



## A STUDY OF COMPANIES SOCIAL RESPONSIBILITY IN YEMEN: REALITY AND AMBITION.

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**ABSTRACT** This research aims to study the social responsibility of companies and their role in developing Yemeni society. As a result of the lack of interest in the topic of social responsibility in Yemen and its role in development, the researchers need an effort to convince companies, and today it faces great social and economic challenges in its work process to assume its responsibilities and interaction with society, firstly in pursuit of its economic goals, secondly to achieve the needs of society. In fact, it can be responsibility consider that ambiguity and lack of knowledge on the part of individuals, and society as a whole extent of development as well as the extent of its effectiveness and how to develop it and benefit from it. In light of this, the paper talk about some points as so as : meant by corporate social responsibility, the advantages of social responsibility , the lessons learn from international experiences in the field of corporate social responsibility , the criteria for respecting social responsibility , the motivations that encourage companies to assume their social responsibility as well as the challenges they face in carrying out their social role , the procedural or executive steps to implement the concept of social responsibility , the obstacles that face us in applying social responsibility, and finally , the most important recommendations for developing social responsibility initiatives in Yemen .

**KEYWORDS :** Social Responsibility, the ambiguity and lack of knowledge, Effectiveness, challenges, procedural or executive

### INTRODUCTION

The interest in social responsibility is not far from our tolerant religion, which urge people to cooperate for the good of society and the preservation of the environment, and focus on the importance of caring for the proper use of resources, not wastefulness, and not neglecting the right of future generations. Social responsibility for companies in Yemen is extremely important as a societal culture but rather a cornerstone, and an important tool for companies and society to represent social solidarity in its most pure form, where the private sector and companies represent the largest and essential part of the international economic system, therefore interest in social responsibility has become a prerequisite for limiting Poverty and unemployment through the commitment of economic institutions (local companies or international institutions) to provide the appropriate environment, not to waste resources, to undertake recruitment and training operations and raise human capabilities, and to empower women and raise their capabilities and skills to qualify to participate in the sustainable development process, and to support the neediest groups. The success of companies playing their role in social responsibility depends mainly on their commitment to three criteria: The company works for the community with the, improves environmental conditions in the society and addresses various environmental problems. and the social responsibility of companies is closely related to the concept of "sustainable development." In 1987, the (Portland) Report concluded that the current model of economic development cannot be sustained in the long term, as it causes the depletion of Environmental protection, economic growth and social justice. At the United Nations Conference on Environment and Development held in Rio del Janeiro in (1992), leaders of more than 100 countries adopted Agenda 21, a blueprint for achieving sustainable development in the twenty-first century. The sustainable development committee of the United Nations Economic and Social Council monitors the governments that have agreed to implement this plan in their countries. Agenda 21 has described transnational corporations as playing a vital role in the social and economic development of nations. (1)natural resources and harming society. The report defined "sustainable development" as "development that meets the needs of the present without harming the ability of future generations to meet their needs." This concept of sustainable development is based on three

main components.

The role of the Yemeni private sector by clarifying its contribution to the gross domestic product, as it increased during the period 2008-2013 from (50% -58%), while the contribution of the government sector decreased from (41% -30%) during the period 2008-2013, which confirms The private sector is at the heart of the development process. This can be illustrated in the following table (1):

**The evolution of the role of the private sector in the GDP for the years 2008-2013 (at current prices in millions of riyals**

Sector	2008	2009	2010	2011	2012	2013
Private	3,018,498	3,455,575	3,907,172	3,594,219	3,913,749	4,154,524
	50%	59%	57%	56%	59%	58%
Government	2,395,782	1,659,093	2,176,766	2,252,015	2,035,609	2,221,779
	41%	32%	34%	34%	30%	30%
GDP	5414280	5114668	6083938	5846234	5949358	6376303

\*Source: (Central Statistical Organization, 2013)(2)

