR influence firms’ commitment to SD, especially with regards to profitability. Unlike in previous studies as firm driven by legitimacy reasons resulted in being less involved in activities towards stakeholders.

Kumar, Nishant 2021

An action oriented approach for strengthening the law and policy framework to perform the company's liability under the concept of corporate social responsibility for rural development with special reference to district Bathinda Punjab

The researchers explore that fact that when India enacted its new Companies Act in 2013, repealing the old Companies Act, 1956, it drew worldwide attention, due to the incorporation of mandatory Corporate Social Responsibility (CSR), this was hailed as a bold experiment at the time. Section 135, The Companies Act, 2013 and its accompanying Companies (CSR) Rules 2014, have stirred a comprehensive debate on extension of accountability and responsibilities of a corporation to the society and other stakeholders.

The provisions provide that companies meeting a specified financial criterion are required to spend a part of their profits on social welfare activities prescribed under the Schedule VII of the Act, which provides a list of CSR activities on which companies can spend their money.

The paper looks to highlight some of the challenges that companies meet in compliance of these guidance's. The study also provides an examination of the efficacy of the enforcement of the Indian CSR law through the lens of its intended beneficiaries. It was noted that the region was facing a lot of environmental and health effects that came about due to the flourishing of the industrial activities.

The research was done to better understand the impact of the operational activities of the industries located in the area understudy and the communities to see whether the CSR activities of these industries have made any beneficial changes in the lives of the local people residing in the vicinity of these industries. The research also used qualitative methods with stake holder and communities to understand the issues around compliance of the CSR laws.

Mark Anthony Camiller 2022

Strategic attributions of corporate social responsibility and environmental management: the business case for doing well buy doing well.

The paper looks at the general understanding that business entities are able to apply corporate social responsibility (CSR) and environmentally sustainable behaviors as they pursue their profit-making activities. Literature in the past does look in to the implementation of the same in tourism industries but there has been much effort to look at the impact that the pandemic has had on the same.

The researchers look at the stakeholders' perceptions on the hospitality businesses' social responsibility and environmentally friendly practices with the data collected from a sample of 462 research participants who worked in tourism and hospitality.

The results of this study are that employers' stakeholders were triggering their businesses to engage in ethical behaviors, responsible human resources management and to invest in environmentally friendly initiatives. These acts had a spillover effect that was creating value for the companies, the society and the natural environment there are strategic attributions of CSR behaviors and of environmentally sustainable practices as responsible businesses can improve their growth prospects and increase their competitiveness in the long run.

Maya Novita sari, Anggaita Langgeng et al July 2022

Corporate social responsibility and firm performance: Green supply chain management as a mediating variable

The researcher's main objective was to test the impact between corporate social responsibility and firm performance using green supply chain management as mediation. The study was quantitative in nature with the use of purposive method sampling with 211 PROPER corporates listed in the 2015–2019 period. Data was gathered from the stock exchange market in Indonesia.

Results of the study indicated that there was a positive effect of corporate social responsibility implementation on green supply chain management, the firm performance benefits positively from green supply chain management, corporate social responsibility has a positive effect on firm performance and green supply chain management can be a mediating variable between corporate social responsibility and firm performance.

There is growing pressure from numerous stake holders on the environmental impact of the Corporates in the country and the results could be used to lobby for the application of corporate social responsibility and green supply chain management strategies to increase the firms performance.

2.4 Research Gap

The review of literature on the subject matter portrays that there is limited data and that the field of study need further research. Many of the studies that have been conducted on Corporate Social Responsibility have not been able to zoom in and articulate the perspectives of the three groups that the study intends to engage.

Limited data on the perspectives from the community leaves a void or lack of a platform for there to be proper investigation on the CSR initiatives that most affect the communities at large and the environmental impact faced by the society.

3. METHODOLOGY

3.1 Introduction and Overview

This chapter explain will explain the methods which were used to collect and analyze data. This chapter will also highlight how the data was collected so that valid data was obtained on Corporate Social Responsibility and Its Perspectives in Malawi

The chapter covers the research settings, the study population, the sampling techniques, and sample size. Tools for the data collection activities as well as the logistical and ethical considerations will also be discussed in the chapter.

