THE CONTRIBUTION OF CORPORATE SOCIAL RESPONSIBILTY IN THE SUCCESS OF PRIVATE COMPANIES IN MACHAKOS SUB-COUNTY

BY
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ABSTRACT

This study was aimed at investigating the contribution of CSR towards the success of Private companies in Machakos Sub-County. Chapter one of the research encompassed the research problem which was grounded in the existence of the gap existent in the lack of clarity on whether CSR significantly contributes to the success of private companies working in Machakos Sub-County. The study specific objectives were to determine the contribution of CSR activities towards the success of private companies in Machakos Sub-county, to investigate the influence of CSR on stakeholders towards the success of these private companies that were studied, to establish the beneficial value of the CSR activities to the target stakeholders and lastly to establish the specific CSR activities carried out by the private companies in Machakos Sub-County.

The study was carried out in Machakos Sub-County .The study was done through the review of the concept of CSR as it relates to company success through an exposition of relevant current and past literature. The study included a review of the theoretical models of CSR and finished by bringing a conceptual framework of Corporate Social Responsibility. The research was based on several theories with the stakeholder theory as the major theory of focus. A case study research design was used in the determination of the contribution of CSR in the success of private companies leading to the solution of the research problem. A stratified sampling technique was used to determine the sample size population through drawing samples from the non overlapping strata constituting the study population. In the collection of data for the research a structured questionnaire was used. The study used structured questionnaires to get data from the target units designated for the study .Furthermore the study involved the use of multinomial logistic regression analysis model and presented the findings through graphs, pie charts, and tables. The conclusions in the study found out that CSR contributed significantly to the success of private companies in Machakos sub-county. The study also found that private companies involved in CSR activities had a bigger market share as compared to those companies that were not involved in CSR activities .The study further found out that CSR was adopted by a majority of private companies as a business strategy but not just a mere practice of doing good to the community.

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