It is clear from Table No. 1 the fluctuating role of the private sector in the gross domestic product, as it increased from (50%) in 2008 to (59%) in 2009, and then decreased to (57%) and (56%) during the years 2010 and 2011 Respectively, this may be due to the optimistic youth movement during that period, and then returned to the rise to (59%) in 2012, then decreased again to (58%) in 2013, but the decline was simple, and with all this the role of the private sector remains which represents almost half of GDP compared to the government role. This confirms the importance of the private sector's role in sustainable development as well as social responsibility (3)

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### 1.1. Research objectives:-

- 1- The research aims to define the concept of social responsibility.
- 2- This research aims to study the importance of corporate social responsibility in development.
- 3- Aim to know the necessary criteria for applying social responsibility.
- 4- Know the challenges and opportunities and addressing them to achieve sustainable development and social responsibility.
- 5- To Study the obstacles applying social responsibility?

### 1.2. Research significant:

- 1- The importance of the research stems in linking the relationship between the culture of the Yemeni Academy, which derives from the true Islamic religion, and between the social responsibility of companies, as it is a symbiotic relationship to strengthen ties between members of society in several forms such as Zakat, gifts, charity ... ect.
- 2- The importance of research in highlighting the important role of corporate social responsibility in sustainable development in Yemen lies not only with private institutions, but also with governments, academia and civil society organizations playing a critical role in themselves and in partnership with companies, enabling them to create a fertile environment that thrives in Under her corporate social responsibility.
- 3- The importance of research also increases from companies bearing their responsibility towards shareholders, consumers, customers, suppliers, workers, the environment and society. (4) In the sense of companies 'commitment not only to achieving profits for their shareholders, and responsibility is not limited to the national economy only, but extends to the environment and workers, their families and categories Other than society

### 1.3. Research problem:

The main research problem is ambiguity and lack of awareness of the concept of social responsibility in its contemporary concept, and a number of sub-questions are branched from it, including the following:

1. What are the challenges of implementing social responsibility?
2. What are the motives for encouraging companies to assume their social responsibilities?
3. What are the aspects and trends of social responsibility?
4. The advantages of social responsibility?
5. What are the barriers to implementing social responsibility?
6. What are the expected results from the application of social responsibility
7. What are the recommendations that are taken into account when applying social responsibility?

### 2. Literature review:

This section deals with some important topics related to ....

#### 2.1. the concept of companies social responsibility:

The concept of corporate social responsibility (5) has many definitions, all revolving around the same meaning, and it holds companies to their responsibility towards stakeholders from shareholders, consumers and customers, suppliers and workers, the environment, and society. (6) This concept means "corporate commitment not only to achieve profits for its shareholders, and is not limited to Responsibility towards the national economy only, but extends to the environment, workers, their families and other groups of

society." Among the most important and most common definitions is the definition of the World Bank, the European Union and the International Business Council for Sustainable Development. The World Bank has defined social responsibility as "the commitment of business owners to contribute to sustainable development by working with their employees, their families, the local community, and society as a whole to improve the standard of living for people in a manner It serves trade and serves development At the same time" (7).

The International Chamber of Commerce also defined social responsibility as "all attempts that contribute to companies volunteering to achieve development because of ethical and social considerations." Hence, social responsibility depends on good corporate initiatives without the presence of legally binding procedures. Therefore, social responsibility is achieved through persuasion and education. The World Business Council for Sustainable Development also defined it as "the continuous commitment of business enterprises to act morally and contribute to economic development and work to improve the quality of living conditions for the workforce and their families, in addition to the local community and society as a whole." (8) The European Union defines social responsibility as "a concept whereby companies incorporate social and environmental considerations into their actions and in their voluntary interactions with stakeholders" (9)

**Second:** previous studies.

The interest in this concept has increased. (10) Several studies have indicated that the emergence and growth of the concept of social responsibility came as a result of many challenges, the most important of which (11).

