

The Impact of Corporate Social Responsibility Programs of Business Organizations on Waste Management in Rural Areas

Maria Cristina M. De los Santos-Nolo¹, Young Suk-Lee²

¹ Associate Professor, Department of International Business Administration, Kyungdong University-Global Campus, South Korea

² Associate Professor, Department of International Business Administration, Kyungdong University-Global Campus, South Korea

ABSTRACT

The purpose of the study is to determine the impact of corporate social responsibility programs of business organizations in rural areas to reduce the production of waste and its capability of transforming these wastes into an entrepreneurial opportunity for its constituents. It identifies the waste management practices of business organizations; the corporate social responsibility programs of business organizations to eliminate waste production; the entrepreneurial opportunities in waste management; and the relationship between the corporate social responsibility programs and their effect on entrepreneurial opportunities. Stratified sampling and purposive convenience were used in the implementation of the study. The data were treated statistically using mean and ranking, and correlation coefficient (PEARSON r). Reuse had a mean rating of 2.83; recycle was 3.03, refuse was 3.08, and reduce was 2.96. The corporate social responsibility practice on waste education (CSRWE) was 3.07, corporate social responsibility practice on waste attitude formation (CSRWAF) was 3.27, corporate social responsibility practice on waste safety (CSRWS) was 3.09 and the corporate social responsibility practice on the waste entrepreneurial opportunity (CSRWEO) was 3.03. It was concluded that business and industries practiced reuse, recycle, refuse, and reduce. Furthermore, it fairly practiced waste education, attitude formation, waste safety, and waste entrepreneurial opportunity. There is a significant relationship between reuse and waste attitude formation but with a negative relationship between waste education, waste attitude formation, and entrepreneurial opportunity. There is a significant relationship between recycle and waste attitude formation but there is a negative relationship between recycle, waste education, and waste safety. There is no significant relationship between refuse and waste education, waste safety, and entrepreneurial opportunity but with a negative relationship with waste attitude formation. There is a significant relationship between reduce and waste attitude formation but there is a negative relationship with waste education.

Keywords

Corporate Social Responsibility, Business Organizations, Waste Management, Rural Areas

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Introduction

It is vital for business organizations to establish a corporate social responsibility program to address the growing environmental problems of the society (Zelazna et al., 2020). The call for environmental stewardship is global (Kok & Alkemade, 2014), as the effects of climate change are becoming disastrous to everyone (Lindwall, 2018).

The Philippine government is actively participating in the reduction of waste. The country enacted waste laws and shared the responsibility to its constituents. It is true that the attitude of the Filipinos towards managing the environment founded on their economic condition (Reyes, 2014), with the fusion of the various sectors of the society, who are showing their support and cooperation, the implementation of the program is feasible.

Business organizations in the Philippines are actively involved in the sustainability measures

adopted by the government. One of the measures undertaken by the business sector was to organize the League of Corporate Foundation. The goal of the organization is to continuously educate the members to uphold the rights and privileges of all the corporate stakeholders. To achieve its goal, the League of Corporate Foundation enacted the Corporate Social Responsibility Act of 2011. The purpose of the law is to uphold its corporate duty which is to maintain the environment through a much responsive corporate environmental program. The CSR Act of 2011 is vertically aligned with Republic Act 9003 or Ecological Solid Waste Management Act of 2000.

REVIEW OF LITERATURE

The world is growing, its population is swelling however the natural resources are continuously diminishing. It is now time for all the sectors of society to collaborate for the sustainability of resources to withstand the growing demands of the

people. The business entities are holding the greater portion to develop programs to be able to maintain the resources of production. These programs are the mandates of its core values. Business organizations are very influential to the lives of their customers and competitors through the products and services that they are offering to them. The business groups as they earned profits are endowed to develop sets of principles consistent with the development of the planet and the people (Solomon et al. 2016).

Corporate social responsibility is a business unit whose role is to advance the economic, social, and environmental inequities of the people. It served as a guiding principle for lawmakers and developmental leaders to pursue an adaptable program appropriate for the country. Business entities' corporate social responsibility programs help particularly those from the countryside. When business entities forged together and build partnerships and linkages; fused their resources to preserve the environment through collaboration; the impact is real. The corporate social responsibility programs of these business firms helped them recreate their strategic business undertakings (Arato et al., 2016). Also, it was discovered in the study of (Vila et al., 2019) that corporate social responsibility is an essential unit of every organization. Its role is to make its business mission workable to its stakeholders. It establishes a good reputation in terms of programs related to sustainability. Business organizations' CSR programs are designed for the advancement of the community such as improvement of the life of the people, which, in turn, gave them a good reputation thus enabling them to build a sustainable relationship. (Raimi et al., 2019) found out that there is a positive relationship between corporate social responsibility and its practices towards environmental sustainability. Moreover, the study discussed that to accomplish the goal of sustainability, business organizations should make it in the form of social, economic, and environmental programs. Furthermore, business organizations are required to monitor and evaluate the program for sustainability purposes. In the study (Shrivastava, 2016) he revealed that the environmental management program should be articulated in the organizational structure. There must be an implementing guideline to accomplish its purpose efficiently. The leadership should stress the level of commitment, proper planning, and

