

The Role of the Social Responsibility in Improving the Performance of the Organization

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ABSTRACT

The purpose of the study is to determine the role of social responsibility in improving the performance of the institution, where the theory aims to determine whether the role of social responsibility has an impact on the performance of employees and improve the performance of the company if the social motivation to stimulate the employee has used a number of the farthest dimension where there the ethical, economic, results show that CSR has a role where the number of respondents agrees and strongly agree is more and through the results show that CSR has an important role in improving and evaluating the performance of employees in the company to do so without doubt quantity, To get them from a previous search questionnaire. A total of 94 questionnaires were prepared and prepared by a private company in the Kurdistan Region of Iraq. company Sardar Group cars were selected in the first section of Toyota and second Jaguar. A sample of staff and managers was selected, done using the SPSS programs.

Key Words: social responsibility, improving the performance, human relations, trade unions, SPSS.

1. Introduction

Corporate social responsibility has been raised as an important approach to address the environmental and social impact of the company's activities. Companies have so far expected to go further. They are often expected to support the treatment of many of the most realistic problems in the world, such as climate change and the poor. When we check the concept of corporate social responsibility, we can say that it is a kind of torture concept. (Bowen,1953) stated that it is true when he said that "CSR is gradually evolving and expanding, since its introduction. The traditional approach to the concept of corporate social responsibility is the need to achieve the maximum possible profits within the existing legal framework. This approach derives its elements from classical economic theory, which is based on the basic criterion of the performance of the institution is its economic efficiency, which crystallizes in the self-interest of shareholders as responsibility Primary management (Mehdi,2001).

In the early 1950s, a strong trend emerged, especially in capitalist societies, which called for the institution to be committed to the society in which it operates (Medhat,2005). The administration is responsible not only for achieving the economic efficiency of the organization's activities, but also about what the institution should do Social problems resulting from the performance of these activities, in the sense that

the administration has become obliged to recognize social responsibility in addition to economic responsibility (Ammar, 2012). The organizations exercised their activities freely without taking into account the effects of their various activities and the repercussions that these activities may cause on the medium within which they operate, whether internal or external, but the tremendous technological and scientific development witnessed by the business environment today and the transition of societies to a new stage under the so-called The knowledge economy clearly points to the important role played by businesses in the life of countries at various levels and the major organizations compete with their inventions and discoveries of goods or services, the impact of these organizations has increased in the decisions of the governments of the state to which they belong, but has extended this effect to other countries because of the external investment of these organizations (Handy, 2002). In an era of globalization, organizations are looking for more rapid and influential systems not only for globalization but for the impact of economic growth on the social and natural environment in which they live. Organizations are working longer and longer, and the continuous pursuit of economic progress can improve the quality of working life in these organizations. The basic idea that is focused on reconfiguring the harmony and harmony between economic rationality and ethics in order to obtain business ethics is still left out of the mainstream of organizations in a rapidly evolving world with its diverse technologies.

2. Literature Review

1) Evolution of the concept of social responsibility of organizations the stage of the industrial revolution, this phase is characterized by the exploitation of irrational exploitation of workers and human resources, where the children and women were employed for long hours and in harsh working conditions and low wages, and no interest to workers and society and environmental awareness, and this is because the revolution at its beginning and abundance Water, vast areas and unexploited natural resources did not raise the attention of the community. In order to increase the efficiency of the exploitation of resources, especially the labor force, research at this stage focused on how to improve employee productivity. Physical means by improving wages paid to workers in exchange for a great effort to give a large color production, it can be said that at this stage there is a simple awareness of social responsibility embodied in improving the wages of workers (Masaka, 2008). **The stage of human relations**, at this stage, the first beneficiary and the proximity to the owners and the workers have begun to be concerned. In view of the increasing exploitation of workers and the many work injuries, this led to the emergence of streams demanding safety and safety in work and reducing working hours. The results of this work were the experiences of Hawthorne, studies in which they tried to know the effect of attention on workers and working conditions on production and productivity, and the institutions showed interest to workers for the purpose of increasing production and thus increase the profits of owners. Hence, Is to make an appropriate profit that is in the self-interest

