IMPACT OF CORPORATE SOCIAL RESPONSIBILITY ON ORGANIZATIONAL IMAGE
(A SPEARMAN’S RANK CORRELATION COEFFICIENT ANALYSIS)

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ABSTRACT
The research Paper takes a look at the impact of Corporate Social Responsible on Organizational image, using Globacom Nigeria Plc as a case study. The study makes use of primary data of questionnaire analysis and spearman’s rank correlation coefficient was adopted as the case study. However, the objective of the study is to identify the role of Corporate Social Responsibility in image building and to also examine/Identify whether corporate social responsibility has an impact on the Public relations image of Globacom Nigeria Limited. More so, two hypotheses were tested using the spearman’s rank correlation coefficient and the results shows that Corporate Social Responsibility has a significant impact on image building of Globalcom and that corporate social responsibility has a significant impact on the Public relations image of Globacom Nigeria Limited. Finally, the paper recommend and concludes that management team of Globalcom Nigeria Plc should always consider the contribution that the company makes to the well-being of the society/communities as one of their necessary functions and that a socially responsible organization will definitely at long run have its profit increasing and operating surplus.

KEYWORD: Corporate Social Responsibility, Organizational Image, GlobalComm Nigeria Plc, Spearman’s Rank correlation Coefficient, Image Building, Society/Communities.

INTRODUCTION
Corporate Social Responsibility and Public relations are nowadays referee points in the communicational and image building activities of companies within the context of communities, in which they operate. The term “Public Relations” is defined as the management function that establishes and maintains mutually beneficial relationships between an organization and the Public on whom its success or failure depends (Broom, 2009). Bolyai (2011) says that, Public relation/image proposes to build and maintain a long term positive image, reputation and popularity of companies, so that all categories of the public have a most transparent and clear vision of the company and its activities. Corporate social responsibility is a generic concept referring to the business organization’s concern and active two-way involvement with the social, economic and political force which influence the environment within which it exists, (Lubbe & Puth, 2014).

Corporate social responsibility (CSR), sometimes called corporate social investment, reflects excellent public relations that are referred to by Grunig (2015). Corporate social responsibility has got six salient aspects namely; community involvement, development and investment, involvement and respect for diverse cultures and disadvantaged people, corporate philanthropy and employee volunteering, customer satisfaction...
and adherence to principles of fair competition, anti-bribery and anti-corruption measures, accountability, transparency and performance reporting and supplier relations for both domestic and international supply chains. In addition, CSR intends to meet various social problems facing the communities where the company operates, in order to help improve their quality of life. It is important in this project to note issues that make CSR sound similar to Public relation (PR), especially by looking at how the two concepts are handled by corporations.

Frankental (2014) talks about the place and department attributed to CSR activities within the organization, an indication of the real value that companies attach to CSR. CSR is usually located within the external affairs, corporate affairs and community affairs departments. In other words, it is seen as an adjunct of public relation (PR), a function of a company’s external relationships, a peripheral activity, and not something that needs to be embedded across the organization horizontally and vertically.

On the other hand, like PR, CSR is also used for healthy and effective communication. These two concepts, PR and CSR, reinforce corporate citizenship, apart from sprucing the corporation’s identity and image. Clark (2015) argues that CSR like PR, seeks to present an opportunity of improving the efficacy of activity of the corporate world. The review of the evolution of PR and CSR by Clark (2015), revealed the existence of four action steps for both PR and CSR as follows: While PR defines the problem, on the other hand, CSR acknowledges the problem. Again while in PR there is planning and programming, in CSR they analyse and plan. Both PR and CSR deal with action and communication. Communication is important, and appears to both CSR and PR, especially when dealing with their stake-holders to maintain mutual relationship and understanding, in order to maximise profit that benefits all major stakeholders. The forth last important issue to both PR and CSR is that, while PR evaluates the programs, CSR mainly deals with their implementation. The four steps of action of PR and CSR, are the ones which make them to be viewed as the same. Public relations help an organization and its publics to adapt mutually to each other. It is an organization’s effort to win the cooperation of groups of people. On the other hand, it helps organizations to effectively interact and communicate with their key publics. Globalcom have PR departments that are used to effectively communicate with major stakeholders and implementing CSR programs. The British Institute of Public Opinion says that “Public relations are a deliberate, planned, and sustained effort to establish and maintain mutual understanding between an organization and its public”.