The plan on how the data that was collected was be analyzed will be discussed in this chapter, this will also cover the justification of the methods that will be used.

Lastly it also discus show the validity and reliability of the data was ensured. This is a very important chapter as it will guide the researcher and ensure that the results are valid and a true reflection of the respondent's views pertaining to the topic of Corporate Social Responsibility.

3.2 Research Design

The researcher used quantitative methods in the study to solicit the quantifiable aspects of Corporate Social Responsibility looking at the extent and magnitude at which some aspects are rated. Descriptive research design aimed at systematically obtaining information to describe the situations and any phenomenon's in the population. Tables were drawn of the quantiles and means, methods of dispersion such as variance and standard deviations.

3.3 Study Area

The research was conducted in Lilongwe, which is the capital city of Malawi. The researcher focused on traditional authority Chitukula located in the northern part of the city with a population of 28, 714 (NSO, 2018) as per the population projections for 2017. The researcher focused and pinpointed the study in the communities that surrounds the industrial area covering Area 28, Area 50, Area 51, Ngomani, and Ngona. The cooperates and small-scale industries that ply their trade in this community were the target.

3.4 Target Population

In order to answer the research question thoroughly the study targeted the three categories that are on focus in the study. The groups are all located in the heart of the industrial area that is in focus and provided valuable input that helped to answer pivotal questions that the study sort to answer.

The participants were categorized into the following three groups:

1. Top and Middle level managers from Corporates
2. SMEs owners
3. Community gate keepers and Villager Development Committee chair persons

Participants were be selected to cover the three groups that were interviewed in the study so as to gather data that best responds to the research questions.

3.5 Sampling Techniques

Selection of a study sample is an important step in any research project since it is rarely practical, efficient or ethical to study whole populations (Marshal, 1996) .

The researcher used a stratified random sampling technique in the study with subjects from the three groups of interest administered questionnaires as below:

Group	Strata
Corporates	1
SMEs	2
Community member	3

3.6 Sample Size

The study used a Stratified Radom sampling technique with the three strata's being namely Corporates (1), SMEs (2) and the communities (3). The Slovin's Formula was used to come up with the different sample sizes from the population of each of the strata's

$$N = N / (1 + Ne^2)$$

Group	Strata	Population	Percentage	Sample Size
Corporates Directors	1	16	19	13
SMEs Owners	2	30	35	25
Community Gate Keepers	3	40	47	33
Total	3	86	100	71

Table 1 Sample size

3.9 Data Collection Techniques

3.9.1 Interviewer administered Questionnaire

The research utilized the use of questionnaires for data collection. As the quantitative data is numerical, it represents both definitive and objective data. The structured questions were written on to sheets where data in the form of short responses was collected, the forms in this study were either administered by the researcher or sent to the participant who then returned the completed forms.

3.10 Data Analysis

The quantitative data collected through the questionnaires went through the steps below:

- Data was coded
- Entered onto excel spread sheets
- Uploaded to SPSS
- Frequencies, and measures of trends derived
- Development of charts and tables
- Running of statistical tests

Descriptive analysis was applied to analyze quantitative data. Descriptive analysis uses indices to describe a given sample. Data is described in terms of measures of central tendency (mean, mode, median), and measures of dispersion (range, standard deviation, variance). Descriptive statistics are efficient means of summarizing the characteristics of large sets of data. In a statistical analysis, the analyst calculates one number or a few numbers that reveal something about characteristics of large sets of data (Mcdaniel, 2018).

3.12 Study Limitations

The study was conducted in T/A Chitukula and targeted industries and the population that have settled in the area of focus. The research setting is unique in the case that the industrial area is interlocked with a settlement area, this itself will brought to light practices that were unique to such settings.

The research-generated data that show cased what the inter-relation between the communities, corporate companies and SMEs impacts on issues of CSR, the findings of this study might not be able to be generalized with communities that have different dynamics in play.