and interests of the other parties (Frederick, 2006). **The stage of the influence of socialist ideas**, The important development at this stage is that the ideas of socialism are the challenge for private institutions to take responsibility of other parties in addition to the owners, where these ideas are prominent signs that led the institutions in the West to adopt a lot of elements of responsibility, Among the most prominent demands of the workers concerning the conditions of work and retirement and social security and work injuries and career stability (Edelman, 2011). The Great Depression, the Collapse of Industrial Institutions and the Demolition of Thousands of Workers led to many disturbances, which led to the State intervention to protect the interests of workers and find alternative employment opportunities. Reasonable to restore the economic balance, all of the above, in addition to the influence of social ideas that have begun to spread, led to the construction of the ground for the first directions to root ideas and identify elements of social responsibility (Senge, 1990). **The stage of laws and creative codes**, The calls and protests in the previous stages were embodied in the formation of laws and moral constitutions, which started before the institutions formulated and adopted, and the social goals and the willingness to abide by ethical values began to appear in the slogans of the institutions and messages clearly, Which focuses on the following elements: human rights, principles and fundamental rights at work, environmental protection (Handy, 2002).

2) Definition of social responsibility: Social responsibility in business organizations is the moral obligation and responsible behavior towards a group of parties and stakeholders. One of the most important beneficiaries of social responsibility programs is the community and the environment. This reflects that the concept of social responsibility is to strengthen the role and status of organizations in Society not only as an economic entity but also as a social entity that contributes to solving the problems of society and preserving the environment within which it operates (Barton, 2011).

3) Importance and benefits of social responsibility: Social responsibility is an important and useful process for organizations in their relations with the community as they are: (Freeman, 1983). 1) It works to improve the image of the institution in the community, especially the customers and employees, since social responsibility represents voluntary initiatives of the institution towards society. 2) Maximize the state's revenues in the event that the institutions are aware of the importance of social responsibility. 3) Make profits for the institution on the long-term perspective. 4) Creating environmental conditions suitable for the survival, growth and development of institutions. **4) Stages of developing companies' interest in social responsibility:** The interest of business organizations in social responsibility has evolved through the following three stages: (Hussain, 2005) First stage of management of maximizing profits for the period at this stage the main responsibility of the business was to maximize profits and orientation towards pure self-interest, that cash and wealth is the most important, and that what is good for me is good for the country, Second stage the period of trusteeship from the late 1920s to the beginning of the sixties. **5) The importance**

of social responsibility in business organizations: The benefits that business organizations derive from social responsibility programs are the same as those that support social responsibility practice: (Freeman, 2009). Social responsibility works to improve and develop the image of the organization to society. Social responsibility is the best case for investors by raising the value of stocks in the long run, for the business organization's confidence in the community, and what it does to reduce the risks it may face in the future, Laws and legislation cannot accommodate all the relevant details in society, but with responsibility in business, they will represent social law. **6) Strategies for dealing with social responsibility: The organization's social performance revolves around four positions or strategies:** (Barton, 2011). **Defensive strategy:** It means a very limited social role in accordance with the legal requirements imposed only to protect the organization from criticism and to a minimum. This role falls within the requirements of competition and the pressures of environmental activists, **Adaptation strategy:** In this strategy, the Organization takes an advanced step towards contributing to social activities by adopting spending in aspects related to ethical, legal and economic requirements, which have a clear social role through interaction with norms, values and expectations of society, **The strategy of the voluntary initiative:** The management takes the lead in social activities in response to many social requirements according to managers' estimations in accordance with different situations. This strategy is characterized by the overall performance of the business organization always takes into account that the decisions taken or actions have the opposite effect to the aspirations of the community and its interest.

3) Research problem:

My choice of social responsibility as one of the methods used in the evaluation processes was to try to show us the advantages and disadvantages of this strategy, in the sense of its importance and its role in evaluating the performance.

4) Research objectives:

Through this study we seek to achieve a number of objectives, including trying to ascertain the validity of the hypotheses and highlight the following:

1. To importance of social responsibility as an evaluation tool among the range of methods adopted by the organization in the evaluation process.
2. To highlight the importance of assessing the performance within the economic organization.
3. To help the management of the organization and the importance of social responsibility in improving performance and to make rational decisions in less time, effort, cost and quality.