Reddi (2014) defines public relations as the management of a two-way communication process between an organisation and its publics, to promote the corporate mission, services, products, reputation and gain public understanding. Cutlip et al (2015) note that ‘public relations’ is the management function that establishes and maintains mutually beneficial relationships between an organization and the public on whom its success or failure depends. In addition, Cutlip et al. (2015) assert that, as a management functions public relations encompass the following;

- Anticipation, analysing, and interpreting public opinion, attitudes, and issues that might impact, for good or ill, the operations and plans of the organization.
- Counselling management at all levels in the organisation with regards to policy decisions, courses of action and communication, taking into account the public ramifications and the organization’s social or citizenship responsibilities
- Researching, conducting, and evaluating on a continuing basis, programs of action and communications to achieve the informed public understanding, necessary to the success of an organization’s aims. These may include marketing, financial, community services and so forth.

Again, public relations practitioners are required to produce specific changes in awareness, opinion, attitudes and behaviors’ inside and outside the organization. Therefore, it is important in this study, to explore how some of the issues mentioned here by Cutlip et al. (2015) are practised through reciprocal communication. It is important in this project to assess how CSR is an invention of Public Relation/image. Looking at the major functions of Public Relations/image and Corporate Social Responsibility, there is no doubt that the two concepts are similar. However, the objective of the paper is to identify the role of CSR in image building and to examine/Identify whether corporate social responsibility has an impact on the Public relations image of Globacom Nigeria Limited.
LITERATURE REVIEW AND THEORETICAL FRAMEWORK
2. LITERATURE REVIEW

From a historical viewpoint, the United States was much poorer than it is today. It was enough for companies to produce goods as efficiently as possible, while obeying laws such as observing valid contracts and paying taxes promptly. Firms at that time felt they were socially responsible for getting the productive job done and the ultimate test was the market. If the market could sell its goods and services at a price enough to make a profit and survive, then its social obligation was fulfilled, (Ademosu 2008).

Douglas (2013) said that as big companies grew, the activities they engaged in to make money and produce goods and services began significantly to affect many parts of the society. If major corporations, as a matter of policy refused to hire blacks, then blacks were likely to be cut off entirely from mainly social and economic activities. Because of increase in production, major firms built a paper mill that dumped hundreds of tons of junk into the same river every day. If few and large firms conspired to make money thereby leading to increase in price, then a great many customers were exploited. Because of this exploitations and misuse of the environment, there was now a government policy that companies should be socially responsible. Major laws and regulations were now placed in order to control the actions of companies. In that, as many stakeholders that are responsible to the company, the company should on the other way round be responsible to them. But Gerry (2013) said Managers of each organization should imbibe the idea that they ought to be more concerned with human and social aspects of life, not just the mechanical aspect of managing.

The measuring cognizance of the need for more business involvement in the whole society by people, theorist and practitioners alike have found the need to discuss the social role of business organizations in today’s society.

Accordingly to Ejiwunmi (2005), Corporate social responsibility is the degree to which a company recognizes what being a good community and global citizens mean and act accordingly. Davies (2013) stated that “Corporate social responsibility is the obligation of decision makers to take actions which protect and improve the welfare of society as a whole along with their own interest”. To protect according to Davies means avoiding negative impacts on business and society while to improve implies creating some positive benefits for society. However, business is viewed as an economic institution i.e. producer and distributor of goods and services for a profit, but the society put on it other objectives.