3.11 Logistical and Ethical Considerations

Research ethics are paramount to good research, human rights, dignity, collaboration between science and society are integral. The principles ensure that subjects participate in research where it is voluntary, have adequate information and ensures safety of those that are participating.

The researcher ensured that participation in the study was voluntary by not forcing respondents to take part or respond to the questionnaires. There was statement in the questionnaire that deliberately emphasized the choices and options that the respondents had, also highlighted that they were free to not participate in the study or stop participation at any point.

The questionnaire had an overview of the entire study explaining what the study is all about and what the respondent's participation entailed. The information provided as adequate for the participants to make an informed decision on whether or not to take part in the study.

The researcher made efforts to ensure that the completed questionnaires had no identifier information, have been stored in a safe place and was not accessible by unauthorized individuals. All these efforts were put in place so that confidentiality of the respondents was maintained and adhered to throughout the research.

The researcher as be up to date on the Good Participatory Practices and Human Subjects Protection trainings to ensure that they were compliant with all ethical research requirements.

4.1 Introduction and overview

This chapter presents the findings and the discussions of the data from the questionnaires administered to participants in the research. Findings and discussions cover the objectives that have been out lined and stated in chapter one section 1.3.1.

The data from the questionnaires statistically analyzed with the help of SPSS version 11 program. The findings are discussed according to the sections of the questionnaires for each of the three groups that were under study.

- Demographic Information
- Knowledge of Corporate Social Responsibility
- Corporate Social Responsibility Activities
- Impact of Social Responsibility Initiatives
- Community view points

4.2 Response Rate

The study comprised of a sample size of and a similar number of 71 questionnaires were administered to the study participants. Out of the 71 questionnaires 70 responded and this represented 98.59% response rate.

According to Saunders, response rate of between 50% and 65% is considered acceptable (Saunders et al., 2003).

Group	Sample Size	Completed	Response Rate
Corporates	13	12	92.30
SMEs	25	25	100
Community	33	33	100
Total	71	70	98.59

Table 2 Response Rate

4.3 Demographics

4.3.1 Gender

Data pertaining to the gender of the respondents was captured during the research, the out comes as per Figure 6, the majority of the respondents were male accounting for 41 (60%) of the of the 70 respondents.

4.3.2 Age

Respondent placed in age groups of 18 - 30 years, 31 – 40 years, 41 – 50 years and 51 years and above. Of the 70 respondents to the questionnaires it was observed that the age group of between 31 – 40 years shown the highest number of respondents (35) which represents 50% of the total and the number of respondents gradually came down with the age range 51- above having 2 respondents. This data is a true reflection of the population of Malawi at large with the majority of people aged below 40 year.

Age

Age range	Frequency	Percent
18-30	35	50.0
31-40	21	30.0
41-50	12	17.1
51-above	2	2.9
Total	70	100.0

Table 3 Age of Respondents

4.3.3 Education Level

Education levels of the respondents were categorized from having no education to the highest education level being the PHD holders. Table 5 highlights 61% of the respondents are of primary school level of education while 1 respondent was of PHD education level. The pool of respondents also included 3 (4%) respondents that had never gone to school.

Highest education

Education level	Frequency	Percent
primary	43	61.4
secondary	16	22.9
certificate / diploma	3	4.3
bachelor's degree	4	5.7
PhD	1	1.4
none	3	4.3
Total	70	100.0

Table 4 Educational level

4.3.4 How Income is earned

Respondents from the subgroups of the Community and the SMEs were then asked to see what sort of activities they were engaged in to earn an income the majority of respondents were into businesses (15) with others being engaged in employment, schooling and a few also reporting to not be doing any sort of activity to earn an income.

4.3.5 Position at Work

The research looked at Corporates subgroup, respondents positions at the workplace was categorized into six groups to encompass the levels that were found in organizations. The majority of respondents to the questionnaire came from the middle management seconded by the senior management while less 10% of the respondents were officers. This composition is also generally due to the accessibility and availability of the members of staff to be able to do the survey.

4.4 Knowledge of Corporate Social Responsibility**4.4.1 Knowledge on Environmental Responsibility**

Respondents were generally knowledgeable of issues concerning the subject matter, this was most of the cases due to the work that was being done by the industries and the city council. It was observed that in some spots rubbish collection bin were put up, which were branded with logos of the institutions that had sponsored them.