social audit to be maintained. (Cristian et al., 2016) said that business organizations are important to the life of their stakeholders. CSR practices redounded to the many facets of social concerns, employee needs, consumer wishes, and environmental protection requirements.

(Agarwal et al., 2015) revealed the role of the organization and the participation of various stakeholders in managing waste management. He mentioned that there is a need to have a concrete deliberate mechanism to solve the waste problem. Social participation can be ignited through educational awareness. To realize a waste management program, it should start from the organization itself. It should be part of its management practices, organizational structure, and personnel practices (El-Mallah et al., 2019). Corporate social responsibility is a business unit that deals with the improvement of its business operation but without disregarding the social concerns. The purpose is to maintain social partnership while making a profit. These social partnerships could be in a form of sustainability programs. The need to protect, replace and sustain the resources are necessary to improve the country (Patil, 2014).

OBJECTIVES OF THE STUDY This study answers the following research objectives:

1. The waste management practices of business organizations.
2. The corporate social responsibility programs of business organizations to eliminate waste production.
3. The entrepreneurial opportunities in waste management.
4. The relationship between the corporate social responsibility programs and their effect on entrepreneurial opportunities.

RESEARCH METHODOLOGY

The researcher used the descriptive-correlation research design to determine the relationship between the corporate social responsibility programs and the waste entrepreneurial prospects created by business organizations to advance the living condition of its stakeholders. The data were treated statistically using the mean and ranking for problems 1, 2 & 3, and correlation coefficient (PEARSON r) for problem 4. The mean and ranking were used to determine the existing

practices on waste management of business sector, the innovative corporate social responsibility (4.21-5.00-Very High (VH) / 3.41-4.20-High (H) / 2.61-3.40-Fair (F) / 1.81-2.60-Poor (P) / 1.00-1.80-Very Poor (VP) / M-Weighted Mean/ Int-Interpretation)

programs of business organizations, and the waste entrepreneurial opportunities created by the business and industries. Pearson r was used to determine the relationship between the corporate social responsibility programs and the waste entrepreneurial prospects created by business organizations.

TABLE 1a: REUSE

PRACTICES	WM	RANK	INT
Reusable papers, pens & bags	3.20	1	F
Reusable decorations	2.80	2	F
Reusable utensils and other kitchen materials	2.65	3	F
WM	2.88	F	

(4.21-5.00-Very High (VH) / 3.41-4.20-High (H) / 2.61-3.40-Fair (F) / 1.81-2.60-Poor (P) / 1.00-1.80-Very Poor (VP) / M-Weighted Mean/ Int-Interpretation)

The business organization had its highest (3.20) rating on the reuse of reusable papers, pens, and bags. They reuse envelopes, refillable pens, tape dispensers, and purchase refillable cartridges and ribbons. These materials are office supplies that are much needed in business transactions. Savings can be derived from the reuse of reusable

materials and will minimize the cost for the purchase of additional supplies and materials. The overall mean of 2.88 indicates that they categorically have a fair rating for waste management programs in reuse. It is the responsibility of business organizations to shape the morale of the people. Everyone should be taught that wastes can be made useful by reusing it for another purpose (Dijkers, 2019). Wastes are not problems but a resource that can be utilized through reuse (Rebullida, 2002).

TABLE 1b: RECYCLE

PRACTICES	WM	RANK	INT
Repairs/ exchange of personal materials/ facilities	3.36	1	F
Information and Communication campaign materials	3.08	2	F
Waste transformation activities	2.80	3	F
WM	3.08	F	

The highest rating obtained is on the repairs of personal materials or facilities (3.36). They repaired damaged facilities and transformed them into a useful office fixture. Return on investment can be achieved by minimizing consumption and expenses. Recycle was seen by business groups as an opportunity. All the members of the society should help in the maintenance of the environment

ANALYSIS AND INTERPRETATION OF DATA WASTE MANAGEMENT PRACTICES OF BUSINESS ORGANIZATIONS

because any environmental problems experienced by the present generation might be extended to the future population (Arora, 2018). Business organizations should use waste management as a marketing strategy to inform their stakeholders on environmental care and protection. (Ott, 2011).