However, Lawal (2012) assert that there is a social contract between business and the society which is referred to as two-way understandings or expectations that is between important institutions. This contact is brought about through the laws and regulations which is established in the society and is the frame-work within which the business operates. The social contract expects the business to produce and distribute products and services for profit. The economic function of the business is carried out within safe products, and safe work place etc.

Arthur (2013) shares his thinking about kumbuar communities in Kenya, a host community he carried out his study on impact of corporation Social responsibility on community development. He said Corporate Social responsibility is developed because of the alterations in the social contract. These alterations were brought about because of education, the expectations the society places on business, affluence and as a result of awareness brought about by the media.

Bauer (2002) stated that corporate social responsibility is seriously considering the impact of the company’s actions on society. This definition does not pin down the meaning of the term. Joseph Mc Guire as cited by Ejiwunmi (2005) said “the idea of corporate social responsibility supposes that the corporation has not only economic and legal obligations, but also certain responsibilities to society that extend beyond obligation”. He further acknowledged the economic objectives, the importance of legal obligations and in three levels i.e. obligations request that an organization provides for all goods and services (i.e. consumption) and also provides opportunity for everyone desiring to gainfully participate in organizational activities (employment). Some examples of social obligations are payment of taxes, observance of safety regulation etc.
Corporate social responsibility is the societal demands for considerable benevolence by organizations in forms of handouts; give away, charitable contributions, donations and community involvements. It is designed to protect the organization’s image as a good corporate citizen (Douglas 2013). The organization is telling the society that it is concerned with and is actively participating in the solution of societal problems e.g. supporting educational institutions, the handicapped, poor neighborhood etc. Corporation Social responsibility is seen in an organization or community that is socially responsive when it not only complies with the law and

2.1. CORPORATE SOCIAL RESPONSIBILITY AND PUBLIC RELATIONS

Carroll (1979), proposed a four part definition of CSR that was embedded in a conceptual model of CSR. Carroll’ (1979) notes that, the differences between four types of CSR are economic, legal, ethical and discretionary. The first category that Carroll (1979) delineated is a responsibility that is economic in nature. For instance, providing a return on investment to owners and shareholders, creating jobs and fair pay for workers, discovering new resources, promoting technological advancement, innovation, and the creation of new products and services. The legal responsibility is the second part, and entails expectations of legal compliance and playing by the rules of the game. Laws therefore circumscribe the limits of tolerable behaviour, but they neither define ethics nor do they “legislate morality” (Solomon, 1994). Ethical responsibility encompasses activities that are not necessarily codified into law, but nevertheless, are expected of business by societal members, such as respecting people, avoiding social harm and preventing social injury (Lantos, 2001). The final type of responsibility is where firms have the widest scope of discretionary judgment and choice. On the other hand, the two-way symmetrical public relations model by Grunig (2015), uses research, listening, and dialogue to manage conflict, and to cultivate relationships with both internal and external strategic publics, more than a one way asymmetrical communication.

According to Grunig (2015), PR like CSR, is ethical and promotes ethical and socially responsible organizational decisions and behaviors. However, Grunig (2001) asserts that, the principle of a two-way symmetrical communication, that describes the communication strategy that is most effective in building a long term relationship that satisfies both the organization and its public, is similar to CSR which seeks to meet the needs and demands of the organization and its public. Haywood (1991), a well respected public relations practitioner, and author, has described public relations as; “The projection of the personality of the organization and the management of corporate reputation”. Hence in achieving this, the organization seeks to shape the attitude, opinions and interest of stakeholder group with which it is involved, which is the other part of CSR.

2.2. CORPORATE SOCIAL RESPONSIBILITY AND IMAGE BUILDING

The concept of corporate social responsibility (CSR) originated in 1953 after the publication of Bowen’s book Social “Responsibilities of Businessmen” (Valor, 2005). According to Kotler and Lee (2005), it is a difficult concept to pin down as it overlaps with other such concepts as sustainable business, corporate citizenship and business ethics (Moon, 2002). According to Mohr, Webb and Harris (2001), CSR is a company’s effort and responsibility to reduce or avoid harmful effects and to maximize its longrun positive and useful impact on society.