4.4.2 Knowledge on Legal Responsibility

Table 6 illustrates the levels of knowledge when it come the legal responsibilities in corporate social responsibility. 65 (93%) of the 70 respondents reported to have some level of knowledge with only (5) 7 % reporting to have higher than average levels on the legal responsibility. 69% of the respondents reported that they had just some or little knowledge on the legal responsibility in Corporate Social Responsibility, this accounts for the majority of the persons that were interviewed throughout the three groups of focus.

Level of Knowledge	Frequency	Percent
Little knowledge	20	30
Some knowledge	24	39
Average knowledge	16	24
Beyond knowledge level	5	7

Total	65	100
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Table 5 Knowledge on Legal Responsibility

4.4.3 Knowledge on Economic Responsibility

Respondents generally had some level of knowledge on Economic CSR with 65 of the 70 respondents reporting to have little to high levels of knowledge. 5 respondents (7%) reported to have never heard of the subject matter while another 5 respondents had high levels of knowledge on the subject.

4.4.4 Knowledge on Ethical Responsibility

Majority of the respondents 68 (97%) reported to have knowledge on the Ethical CSR, and only 4 % reporting to have advanced knowledge on the subject matter. 34% reported to have little knowledge, 42% reported some level of knowledge and 20% reported average level knowledge.

4.4.5 Knowledge on Philanthropic Responsibility

Knowledge levels on Philanthropic CSR was high 65 (93) of the respondents reporting to have some level of knowledge on the matter. 35% of the respondents reported to have some kind of knowledge on the subject matter while another 28% reported to have little knowledge. 20% reported to have average knowledge while 17% had high levels of knowledge on the subject matter.

4.4.6 Prioritization of CSR

Community view

The community strata (n=33) was then asked on how they felt there was prioritization of CSR by the industries (Corporates and SMEs) in their communities. 15 (46 %) of the respondents reported to be very dissatisfied and a further 14 (42%) dissatisfied with the way the issues were prioritized. 4 (12%) reported to be unsure on how CSR was prioritized in the community.

	Frequency	Percent
Very dissatisfied	15	45.5
Dissatisfied	14	42.4
Unsure	4	12.1
Total	33	100.0

Table 6 Prioritization of CSR amongst communities

	Frequency	Percent
Strongly agree	9	36.0
Disagree	10	40.0
Neither agree or disagree	4	16.0
Agree	2	8.0
Total	25	100.0

Table 7 Prioritization of CSR amongst SMEs

Respondents from the SME strata (n=25) were asked if they agreed to say that issues of CSR were prioritized by the SME's. 10 (40%) of the SMEs disagreed to say that the SMEs prioritized issues of CSR while 9 (36%) strongly agreed and 2 (8%) just agreed. 4 (16%) of the respondents did not agree nor disagree on whether the SMEs prioritized CSR in the community they were operating in.

Respondents of the corporate strata (n=12) were quizzed on their views on their knowledge on the importance of CSR to their organization. 11 (91%) of the respondents reported to have knowledge on the importance of CSR to their organization 6 (50) had little knowledge while 5(42%) had some level of knowledge and 1 (8%) reported to have very high knowledge on the importance of the CSR to the corporate institution.

Corporates

	Frequency	Percent
Little knowledge	6	50.0
Some knowledge	5	41.7

Beyond knowledge level	1	8.3
Total	12	100.0

Table 8 Importance of CSR

4.5 Corporate Social Responsibilities Activities

4.5.1 CSR Activities Performed by Companies

The Corporate strata (n=12) was asked about the types of CSR activities that they performed, all of the companies reported to have offered internships as part of CSR efforts to the communities. Half of the companies reported to have implemented tree planting and another 5 (42%) reporting to have implemented the construction of toilets in the community while the same number (5) initiated educational support to the community members. 4 (33%) of the companies were reported to constructed school blocks in the community while another (33%) also reported to be engaged in a school feeding programs in primary schools in the communities of focus.