This research sheds light on the important role that social responsibility of companies can play in sustainable development in Yemen, which is a new topic that was not touched upon by previous studies, and the researcher notes the lack of the Arab library of the research topic, and there are deficiencies in the field of studies that deal with assessing the impact of corporate social responsibility In Yemen and many Arab countries, whether on the companies that practice it or on indicators of economic and social development. In this paragraph, an attempt is made to review some related studies close to the subject matter.

- 1- Friedman's study in 1970 entitled Agency Theory has dealt with a set of reasons, the most important of which is the difficulty of assessing the impact of social responsibility programs on variables such as stock prices or the market or economic value of companies or return on investment, and other variables and the difficulty of measuring social responsibility, and have reached That lack of social responsibility leads to a decrease in the value of shares, as well as a decrease in the profitability of shareholders, and the extension of its impact to some factors that cannot be measured. (12)
- 2- study by Freeman 1984, entitled Stakeholder Theory, which examined the success of some companies and their ability to deliver high profits on their reputation. This reputation, in addition to material factors such as concern for human capital and environmental preservation, depends on some non-material factors such as trust, quality, continuity, transparency and responsibility, which are difficult to measure or quantify. As well as the need for this type of evaluation to be based on field studies and surveys (13).
- 3- Mc Williams Van Fleet and Cory Study (2002), The theoretical and applied studies that tried to estimate the impact of social responsibility for capital on the financial indicators of these companies have conflicting results. Some of these studies have found that there is a positive relationship between companies 'assuming their social responsibility and the financial profits that companies achieve. And I concluded that some companies can use social responsibility and competitive advantage to study (14).
- 4- Jones's study (1995) entitled Stakeholders Theory has examined that companies 'commitment to social responsibility programs has a positive impact on worker productivity and their wages, as other studies have shown a positive relationship between environmental commitment, corporate productivity, and resource efficiency and has reached and has reached These studies indicate that the success of corporate social responsibility programs depends on the ability of governments to provide a favorable business environment and on the taxes and taxes imposed by them

- on labor laws. Some studies also confirm that companies' financial performance also affects their ability to assume their social responsibility. In general, it is from these studies that I tried to evaluate the economic performance of companies by comparing the profits of companies that adhere to social responsibility programs and the profits of companies that do not adhere to these programs. This study adopts.
- 5- Waldman Siegel and Javidan (2005) study entitled Theory of Establishment and Strategic Leadership and the study dealt with the idea that companies Local and international are seeking to adopt social responsibility programs if the profits associated with these programs exceed the costs involved. These profits are to improve their reputation and ability to raise their prices in light of consumer demand to buy products that are characterized by applying other environmental and social standards such as preventing child labor or respecting the rights of workers, and attracting them to the best elements of human capital. And I have come to the conclusion that the tendency of companies to adopt social responsibility has a positive relationship in their reputation and thus their achievement
  - 6- Russo and Fouts (1997) study titled regression analysis theory. This study examined the relationship between companies and social responsibility and has found a positive relationship between environmental performance and financial performance. While other studies indicate that the relationship is inverse and negative due to the high cost of social responsibility assumption due to the high cost Donations paid by companies, whether for charitable work, or to support local and community development efforts, or the cost of abandoning the production of certain products (such as pesticides, for example) due to environmental considerations, and there is another set of studies that did not find any relationship between the profits of companies and assuming their responsibility except Social and some attribute the inconsistency in the results of the various studies to the equations that were estimated, as some variables that affect the problem of misuse recommend the relationship between social responsibility of capital and the financial indicators of companies were not taken into account when estimating the difficulty of measuring them or the lack of data on them. Variables in mind for the relationship shape

#### **Therd: Challenges of social responsibility:**

The challenges facing the application of social responsibility showed many challenges when applying the concept of social responsibility, making it a barrier to the application of this concept, and we can present in this research a set of these challenges as follow:-