In spirit CSR speaks of organization’s reaction to social plans. Earlier Organizations were considered only as profit maximizing entities. However, with a change in the structure of business environment, the role of organizations has altered dramatically. Today, organizations are an essential part of social life (Karaibrahimoglu, 2010). CSR is basically a tool for organizations to carry out diverse activities to fund and resolve social problems and to fulfill their commitment towards society. It also allows the organizations to generate and assign the resources in effective and efficient way (Petrick & Quinn, 2001). So is one of the best tools to gain competitive advantage (Porter & Kramer, 2002). Due to this reason CSR is quickly gaining importance as more and more firms are realizing its value. CSR initiatives and actions are not only about charity but about transforming these ideas into useful business strategies. CSR driven efforts does not only relate to make a contribution by donating money but it speaks of incorporating societal and moral practices
into business strategies that help the consumers in building an optimistic brand image. Research has shown that socially responsible activities of a firm enhance the brand image of the firm’s goods as well as the general image of the firm.

2.3. THEORETICAL FRAMEWORK

MODELS OF CORPORATE RESPONSIBILITY:

2.3.1. THE CLASSICAL MODEL

The Classical Model argues that society is best served by a variety of institutions, each of which serves a particular function. The primary function of corporations should be economic rather than social. The primary goal of the corporation should be to maximize profit and the primary obligation of managers is to act in the interest of their shareholders while not breaking the law.

The assumption at the root of this theory is “methodological individualism,” the belief that the individual is the center of a value system. Individuals seek their own satisfaction and act rationally to increase personal satisfaction. If I have got one thousand naira and I am hungry, I will exchange five hundred naira for a snack. But there is no reason for me to buy two snacks when one will fill me up, so I hang on to the other five hundred naira. The delicatessen makes me a snack, pockets the profit, and we are both happy.

According to classical theorists, this “invisible hand”—individuals operating together in mutually satisfying (or profitable) exchanges—leads to the most efficient economic system. In order to fulfill their institutional responsibility to society, corporations should limit any social activities that add costs and reduce their profits. The only ethical obligation is negative: do not break the law. In this model, the government should function to promote activities and laws that protect/benefit the public.

It is important to point out here that the classical theorists believe that their model is the most socially responsible because it is the most efficient.

- Shareholders benefit because they make a greater return on their investment. If a company spends money for social causes, it reduces the wealth of the shareholders. As dissatisfied shareholders sell of their shares, the value of the stock drops, and the company has less capital for future growth.
- Consumers benefit because prices stay low. For example, the eatery does not charge an extra 50 naira per snack, which he can then donate to his local food bank.
- Workers are happy because higher profits help the company to expand, creating more jobs, better wages, and other benefits.
- Society as a whole benefits because these successful businesses and their workers all pay taxes to the government, which then fulfills its social functions: education, roads, social services, etc. The government also acts in the interest of society to determine the laws by which these companies must abide.

2.5. GLOBALCOM CORPORATE SOCIAL RESPONSIBILITY IN NIGERIA

As part of Globacom corporate social responsibility, the company signed a landmark deal with its sponsorship of Manchester United Football Club. The sponsorship is historical as it is the first time the top English Premiership Club is being sponsored in Africa.

The partnership of Globacom and Manchester United FC heralds unrivalled opportunities in Africa. As the official integrated telecommunications partner of Manchester United FC in Nigeria, Ghana and Republic of Benin, Globacom will help raise the profile of African football by, among other things, providing opportunities for African youngsters to hone their skills at the famous Man Utd Soccer School and arranging knowledge-sharing seminars between Man Utd technocrats and football club officials in the local leagues.

Globacom, which is famous for its sponsorship of football at different levels in Africa, has introduced another first by giving its teeming customers in Nigeria the opportunity to visit and watch a Manchester United FC match live at the Old Trafford, England.