Activity	Frequency	Percentage
Tree planting	6	50
Building toilets	5	42
Educational support	5	42
School Block Construction	4	33
School feeding	4	33
Internship	12	100

Table 9 CSR Activities Implemented

4.5.2 Satisfaction of Funds Allocated to CSR Activities

The Corporates (n=12) were asked about their satisfaction with the funding that their organisations' allocated for CSR initiatives. Of the 12 respondents, 4 (33%) of the respondents reported to being satisfied with the funding will another 4 respondents (33%) reported to neither be satisfied nor dissatisfied. 3 (%) reported to be dissatisfied with the level of funding with 1 respondent reported to be very dissatisfied with the funding allocated to the CSR initiatives.

4.5.3 Community Satisfaction with CSR Activities in Your Community

Community respondents (n=33) in the research were asked about their satisfaction with the funding that the SMEs and the Corporates dedicated to CSR initiatives. Over half (19) of the respondents (58%) reported to be very dissatisfied with the funding that was being allocated to the CSR activities while a further 8 (24%) reported to be dissatisfied. 4 respondents (12%) reported to be neither satisfied nor dis satisfied while 2 (6%) of the respondents reported to be satisfied with the resources allocated to CSR.

	Frequency	Percent
Very dissatisfied	19	57.6
Dissatisfied	8	24.2
Neither satisfied nor dis satisfied	4	12.1
Satisfied	2	6.1
Total	33	100.0

Table 10 Satisfaction with CSR Funding

4.6 Impact of Corporate Social Responsibility Initiatives

4.6.1 Impact on the Environment

Respondents from all the three strata's (n=70) in the study were asked about their level of satisfaction when it came to the impact of the CSR initiatives. 36 respondents (51.78%) reported to be very dissatisfied with the CRS initiatives impact on the Environment while another 19 respondents (27%) reported

dissatisfaction. On positive side of the spectrum 11 (16%) reported to be satisfied and another 2 respondents (3%) reported to be very satisfied with the impact that the CSR initiatives implemented had on the environment.

	Frequency	Percent
Very dissatisfied	36	51.4
Dissatisfied	19	27.1
Neither dissatisfied or satisfied	2	2.9
Satisfied	11	15.7
Very satisfied	2	2.9
Total	70	100.0

Table 11 Satisfaction with Impact of CSR on Environment

4.5.2 Impact on the Communities

When asked about the impact that the CSR initiatives implemented by both the SMEs and Corporates had on the communities a majority of the respondents (56) reported not satisfied with the impact of the CSR initiatives on the communities. Of these 56 respondents 29 (51%) report to be just dissatisfied while the other 27 reporting to be very dissatisfied with the CSR effect the communities. 10 respondents (14%) reported to be satisfied while 1 was very satisfied with the impact that the CSR initiatives had on the community. 4 respondents were not sure of their level of satisfaction and responded to say they were neither dissatisfied nor satisfied with the impact the CSR initiatives had on the communities.

4.5.3 Positive Change to the Society

Respondents of all the three strata's (n=70) were asked about their satisfaction of the impact that CSR had on the society as a whole, 86% reported to not being dissatisfied, of these 27 were just dissatisfied while the other 33 reported to being very dissatisfied. 9 (13%) respondents reported to be satisfied with the impact that CSR had on the society while a further 1 respondent reported to being neither dissatisfied nor satisfied.

	Frequency	Percent
Very dissatisfied	33	47.1
Dissatisfied	27	38.6
Neither dissatisfied or satisfied	1	1.4
Satisfied	9	12.9
Total	70	100.0

Table 12 Satisfaction of Impact of CSR on Society

4.6 Community View Points

4.6.1 Involvement in Planning and Implementation

Figure 16 Involvement of Communities in Planning and Implementation of CSR Initiatives

Respondents from the Corporates and SME strata's (n=37) were questioned on the involvement of the communities in both the planning and implementation of the CSR activities in the communities of focus. When asked about the involvement of the communities in the planning of the CSR activities 35% of the respondents (13) reported to rarely involved communities while a further 9 (24%) respondents reported to have sometimes (5) or often (4) involved the communities in the planning. A total number of 3 (8%) respondents reported to have always involved the communities in planning while 12 (32%) respondents reported to have always involved the communities.

