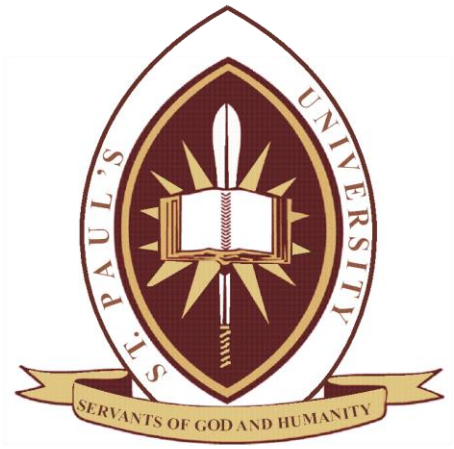


ABSTRACTS FOR ST. PAUL'S UNIVESITY RESEARCH CONFERENCE ON 23rd & 24th NOVEMBER 2017

THEME: Strengthening Research and Innovations for Climate Adaptation and Sustainable Development

Strategies that Influence Corporate Social Responsibility Programmes for the Climate Change

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Abstract

High cost in pursuit of the strategies that influence Corporate Social Responsibility (CSR) is increasingly compatible with improving environment for climate change. The benefits of adopting CSR can have significant advantages for both shareholders and the environment, particularly when undertaken voluntarily. But another factor in favour of CSR is the oblique pressures brought to bear from a sense of moral obligation, a more ethical approach, sweeping into boardrooms. The study investigated the strategies that influence Corporate Social Responsibility programmes implementation in the commercial banks in Kenya. The study investigated physical environment and stakeholder's participation as communication strategy for climate change. The study adopted descriptive survey design as it is suitable for obtaining systematically factual information for decision making, identify the current practices, conditions and opinions. The target population was 43 commercial banks and the total sample size of 36 target respondents comprising of 18 corporate affairs managers and 18 CSR officers. The research made use of self- administered structured questionnaire for data collection. The data collected was edited, coded, classified, and tabulated to make it amenable to analysis. The response rate in this study was approximately eighty three percent which was considered sufficient for making inferences and drawing conclusions. Quantitative data was analyzed using descriptive statistics. Descriptive statistics included percentages, frequencies, means, and standard deviations. The findings of the study established that physical environment as a strategy and stakeholder's participation as a strategy had a positive influence on corporate social responsibility for climate change.

Key words; Climate change, corporate social responsibility, strategies, programmes