More so, Globacom is also the exclusive sponsor of CNN International’s weekly half-hour magazine programme, ‘African Voices’. The sponsorship deal, recently signed between Globacom and CNN, enables the telecoms giant and CNN to showcase successful and high-profile personalities shaping the African continent.

The sponsorship will also project Globacom, which is building Africa’s biggest and best telecommunications network, to CNN’s business and consumer audiences across Europe, the Middle East and Africa and reach millions of online users globally via CNN.com. ‘African Voices’ showcases uniquely personal viewpoints and candid, up-close revelations from international newsmakers who are from the continent.

In Nigeria and Ghana, Globacom is the Official Sponsor of the national teams, a relationship the company has been enjoying in Nigeria since 2002. Globacom’s complete domination of football sponsorship in Nigeria was completed in 2004 with the signing of a new partnership deal with the NFA (now Nigeria
Football Federation) which offered Official Sponsor status to the company for all the national teams of Nigeria. As was the case with the Premier League, the coming of Globacom into the national teams’ sponsorship proved timely and crucial to Nigeria’s participation in the 2004 Africa Cup of Nations. With N100m sponsorship facility from Globacom, the then NFA had very little to worry about in prosecuting its plans for the Eagles’ participation at the tournament in Tunisia. This sponsorship fee has since been increased to N150m.

In 2007, Globacom volunteered to pay for the services of an expatriate coach for the national team, a job that was handed to Mr. Berti Vogts of Germany on an annual salary of 600,000 euros excluding German and Nigerian tax charges paid by the company.

A number of the national teams have enjoyed performance bonuses from Globacom as reward for their successes in international championships. These include the Women’s Senior National Team, the Falcons, the U-17 National Team that won the FIFA World Cup in South Korea in 2007, and the National Beach Soccer team.

The successes recorded by Ghana’s Black Stars with their 2006 debut at the World Cup has been sustained through the strong backing of Glo Mobile Ghana for the Ghana Football Association (GFA). The partnership signed in 2008 has ensured a steady flow of funds for the GFA to prosecute its developmental programmes and also sufficiently motivated the members of the Ghana senior national team to more successes. Ghana emerged the first African country to qualify for the 2010 World Cup, thanks to the 2-0 win over Sudan on September 5, 2009.

3. METHODOLOGY

The data used in this research study was basically primary data of questionnaire analysis that were distributed to the 100 staff of Globalcom Nigeria limited, were selected randomly from the head office in Victoria Island Lagos. It is made up of male and female workers, top management and middle as well as lower level management of all the staff of the company. More so, the population also has different status from single to married. However, Spearman’s Rank Correlation Coefficient was adopted in this paper and mathematically; Spearman’s Rank Correlation Coefficient is written as:

\[ R = 1 - \frac{6 \sum d^2}{n^2(n-1)} \]

Where \( d \) = the difference between the ranks of each pair.
\( n \) = Number of paired observations

3.1. Research Hypotheses

HYPOTHESIS ONE

Null Hypothesis (Ho): - Corporate Social Responsibility has no significant impact on image building of Globalcom.

Alternative Hypothesis (H1): - Corporate Social Responsibility has a significant impact on image building of Globalcom.

HYPOTHESIS TWO

Null Hypothesis (Ho): - Corporate social responsibility has no significant impact on the Public relations image of Globacom Nigeria Limited.

Alternative Hypothesis: - Corporate social responsibility has a significant impact on the Public relations image of Globacom Nigeria Limited.

3.2. Data Presentation and Analysis of Questionnaire

Table 1 Age Distribution -Question 1 and 2

<table>
<thead>
<tr>
<th>Respondents</th>
<th>Frequency</th>
<th>Cumulative Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Between 17-27 years</td>
<td>14</td>
<td>14.0</td>
<td>14.00</td>
</tr>
<tr>
<td>Between 28-40 years</td>
<td>82</td>
<td>96.0</td>
<td>82.00</td>
</tr>
<tr>
<td>Between 41 years and above</td>
<td>4</td>
<td>100.0</td>
<td>4.00</td>
</tr>
<tr>
<td>TOTAL</td>
<td>100</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

Source: Authors’ Research Survey 2015
The results show that 82 respondents are between 28-40 years of age, and this represents 82% of the total respondents, while 14 respondents are between 17-27 years of age, and this gives 14% of the total respondents. Therefore, from the above analysis, there is a likelihood to deduce that respondents between 28-40 years of age dominate the respondents in the research paper.