The respondents were then asked about the involvement of the communities when it came to implementation of the CSR activities, 64% of the respondents reported to have involved the communities in the implementation of the CSR activities in some way. 14 (38%) rarely, 6 (16%) sometimes and 4 (11%) often involving them. 5 respondents reported to have always involved the communities with a further 8 (22%) reported to have never respondents had never involved the community in the implementation of CSR activities in the communities.

4.6.2 Knowledge on Resources

Frequency Percent

Very aware	2	5.4
Neither aware or unaware	4	10.8
Aware	6	16.2
Unaware	11	29.7
Very unaware	14	37.8
Total	37	100.0

Table 13 Awareness of CSR Budgets

The respondents from the SMEs and Corporate strata were asked about their awareness of the amounts of funds that were allocated to the CSR activities. From the 37 respondents 8 (22%) reported to be aware of the funds that were budgeted for the CSR, 5% were (2) were very aware while 16% (6) were just aware. 68% of the respondents reported to not be aware of any sort of budgets that were targeted towards the CSR activities while 4 (11%) reported to neither aware or aware of the CSR budgets.

4.6.3 Satisfaction with Initiatives Implemented

Communities (n=33) were asked to see their views when it came to their satisfaction of the CSR initiatives that were implemented in their communities 20 (60%) of the respondents reported to be not satisfied with the initiatives. A section of 8 (24%) of the respondents reported to be satisfied with the CSR initiatives while 5 (16%) of the respondents reported to be neither dissatisfied nor satisfied with the CSR initiatives.

The study further looked at the correlation between the community respondents (n=33) to see the relationship between their perceived importance of CSR and the satisfaction with the impact the CSR initiatives. Table 14 show that there was no statistical strength in the relationship (0.97) between the perceived level of importance of CSR and the satisfaction of the impact of CSR. The results further suggest that the relationship was slightly significant (.591).

Correlations between the perceived importance of CSR from the SME's (n=25) perspectives and satisfaction that they had with the impact to the communities. The Pearson's correlation shows a weak (.315) relation relationship between the perceived importance of CSR and the level of satisfaction with the impact that the initiatives had on the communities. The data also illustrates an insignificant relationship between the two variables (.126) in question.

The research further looked at the correlation between the knowledge that the member of the corporate (n=12) had on CRS and how satisfied they were with the positive change that had come about. Table 16 depicts Pearson's correlation report indicated a weak relationship (.284) between the knowledge that the staff had on CSR and the level of satisfaction on the positive change that the CSR had, the results further indicate insignificant (.372) between the two.

5.0 Introduction

This chapter concludes the study with the summary of the main findings. The conclusion and recommendations made highlight the needs and established benefits of having increased knowledge of issues concerning Corporate social responsibility may bring about adoption and demand for more initiatives. Recommendations for further research on the subject are made.

5.1 Discussions on findings

5.1.1 Findings on Socio Demographic Variables of the Study

1. More than half (60%) the respondents to the questionnaires were male
2. Respondents aged between the ages of 18-30 represented 50% (35) of the total respondents, seconded by the 31-40 (30%) while 41-50 age bracket had 12 respondents (17.1) and only 2 respondents were aged above 51
3. Majority (61.4%) of respondents reported to have attained a maximum of primary school education seconded by the ones that had attained secondary school education 16 (22.9%). There were also 3 respondents that had reported to have never done any sort of formal education while 1 had a PHD
4. A quarter of the respondents from the Community and SME strata's reported to be involved in business and other activities while the rest were either schooling or not engaged in any income generating activities
5. The respondents in the Corporate strata reported to be in middle and senior management levels while 15% were either coordinators or officer in their work places.