- 1) Globalization: It is considered one of the most important driving forces for adopting organizations for the concept of social responsibility, as many multinational companies (MNCs) have raised the slogan of social responsibility, and have become focused in their promotional campaigns that they are concerned with human rights, and that they are committed to providing safe working conditions for workers, And that it is not called child labor, nor is it concerned with environmental issues and the preservation of natural resources.
- 2) Increased governmental and popular pressure: Through legislation that calls for the necessity of protecting the consumer, workers, and the environment, which may cost the organization huge sums of money if they wish to adhere to these legislations, otherwise they may be subject to boycotts and exit from the market in general.
- 3) Moral disasters and scandals: Many international organizations were exposed to ethical issues, which caused them to incur huge amounts of money as compensation for the victims or losses caused by the defective products.
- 4) The rapid technological developments: which were accompanied by many challenges before business organizations imposed on them the necessity of commitment to developing products, developing the skills of workers, and the need to pay attention to changes in consumer tastes and developing the skills of decision makers. Especially in light of the shift from the industrial economy to an economy based on information and knowledge, and increasing interest in human capital to a greater degree than material capital (16)

#### **Seventh: Trends in spreading corporate social responsibility: - CSR can be spread through three directions as follows:**

- 1) Voluntary community contribution: This includes charitable

donations, volunteer programs, and long-term community investments in health, education, or other community-based initiatives.

- 2) Core Operations of the Business and the Value Chain: The vision and leadership of individuals and intermediary organizations is often necessary to introduce - corporate social responsibility. Any company, through active interaction with its employees, can improve conditions and situations and maximize opportunities for professional development. To reduce energy consumption and waste. Work and reduce environmental damage.
- 3) Mobilizing institutional support, policy dialogue and institutional building: Leadership - Corporate social responsibility sets the vision and creates a general climate that enables workers to strike a balance between profits and principles. On the external level, many heads of boards of directors and senior managers lead business participation in development issues in its broader sense and support industry and other initiatives. (22)

#### **Eighth: The advantages of corporate commitment to social responsibility:**

- 1) Improve the reputation of companies that are built on the basis of efficiency in performance, success in providing services, mutual trust between companies and stakeholders, the level of transparency with which these companies deal, and the extent of their consideration of environmental considerations and their interest in human investment. The companies' commitment to their social responsibility contributes greatly to improving their social reputation and financial position in Yemen and other Arab countries? Reaching a set of recommendations that would enhance its role in sustainable development. The study issued by the World Economic Forum entitled Voice of the Leaders Survey, which was tested in late 2003, and the results of the study indicate that the company's reputation is one of the most important criteria for its success, which was distributed to 1500 managers in more than 1000 major global companies, but almost 60% of those The respondents believe that a good reputation can contribute about 40% of the market value of company stocks. Good reputation also contributes to the company's ability to continue to achieve profits and good performance, according to the performance study of a thousand companies released by fortune. During the eighties and nineties of the last century. (23)
- 2) Facilitating access to bank credit, especially in light of the development of some indicators that affect the credit decision of banks. These indicators include the Dow Jones Sustainability Index (DJSI), which was launched in 1999 and is concerned with arranging global companies according to the degree of their consideration of social dimensions and environmental considerations during the exercise of their economic activity. (24)
- 3) Attracting the most efficient human elements, as the companies' commitment to their responsibility towards the society in which they operate represents an attraction in front of distinguished human elements, especially for transcontinental companies or major local companies that work in specialized fields and use modern technology.
- 4) Building strong relationships with governments, which helps in solving problems or legal disputes that companies may be exposed to while exercising their economic activities.
- 5) Good management of the social risks that corporations carry out their economic activities, especially in the context of globalization. These risks are represented in environmental compliance, observance of labor laws and application of standards, which represent a challenge for companies, especially small and medium-sized enterprises (. (25)
- 6) Raising the ability of companies to learn and innovate

#### **Twelfth: Activating the role of corporate social responsibility in sustainable development in Yemen.**

Corporate social responsibility has begun to expand further in the Arab region during the past years. She has developed programs on corporate social responsibility and shows the results of an opinion poll conducted by "Bayt.com": 10754 people from the UAE, Saudi Arabia, Kuwait, Qatar, Oman, Yemen, Bahrain, Lebanon, Syria, Jordan, Algeria, Egypt participated in the survey. Morocco and Tunisia. And. Among the highlights of the study:

- 1) 90% of professionals believe that social responsibility initiatives are a moral responsibility of companies. 83% of professionals in the MENA region believe that CSR activities have a positive impact in the region. (29)

- 2) 73% of professionals expressed their desire to set aside time and effort to do charity work, while 27% preferred Them to donate money.
- 3) 95% -4 of professionals say it is important for their companies to have social responsibility.
- 4) 5 9 out of 10 (88%) reported that they prefer the products and services provided by socially responsible companies. Undoubtedly, the level of corporate social responsibility in Yemen has not yet reached what it reached in the major countries. One of the most important results of activating the responsibility of the private sector is Sharing our local resources, relying on them, and employing them for development, and reducing dependence on foreign aid. A group of senior specialists in the field of social responsibility for institutions, with the support and support of international organizations, especially the United Nations Development Program, also discussed the economic crisis in Yemen and its effects due to the ongoing war between the government and the militias. Social responsibility, and how the private sector can interact with this crisis and emerge from it with the least possible losses, especially as it is expected that this crisis and war will continue, which creates many challenges for the government, the private sector, civil society organizations and international organizations. It is noticeable recently that there are some individual efforts of some private sector companies, especially the owners of large companies, who have become aware of their social responsibilities. Like the group of companies Hayel Saeed Anam and Associates, but most of these efforts are not influential or tangible. (30).
- 5) Companies that embrace the concept of social responsibility have an average profitability rate of 18% over those that do not have similar programs. Such programs enhance the loyalty of the consumer or customer, because companies that perform social and service roles find encouragement for their products, and some of these programs create new markets and new customers Thus, social responsibility programs become a basic pillar in the competitiveness of companies, not only at the level of individuals and ordinary consumers, but they have a preference by the government sector in tenders and other means of encouragement. Also, a comprehensive study indicates the history of the relationship between profitability. And corporate social responsibility, which was published by two professors of the College of Business Administration in 2001, using meta-analysis for 95 experimental studies conducted between 1972 and 2000 that sought to answer this question. Are companies with good social responsibility records giving good financial performance? The social performance indicators for companies have been compiled from (31) different sources of data and give 11 different fields of corporate activities, including the environment, human rights, community participation and charitable contributions. The results showed that about 53% of these studies confirmed the existence of a positive relationship, 5% indicated a negative relationship, while 42% of these studies showed the absence of any relationship. The causal relationship has been studied adversely in a number of 95 studies, in some sense. If good financial performance produced positive results for corporate social responsibility, and results were positive in 68% of these studies, and there was a positive relationship, which indicates that companies with good financial performance have the ability to allocate resources to social initiatives. (32)

**Thirteenth: Barriers to spreading corporate social responsibility**  
**There are many reasons that hinder the spread of corporate social responsibility in Yemen in general, the most important of which are:-**

- 1- The absence of a culture of social responsibility in most companies, it is noted that the number of companies adopting this culture represent a few of the major companies, while the majority are completely ignorant of this concept.
- 2- The absence of a culture of giving to development as most of the companies efforts are limited to non-development charitable actions related to feeding the poor or providing them with clothes or services without referring to development projects that radically and sustainably change the standard of living of the poor.
- 3- Lack of expertise, knowledge, and scientific ability to set standards and criteria for measuring efforts, as there has so far been confusion between charity and social responsibility.
- 4- It should be said that corporate social responsibility does not mean merely participating in charitable work and doing voluntary

campaigns, but rather expands to include their responsibility towards members of the community dealing with them and work to open a livelihood for young people, so creating them for youth projects to absorb unemployment, for example, is one of the highest things that they can do From a bid, companies must have a primary development role and bid for development should become an integral part of the activities of this sector.