Table 2: MARITAL STATUS

<table>
<thead>
<tr>
<th>Respondents</th>
<th>Frequency</th>
<th>Cumulative Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single</td>
<td>37</td>
<td>37.00</td>
<td>37.00</td>
</tr>
<tr>
<td>Married</td>
<td>63</td>
<td>100.00</td>
<td>63.00</td>
</tr>
<tr>
<td>TOTAL</td>
<td>100</td>
<td></td>
<td>100.0</td>
</tr>
</tbody>
</table>

Source: Authors’ Research Survey 2015

The result above shows that 37% of the respondents are single while 63% are married. From the analysis, we can deduce that the majority of the respondents are married.

Table 3: Sex Distribution

<table>
<thead>
<tr>
<th>Responses</th>
<th>Frequency</th>
<th>Cumulative Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male Students</td>
<td>58</td>
<td>58.00</td>
<td>58.00</td>
</tr>
<tr>
<td>Female Students</td>
<td>42</td>
<td>100.00</td>
<td>42.00</td>
</tr>
<tr>
<td>TOTAL</td>
<td>100</td>
<td></td>
<td>100.0</td>
</tr>
</tbody>
</table>

Source: Authors’ Research Survey 2015

Table 3 above shows that 58% of the respondents are male while 42% are female. Therefore, the research concludes that there are more male respondents.

Table 4: EDUCATIONAL QUALIFICATION

<table>
<thead>
<tr>
<th>Responses</th>
<th>Frequency</th>
<th>Cumulative Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>WAEC</td>
<td>11</td>
<td>11.00</td>
<td>11.00</td>
</tr>
<tr>
<td>OND/NCE</td>
<td>28</td>
<td>39.00</td>
<td>39.00</td>
</tr>
<tr>
<td>B.SC/B.A Degree</td>
<td>61</td>
<td>100.00</td>
<td>61.00</td>
</tr>
<tr>
<td>TOTAL</td>
<td>100</td>
<td></td>
<td>100.0</td>
</tr>
</tbody>
</table>

Source: Authors’ Research Survey 2015

The table above shows that 11% of the total respondents have Waec qualification while 39% have OND/NCE qualification, and 61% are graduates. Therefore, we can conclude that there are more graduates in the research paper.
SECTION B
RESULT OF GENERAL QUESTIONS DISTRIBUTED TO THE RESPONDENTS