5.1.2 Findings on Knowledge of Corporate Social Responsibility

1. The majority of respondents reported to have some level of knowledge pertaining to issues of Environmental responsibility, 5 of the respondents reported to have no knowledge at all on the subject.
2. Over half the respondents (65) responded to say that they had some knowledge of Legal Responsibility of which 7% had higher than average knowledge. 30% reported to have little knowledge
3. Close to all the respondents (65) reported to have some level of knowledge on issues of Economic CSR while the remaining 5 respondents (7%) reported to have never heard about the subject matter
4. Over 97% of the respondents reported to have knowledge on the Ethical CSR and of that 4% reported to have advanced knowledge on the subject matter.
5. The majority (93%) of respondents reported to have some knowledge on the issues of Philanthropic CSR, 28 % reported to have little knowledge while 17% reported to have high knowledge.

5.1.3 Findings on Prioritization of CSR

1. Community member strata respondents (n-33) reported to be very dissatisfied (45%) with the prioritization of CSR by the Corporates and SMEs. 42.4 % reported to be dissatisfied will the remaining 12.1 % were not sure of their level of satisfaction
2. SMEs (n-25) that were asked about how they felt their group strata prioritized CSR, 44% reported to agreed that it was being prioritized while 10 (40%) disagreed and 4 (16%) where neither in agreement nor in disagreement.
3. Respondents in the Corporates strata (n-12) all reported to have knowledge of the importance of CSR, 50% had little knowledge, 41.7% had some knowledge and 8.3% had beyond average level of knowledge

5.1.4 Findings on CSR Activities Performed and Satisfaction with Funds allocated

1. Corporates responded that 6 (50%) were involved in tree planting, 5 (42%) in Building toilets, 5 (43%) in educational support, 4 (33%) in School block construction, 4 (33%) in school feeding programs and 12 (100%) reported to have internship positions as part of their CRS initiatives.
2. Corporate respondents (n-12) reported that 4 (33%) were satisfied with the level of funding, 3 (25%) reported to be dissatisfied, 1 (8 %) reported to very dissatisfied with the funding while a further 4 (33%) reported to be neither satisfied nor dissatisfied with the level of CSR funding.
3. Over half 19 (58%) of the Community members (n-33) responded that they were very dissatisfied with the funding that was allocated for CSR, 8 (24%) reported to just being dissatisfied. Another 2 (6%) reported to being satisfied while 4 (12%) reported to neither being satisfied nor dissatisfied with the amount of funding that the Corporates and SMEs allocated to CSR initiatives.

5.1.5 Findings on Impact of CSR

1. All the respondents (n-70) in the research responded to how satisfied they were with the CSR impact on the environment, 78.5% reported to not be satisfied, 18.6% reported to be satisfied while 2 (2.9%) reported to neither satisfied nor dissatisfied with the impact that the CSR initiatives had on the environment
2. 56 (81%) of the respondents reported that they were very dissatisfied with the impact that the CSRs had on the communities while 10 (13%) of the respondents to be satisfied while 4 (6%) of the respondent was not sure on where they were satisfied or not.
3. On the question of the level of satisfaction with the impact on the society, 86% reported to be dissatisfied while 13% reported to being satisfied with the impact the CSR initiatives had on the society and one respondent was neither satisfied nor dissatisfied.

5.1.5 Findings on Community view points

1. Corporate and SME strata's (n-37) were asked on how they involved community members in the planning and implementation of CSR initiatives, 12 (32%) reported to have never involved the communities in any of the planning for CSR activities while the remaining 68% reported to have involved the communities in some way. When asked about involvement of communities in the implementation of CSR activities 8 (22%) reported to have rarely in never involved community members while 78% reported to have involved the communities in some way while implementing the CSR initiatives.
2. The Corporates and SME strata's respondents reported that 67.5 % reported to not be aware of the amounts of funds that were allocated to CSR initiatives while 21.6 were aware and 10.8 reported to be neither aware or not aware of the funding.

3. The community members (n-33) were asked about satisfaction with the initiatives that Corporates and SMEs implemented in their communities, 20 (60%) reported to not being satisfied with the CSR initiatives while 8 (24%) were satisfied. A total of 5 (16%) respondents reported to neither be satisfied nor dissatisfied with the CSR initiatives that were being implemented

5.1.6 Findings related to significant Association/Difference/Relationship

1. The study used correlation results to determine the relationship between the community strata's deemed importance of CRS and the Satisfaction of the impact of CSR initiatives in the communities deemed that there was no significant (0.97) relationship and that a slightly significant relationship existed between the two.