Research questions:

1. What is social responsibility, and what is its importance to the organization?

2. What indicators are helpful in the assessment process?
3. What is the importance of social responsibility in improving performance?

5) Research Methodology

In the research methodology this study is a survey questionnaire. To clarify, questionnaire is a set of questions designed in a predetermined order for the purpose of data collection, and the respondents are required to answer the to the same questions (Sounders et al., 2009). The questionnaire I used is consisting of three parts. First, the demographic questions. Second, The dimensions of social responsibility survey has been designed and tested by (Abu Bakr,2014) the demographic question is 4 and the question for dimension of social responsibility total is 23 question, The respondent had to tick only one suitable answer For the JSS part, the rating scale was five choices: “Strongly Disagree” , “Disagree” , “undecided” , “Agree” , “Strongly Agree”

Both primary and secondary data were used for this study. Initial data collection procedures were conducted at Sardar cars company using questionnaire. 100 population survey questionnaire was distributed, but only 94 respondents. 44 out of 50 respondents were from the company's first Toyota branch, 50 were from 50 respondents from the company's second Jaguar branch. Statistical Package for Social Sciences (SPSS) program was used to analyze the data collected through the questionnaire. Data collected from the questionnaires were edited, coded and keyed into the SPSS program. This study is regulated in the capital of Kurdistan, in Erbil. The company was private and questionnaires filled out through employees in Sardar Cars Company

6) Data Analysis:

In the study analyze have four different tables statistically conducted with the research. First one is Cronbach's Alpha, second one is demographical variables and the third table is all 23 items description presented as frequency and fourth table is all 23 items for Descriptive Statistics

Table 1: Reliability Statics

<i>Cronbach's Alpha</i>	<i>N of Items</i>
.651	23

The reliability of is low but it's because of the total number of the respondents which are low. The significant value of alpha is considered as .7 or more than .7 but in this case the scale is statistically reliable as the Cronbach's Alpha is .651, which is an acceptable value.

Table 2: Demographical Data

Items		Frequency	Percent
Gender	Male	72	76.6
	Female	22	23.4
AGE	18-25	46	48.9
	26-34	37	39.4
	35-45	11	11.7
Educational level	Diploma	9	9.6
	Bachelor's degree	11	11.7
	Master's degree	66	70.2
	PhD	2	2.1
	High school	6	6.4
Years of service	5-10 Years	64	68.1
	10-15 Years	21	22.3
	15-20 Years	7	7.4
	20-25 Years	1	1.1
	25-30 Years	1	1.1
Total		94	100

The above table presented as Table 2 has the demographical variables where four variables taken for the study and explained with the frequency and percentage.

Table 3: Items Data

Parameter		Frequency	Percent
The Organization achieves an economic quarter without compromising wage levels.	Strongly Disagree	5	5.3
	Disagree	7	7.4
	Undecided	6	6.4
	Agree	28	29.8
	Strongly Agree	48	51.1
The organization seeks to increase its economic benefits while respecting competitive products.	Strongly Disagree	5	5.3
	Disagree	9	9.6
	Undecided	11	11.7
	Agree	45	47.9
	Strongly Agree	24	25.5
Honesty in all economic transactions sell and buy in clear and non-crooked methods.	Strongly Disagree	5	5.3
	Disagree	13	13.8
	Undecided	18	19.1
	Agree	37	39.4
	Strongly Agree	21	22.3
Work to maximize profits in transparent ways.	Strongly Disagree	2	2.1
	Disagree	7	7.4
	Undecided	11	11.7
	Agree	48	51.1
	Strongly Agree	26	27.7