<table>
<thead>
<tr>
<th>Questions</th>
<th>Response Column</th>
<th>Frequency</th>
<th>Cumulative Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Your organizations (Globalcom) have been making remarkable contributions to the society in which it operates.</td>
<td>SA</td>
<td>90.00</td>
<td>90.00</td>
<td>90.00</td>
</tr>
<tr>
<td></td>
<td>SD</td>
<td>10.00</td>
<td>100.00</td>
<td>10.00</td>
</tr>
<tr>
<td></td>
<td>A</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>D</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>2. Your organization is socially responsible to the host communities around your Company.</td>
<td>SA</td>
<td>80.00</td>
<td>80.00</td>
<td>80.00</td>
</tr>
<tr>
<td></td>
<td>SD</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>A</td>
<td>10.00</td>
<td>90.00</td>
<td>10.00</td>
</tr>
<tr>
<td></td>
<td>D</td>
<td>10.00</td>
<td>100.00</td>
<td>10.00</td>
</tr>
<tr>
<td>3. Political Situation in the country does not allow your organization to achieve its objectives not to talk of performing Multinational Social Responsibility.</td>
<td>SA</td>
<td>22.00</td>
<td>22.00</td>
<td>22.00</td>
</tr>
<tr>
<td></td>
<td>SD</td>
<td>65.00</td>
<td>87.00</td>
<td>87.00</td>
</tr>
<tr>
<td></td>
<td>A</td>
<td>13.00</td>
<td>100.00</td>
<td>13.00</td>
</tr>
<tr>
<td></td>
<td>D</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>4. Taking a look at your organization the concept of business ethic and moral principles is not significant in your operations.</td>
<td>SA</td>
<td>92.00</td>
<td>92.00</td>
<td>92.00</td>
</tr>
<tr>
<td></td>
<td>SD</td>
<td>08.00</td>
<td>100.00</td>
<td>08.00</td>
</tr>
<tr>
<td></td>
<td>A</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>D</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>5. The concept of corporate social responsibility is a mere wasting of resources.</td>
<td>SA</td>
<td>10.00</td>
<td>10.00</td>
<td>10.00</td>
</tr>
<tr>
<td></td>
<td>SD</td>
<td>78.00</td>
<td>78.00</td>
<td>78.00</td>
</tr>
<tr>
<td></td>
<td>A</td>
<td>12.00</td>
<td>100.00</td>
<td>12.00</td>
</tr>
<tr>
<td></td>
<td>D</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>6. The social consequences of your organization's manufacturing process have adverse effects on the organizational success.</td>
<td>SA</td>
<td>11.00</td>
<td>11.00</td>
<td>11.00</td>
</tr>
<tr>
<td></td>
<td>SD</td>
<td>72.00</td>
<td>83.00</td>
<td>83.00</td>
</tr>
<tr>
<td></td>
<td>A</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>D</td>
<td>17.00</td>
<td>100.00</td>
<td>17.00</td>
</tr>
<tr>
<td>7. Various Corporate Social Responsibilities to the customers have increased customer's patronage and better image building for the company.</td>
<td>SA</td>
<td>88.00</td>
<td>88.00</td>
<td>88.00</td>
</tr>
<tr>
<td></td>
<td>SD</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>A</td>
<td>12.00</td>
<td>100.00</td>
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8. Your organization assists in reducing environmental pollution of the host community it operates.  

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9. Your company’s Corporate Social Responsibility to the host communities in Victoria Island has brought development to the communities.  

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10. Your Company has built different infrastructural facilities for the communities since the time of your operation in the area.  

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11. Your Company has given scholarship to the Nigerian youth.  

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12. The Nigerian corporate organizations have benefited immensely by your company’s Corporate Social Responsibility.  

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<td>83.00</td>
<td>100.00</td>
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<td>72.00</td>
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13. Corporation Social responsibility has an impact on corporate image of Globalcom Nigeria Plc.  

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14. Corporate Social Responsibility has a significant impact on image building of Globalcom.  

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Total 120 100.00

Source: Authors’ Research Survey 2012  
Where SA- Strongly Agree, SD- Strongly Disagree, A- Agree, D- Disagree.
3. DISCUSSION OF FINDINGS.

3.3 TEST OF HYPOTHESES

HYPOTHESIS ONE

Null Hypothesis (Ho): - Corporate Social Responsibility has no significant impact on image building of Globalcom.

Alternative Hypothesis (H1): - Corporate Social Responsibility has a significant impact on image building of Globalcom.

Table 5

<table>
<thead>
<tr>
<th><strong>Spearman’s Rank Correlation Coefficient</strong></th>
<th><strong>Population: 100</strong></th>
<th><strong>Spearman’s Rank correlation Calculated</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Correlation Coefficient</strong></td>
<td><strong>pp</strong></td>
<td><strong>At 2 tailed</strong></td>
</tr>
<tr>
<td><strong>Scale: 4</strong></td>
<td>100</td>
<td>0.778</td>
</tr>
</tbody>
</table>

SOURCE: SPSS PACKAGE

From the result above, the spearman’s rank correlation coefficient calculated is 0.778, the degree and the total number of respondents is 100. However, the spearman’s rank correlation coefficient using 5% level of significance is 0.05. Therefore, since the Spearman’s Rank Correlation coefficient Calculated is greater than the Tabulated value, we reject the null hypothesis then conclude that Corporate Social Responsibility has a significant impact on image building of Globalcom.