- 5- In order for social responsibility to become effective, it needs to take an organizational and institutional form that has a specific plan and goals instead of being random, scattered and charitable efforts. (32)

**RESULTS:**

**This scientific paper ended with a set of results, the most important of which are the following:**

- 1- The study showed that there is no single definition of corporate social responsibility agreed upon. Rather, it differs according to the culture of the society in which the company operates. Nevertheless, corporate social responsibility can be defined as what companies do and what they provide to society according to his expectations from these companies, provided that this social responsibility includes consideration for human rights, community values and ethics, compliance with laws, anti-corruption, transparency and disclosure.
- 2- Increased attention to corporate social responsibility in most countries and has become a priority in terms of transforming companies into partners in sustainable development compared to Yemen. And benefit from these experiences.
- 3- The companies bear their social responsibilities that achieve many benefits to the local community and companies together, which are to provide healthy goods and products to the community and maintain a clean environment free of pollution and increase the loyalty of employees and the company enjoy credibility and create good relations with shareholders and other stakeholders .
- 4- There is still ambiguity and insufficient knowledge on the part of both individuals, companies and the Yemeni society as a whole in terms of the concept of corporate social responsibility and its dimensions and extent of development, as well as the extent of its effectiveness and how to develop it and benefit from it.
- 5- The results of the study showed that social responsibility requires time, effort, and practical, planned programs and management no less important than financial or marketing management, as it is a societal culture ... etc.
- 6- Social responsibility is not exclusive to anyone and cannot be undertaken by a specific entity, but everyone has a role in social responsibility from the individual or employee through companies, institutions and civil society organizations and ending with governments and countries, both from his position and according to his social standing because it is a culture It comes from our true Islamic religion.
- 7- Lack of scientific literature and research on social responsibility, among which is the Arab library's lack of such research despite its scientific, application and societal importance.

**: Recommendations**

**To activate the principle of social responsibility in Yemen, we recommend the following:**

- 1- The concerned authorities provide the necessary infrastructure for companies to perform social responsibility, in particular regulations, and provide studies and information in light of the actual needs of society.
- 2- The necessity of media attention to raise awareness of spreading the culture of social responsibility, its correct principles and related fields, and the return to each of the establishments leading to it and to society.
- 3- The state's facilitation of procedures related to corporate performance of social responsibility, and the provision of systemic incentives to companies in light of their distinction in social responsibility.
- 4- Enact legislations to ensure the provision of two elements of transparency and disclosure by companies implementing in the field of social responsibility.
- 5- Organizing a workshop at the level of a high-level regional representation that includes decision makers in the relevant authorities to define criteria
- 6- Appeal for social responsibility and transferring the experiences of some Arab countries to Yemen, generalizing granting prizes for excellence in the performance of social responsibility to fueling

- competition among companies in achieving and expanding the areas of social responsibility.
- 7- The need for specialized departments of social responsibility within companies to plan and implement programs and coordinate with the relevant authorities, provided that the top management reports directly, exchange expertise and practical experiences among them and identify the strengths and weaknesses to apply the best feasibility methods in the areas of social responsibility.
  - 8- The Chambers of Commerce and Industry and other regulatory bodies organize training courses and seminars to refine expertise in the areas of social responsibility.
  - 9- The inclusion of a principle of social responsibility in the list of specifications and standards and quality assurance, as a serious and responsible measurement tool, it allows companies to measure the extent of their efforts to assume joint social responsibility in a way that enhances corporate ownership, and the adoption of the principle of reward and punishment by the General Authority for Standardization And scales.
  - 10- Inserting social responsibility within the curricula and curricula of public and private universities, so that the student graduates and is familiar with the culture of social responsibility.
  - 11- The need for universities and scientific research centers to play a role in spreading a culture of social responsibility through holding scientific conferences, seminars and workshops at the level of Yemen as a whole and at the level of regions and cities.
  - 12- The study also recommends the necessity of research and study on the topic of social responsibility to measure the extent of the impact of social responsibility in achieving the competitive advantage of companies, as well as measuring the extent of increased profitability of companies when companies assume their social responsibility.

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