The organization's mission and objectives are in line with society's goals and values.	Strongly Disagree	4	4.3
	Disagree	13	13.8
	Undecided	22	23.4
	Agree	36	38.3
	Strongly Agree	14	20.2
The organization has a system to combat administrative corruption of all kinds.	Strongly Disagree	4	4.3
	Disagree	8	8.5
	Undecided	10	10.6
	Agree	49	52.1
	Strongly Agree	23	24.5
Your organization seeks to respect human rights and to respect the customs and traditions of societies.	Strongly Disagree	1	1.1
	Disagree	16	17.0
	Undecided	10	10.6
	Agree	46	48.9
	Strongly Agree	21	22.3
The organization has a clear and visible ethical guide to all its employees.	Strongly Disagree	1	1.1
	Disagree	9	9.6
	Undecided	14	14.9
	Agree	42	44.7
	Strongly Agree	28	29.8
The organization provides assistance and donations to charities.	Strongly Disagree	2	2.1
	Disagree	7	7.4
	Undecided	11	11.7
	Agree	46	48.9
	Strongly Agree	28	29.8
The organization agrees to participate in environmental and community protection programs by local associations and bodies.	Strongly Disagree	2	2.1
	Disagree	4	4.3
	Undecided	10	10.6
	Agree	53	56.4
	Strongly Agree	25	26.6
The organization contributes to providing employment opportunities for women in the belief in its role in increasing the income levels of citizens and improving their standard of living.	Strongly Disagree	-	-
	Disagree	2	2.1
	Undecided	5	5.3
	Agree	45	47.9
	Strongly Agree	42	44.7
My organization has the right personnel to provide technical support for the utilization of IT in building customer relationships.	Strongly Disagree	-	-
	Disagree	7	7.4
	Undecided	8	8.5
	Agree	41	43.6
	Strongly Agree	38	40.4
The organization is concerned with the application of strategies that help in identifying the sections that need to improve financial performance.	Strongly Disagree	1	1.1
	Disagree	8	8.5
	Undecided	9	9.6
	Agree	51	54.3
	Strongly Agree	25	26.6
The organization is interested in achieving social objectives along with economic objectives.	Strongly Disagree	1	1.1
	Disagree	7	7.4
	Undecided	9	9.6

	Agree	45	47.9
	Strongly Agree	32	34.0
Financial resources and resources are exploited in a manner that leads to the development of organizational performance.	Strongly Disagree	2	2.1
	Disagree	8	8.5
	Undecided	12	12.8
	Agree	42	44.7
	Strongly Agree	30	31.9
The Organization is keen on economy and optimal utilization of resources.	Strongly Disagree	-	-
	Disagree	7	7.4
	Undecided	12	12.8
	Agree	38	40.4
	Strongly Agree	37	39.4
The organization works to honor and motivate employees who are successful and creative at work.	Strongly Disagree	2	2.1
	Disagree	11	11.7
	Undecided	3	3.2
	Agree	46	48.9
	Strongly Agree	32	34.0
Preparation and implementation of awareness programs for employees, including the task of social, environmental and safety.	Strongly Disagree	4	4.3
	Disagree	8	8.5
	Undecided	11	11.7
	Agree	45	47.9
	Strongly Agree	26	27.7
The obligation of the Organization to apply the laws and instructions for the work and the implementation of justice to the staff and convince them to do so through the interpretation and clarification of the laws and instructions to achieve their interests.	Strongly Disagree	-	-
	Disagree	8	8.5
	Undecided	13	13.8
	Agree	35	37.2
	Strongly Agree	38	40.4
Adopting an administrative policy that allows employees to participate in decision-making processes.	Strongly Disagree	3	3.2
	Disagree	4	4.3
	Undecided	10	10.6
	Agree	47	50.0
	Strongly Agree	30	31.9
The organization works on the use of technologies under IT.	Strongly Disagree	1	1.1
	Disagree	7	7.4
	Undecided	4	4.3
	Agree	41	43.6
	Strongly Agree	41	43.6
The organization supports activities and facilitates the handling of problems for employees.	Strongly Disagree	4	4.3
	Disagree	7	7.4
	Undecided	9	9.6
	Agree	38	40.4
	Strongly Agree	36	38.3
The organization is undertaking training courses for staff development.	Strongly Disagree	1	1.1
	Disagree	6	6.4
	Undecided	10	10.6
	Agree	51	54.3
	Strongly Agree	26	27.7
Total		94	100

The above table presented as Table 3 has the all 23 items description presented as frequency and percentage having altogether 94 samples constituting 100% of respondents.