HYPOTHESIS TWO

Null Hypothesis (Ho): - Corporate social responsibility has no significant impact on the Public relations image of Globacom Nigeria Limited.

Alternative Hypothesis: - Corporate social responsibility has a significant impact on the Public relations image of Globacom Nigeria Limited.

Table 6

<table>
<thead>
<tr>
<th><strong>Spearman’s Rank Correlation Coefficient</strong></th>
<th><strong>Population: 100</strong></th>
<th><strong>Spearman’s Rank correlation Calculated</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Correlation Coefficient</strong></td>
<td><strong>pp</strong></td>
<td><strong>At 2 tailed</strong></td>
</tr>
<tr>
<td><strong>Scale: 4</strong></td>
<td>100</td>
<td>0.874</td>
</tr>
</tbody>
</table>

SOURCE: SPSS PACKAGE

From the result above, the spearman’s rank correlation coefficient calculated is 0.874 and the total number of respondents is 100. However, the spearman’s rank correlation coefficient using 5% level of significance is 0.05. Therefore, since the Spearman’s Rank Correlation coefficient Calculated is greater than the Tabulated value, we reject the null hypothesis then conclude that Corporate social responsibility has a significant impact on the Public relations image of Globacom Nigeria Limited.

5. RECOMMENDATIONS

To some extent the Globalcom has been socially responsible to its employees and the communities but they should try more in order to meet the taste of the communities. This will boost the effort of the communities.
The company should always adapt to the pressures of their outside environment. Instead of ignoring call for greater social responsibility management should deal with them in the same manner and resourceful ways that would apply to more technical and economic aspects of their organization. This would in a bigger chance enhance the goodwill and the image of the company in the communities and Nigeria in general. Corporate Social responsibilities of the organization must not be directed at some specific people in the population but to everyone living in the community. Wherever each office is located, the employees, competitor’s customers and the communities must be adequately attended to.

Existing law, public policies and regulations governing their operations should be re-shaped to enable the organization to rise above selfish need and “patriotically”

The organization (Globalcom) should try to deal more kindly with their competitors in the same industry because they are socially responsible to them all and they are all operating in the same society for their betterment.

Finally, it is recommended that the management team of Globalcom Nigeria Plc should always consider the contribution that the company makes to the well-being of the society/communities as one of their necessary functions and the communities too should always save guard the social amenities.

Nevertheless, greater emphasis should be placed on corporate social responsibilities that largely account for efficient performance. According to Ajayi (2014), “It is not enough for business to do well; it must also do well to continue to do good.

6. CONCLUSION

Based on the findings above, it can be deduced that corporate social responsibility boosts an organization performance in Globalcom Nigerian Plc. Socially responsible organizations will perform successfully. It must however be noted that it is mostly large organizations that are effectively responding to social causes and the elimination of social costs because they have at their disposal necessary and sufficient resources to meet challenges. Also, they are being closely monitored by the government policy and regulation.

Some organization has the view that corporate social responsibility is a mere wasting of time and resources. The objective of profit maximization of such organization tends to prevail over all other business objectives and decisions that could be of benefit to the society at large. Organization that involves in social programs tends to improve its goodwill and corporate image. The reverse would be the case if any organization is less involved in social programs.

However, a socially responsible organization will definitely at long run have its profit increasing and operating surplus. Davis and Blomstorm (1995) argued that multinational corporate social responsibility in the long run lead to profit maximization which can later be converted to profit in the future, finally, considering the interviews and responses form questionnaires gotten from the staff of Globalcom, one can basically maintain that this organization is socially responsible.

Furthermore, from the analysis we got to know that the communities in Victoria Island has benefited immensely from Globalcom Nigerian Plc in their environment.
REFERENCES