2. The SME strata (n-25) correlation on the deemed Importance of CSR and Satisfaction of Impact of CSR initiatives on the communities resulted in a weak relation between the two and also having an insignificant relationship

3. Pearson's Correlation reported that there was a weak relationship between the knowledge that the staff (n-12) had and levels of satisfaction with the positive change from CSR initiatives was weak (.284) while also recording an insignificant relationship (.372).

5.1.7 Corporates Understanding of Corporate Social Responsibility

The study has established that there is limited knowledge on what CSR is amongst the industries, companies have been implementing initiatives in the name of assisting the communities without understanding the impact of the activities. This has led to the lack of involvement of community members in the planning and also implementation in some instances the respondents indicated that their companies had never not even once involved the communities in their activities.

Employees showed a general low levels of knowledge in the amounts of funds that have been set aside for the CSR activities that the companies use for the activities and this was assumed that these are activities are never planned for. There was high levels of dissatisfaction satisfaction on the impact the industries was having on the communities and societies.

5.1.8 Understanding of Corporate Social Responsibility and the Role SMEs play

The research has established that there is a generally low knowledge on issues of Corporate Social Responsibility and this has not spared the SMEs. SMEs illustrated huge knowledge gaps in the subject matter and general none existence of CSR initiatives. The SMEs that were engaged in the research demonstrated that they did not have any sort of budgets allocated for CSR activities and felt that it was not their responsibility as it was up to the bigger organization to perform these activities. When quizzed about the Environmental aspects of CSR the majority of SMEs highlighted that they take care of their working environment and did help random community members that passed by asking for food.

5.1.9 Communities Expectations and Understanding of the concepts of CSR

The research has established that the communities had little knowledge on CSR let alone on initiatives that the SMEs and Corporates were implementing in their community. The community members had a lot of expectation from the Corporates that ranged from building roads, schools, and general food handouts. There was appears to be disconnect in the understanding of the roles that the industries would be able to play in protecting the environment and society as a whole. Community gatekeepers were aware of the negative impact that some of the industries had on the environment but had never been engaged in the planning and rarely involved the implementation of CSR initiatives.

5.2 Recommendation

5.2.1 Communities

There is need for better understanding on the issues of CSR and the impact that the economic activities both by the SMEs and corporates have on the environment and society.

Gatekeepers need to engage both the industries and communities to come up with ways of preserving the environment around them.

5.12.2 SMEs

Trainings to be done that can help the owners of small businesses learn the role they play in safeguarding their society. This should also target on ways of accessing the impact that their economic actives contribute to the environment

5.2.3 Corporates

The findings highlight that there is need for proper engagement of the communities in both the planning and implementation of CSR activities, this can be achieved through the use of the already existing village development committees (VDC). The use of these committees would foster a good relationship that could lead to positive impact on the environment.

There is a need for considering enacting laws that deliberately safe guard the environment and society from the industries and all those engaging in economic activities.

5.3 Areas for Further Research

Research findings have highlighted the gaps in knowledge that needs to be filled;

- Research needs to identify the bottle necks that exist in the development and exacting of what would be beneficial laws.
- The extent of the impact on the environment and society where industry activities “meet” human settlement to better understand the status co.
- How local by-lays on environmental protection are effected and the rates of compliance

5.4 Conclusion

The research has highlighted lack of knowledge in the issues of Corporate Social Responsibility amongst the SMEs, Corporates and Communities at large. This void in knowledge has ultimately led to lack of prioritization of Corporate Social Responsibility initiatives leading to general degradation of the environment and overall society. The absence of clear laws to guide on Corporate Social Responsibility has paved ways to negligence and lack of accountability on safeguarding the environment in which the industries operate.

Communities are in a state where they cannot make the industries accountable to the degradation that industries cause to the communities where they operate.

Despite the negatives that the research has highlighted, the efforts of the few industries to be accountable to the communities and the environment cannot be over looked.

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