Table: 4 Descriptive Statistics

Items	Mean	Std.Deviation
The Organization achieves an economic quarter without compromising wage levels.	4.14	1.160
The organization seeks to increase its economic benefits while respecting competitive products.	3.79	1.096
Honesty in all economic transactions sell and buy in clear and non-crooked methods.	3.60	1.139
Work to maximize profits in transparent ways.	3.95	.943
The organization's mission and objectives are in line with society's goals and values.	3.56	1.093
The organization has a system to combat administrative corruption of all kinds.	3.84	1.030
Your organization seeks to respect human rights and to respect the customs and traditions of societies.	3.74	1.026
The organization has a clear and visible ethical guide to all its employees.	3.93	.964
The organization provides assistance and donations to charities.	3.97	.955
The organization agrees to participate in environmental and community protection programs by local associations and bodies.	4.01	.861
The organization contributes to providing employment opportunities for women in the belief in its role in increasing the income levels of citizens and improving their standard of living.	3.76	1.027
My organization has the right personnel to provide technical support for the utilization of IT in building customer relationships.	4.17	.875
The organization is concerned with the application of strategies that help in identifying the sections that need to improve financial performance.	3.97	.897
The organization is interested in achieving social objectives along with economic objectives.	4.06	.914
Financial resources and resources are exploited in a manner that leads to the development of organizational performance.	3.96	.994
The Organization is keen on economy and optimal utilization of resources.	4.12	.902
The organization works to honor and motivate employees who are successful and creative at work.	4.01	1.021

Preparation and implementation of awareness programs for employees, including the task of social, environmental and safety.	3.86	1.053
The obligation of the Organization to apply the laws and instructions for the work and the implementation of justice to the staff and convince them to do so through the interpretation and clarification of the laws and instructions to achieve their interests.	4.10	.940
Adopting an administrative policy that allows employees to participate in decision-making processes.	4.03	.944
The organization works on the use of technologies under IT.	4.21	.914
The organization supports activities and facilitates the handling of problems for employees.	4.01	1.083
The organization is undertaking training courses for staff development.	4.01	.861

This table show Descriptive statistics of the variables are given as follows which shows the total number of respondents is 94 The standard deviation of each variable is mentioned in the table proves that variables are deviating from their mean values.

7) Finding and Conclusion

In this study, the aim to identify the role of social responsibility in improving the performance of the organization as it does not limit the role of social responsibility to the economic dimension only in the organization, but there are other things such as the legal, moral and human dimension. Companies must take care of social responsibility because it is based on motivating staff performance It also improves the performance of the organization in general and also Companies must pay increased attention to their social responsibilities, whether directly participating in social activities or limiting the effects of their work or the formation of managers and employees in the area of social responsibility. social Responsibility is the most important source of success, excellence and solution many of the problems facing the enterprise as a low level of performance, and creative and creative energy that gives a competitive advantage and improvement the performance of the enterprise when interested, it is a strategic resource it when investing effectively creates and improves the value of the enterprise performance and positioning in the market, and To study the impact of the problem and the contribution of social responsibility in improving the performance of the institution and this is confirmed by the results that have been, Through theoretical and field studies, the goal of corporate social responsibility is to achieve goals. The results of the analysis of the results indicate that the indicators of evaluation of the employees in the company is an acceptable percentage as the social

responsibility is working to stimulate the performance of staff as shown here that the organization works to honor and motivate successful employees and creators in the work and as shown in the results of the questionnaire 82% They have a turnout on this matter and these percentages are explained by the validity of this turnout ,The result shows that majority of the respondents (48.9%) agreed and (34%) strongly agree while (11.7%) of the respondents disagreed and (2.1%) strong disagreed that the organization works to honor and motivate employees who are successful and creative at work and the social responsibility has a significant role in improving performance as it is concerned with achieving the economic and financial goals and where the development of financial resources is exploited in a way that leads to the development of the organizational performance where it indicates that the 25% of the employees who are responsible for the meeting does not improve performance, However, the percentage of those who agree is the largest. This is an indication that social responsibility plays a big role in improving performance. This percentage of approval was conducted through the questionnaire, the result shows that majority of the respondents (44.7%) agreed and (31.9%) strongly agree.

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