TABLE 1c: REFUSE

PRACTICES	WM	RANK	INT
Decorative materials	3.29	1	F
Policy implementation	3.08	2	F
Facilities, Supplies and materials	3.06	3	F
WM	3.14		F
(4.21-5.00-Very High (VH) / 3.41-4.20-High (H) / 2.61-3.40-Fair (F) / 1.81-2.60-Poor (P) / 1.00-1.80-Very Poor (VP) / M-Weighted Mean/ Int-Interpretation)			
Business organizations refuse in using decorative		no designed mechanism to require the workers to participate in the waste reduction program of the office. Waste problems can be solved through a unified program that may be delivered by business organizations (Alvord et al., 2006).	

materials. The rating obtained implied that there is

TABLE 1d: REDUCE

PRACTICES	WM	RANK	INT
Supplies and materials	3.18	1	F
Waste disposal program	3.04	2	F
Communication and information materials	3.03	3	F
WM	3.08		F
(4.21-5.00-Very High (VH) / 3.41-4.20-High (H) / 2.61-3.40-Fair (F) / 1.81-2.60-Poor (P) / 1.00-1.80-Very Poor (VP) / M-Weighted Mean/ Int-Interpretation)			
The highest (3.18) rating obtained is to reduce the use of supplies and materials. Offices provide their employees' water stations to avoid		waste management. Supplies and materials should be managed properly to avoid wastage of resources. Managing the resources is a challenge to create potential opportunities for sustainable living (Larson et al., 2010). CORPORATE SOCIAL RESPONSIBILITY PROGRAMS OF BUSINESS	

their employees from buying bottled water. The overall mean of 3.08 contended that business

ORGANIZATIONS TO ELIMINATE WASTE PRODUCTION CSR on Waste Education

organizations fairly practiced reduce to practice

TABLE 2a: CSR on Waste Education

PROGRAMS	WM	RANK	INT
Capability enhancement	3.21	1	F
Policy implementation	3.05	2	F
Educational integration	3.04	3	F
WM	3.08		F

(4.21-5.00-Very High (VH) / 3.41-4.20-High (H) / 2.61-3.40-Fair (F) / 1.81-2.60-Poor (P) / 1.00-1.80-Very Poor (VP) / M-Weighted Mean/ Int-Interpretation)

The capability enhancement was rated as the

trainings on waste management among its stakeholders. Every organization is expected to educate both its internal and external customers to be proactive in handling waste problems (Berry & Rondinelli, 1998).

highest (3.21). This was made by organizing

CSR on Waste Attitude Formation

TABLE 2b: CSR on Waste Attitude Formation

PROGRAMS	WM	RANK	INT
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Resource sharing	3.41	1	F
Community extension program	3.31	2	F
Modelling activities	3.15	3	F
WM	3.29		F

(4.21-5.00-Very High (VH) / 3.41-4.20-High (H) / 2.61-3.40-Fair (F) / 1.81-2.60-Poor (P) / 1.00-1.80-Very Poor (VP) / M-Weighted Mean/ Int-Interpretation

The business and industry had their highest (3.41) rating on resource sharing. They donate usable computers, facilities, and equipment to the community. The overall mean of 3.29 indicates that the business sector has a fair rating for attitude formation. The management of business organizations maintained their business profit without integrating the moral perspective on waste management in their operation. Organizations

should operate in a manner consistent with their values, continuously advocate an attitude of contentment and love for the protection of the environment (Farcane et al., 2019). **CSR on Waste Safety**

TABLE 2c: CSR on Waste Safety

PROGRAMS	WM	RANK	INT
Physical and administration maintenance	3.31	1	F
Medical assistance	3.23	2	F
Clean-up program	2.98	3	F
WM	3.17		F

(4.21-5.00-Very High (VH) / 3.41-4.20-High (H) / 2.61-3.40-Fair (F) / 1.81-2.60-Poor (P) / 1.00-1.80-Very Poor (VP) / M-Weighted Mean/ Int-Interpretation

The business and industry had their highest (3.31) ratings the physical administration and maintenance particularly in the meal room of employees, comfort room and wash area of the office. The overall mean of 3.17 indicates that

business sector has fair rating for CSRWS. Waste minimization helps protect their employees from any harmful and elements which may protect them from sickness. Healthy employees result in higher production and profit (Osborne & Hammoud, 2017).

ENTREPRENEURIAL OPPORTUNITIES IN WASTE MANAGEMENT

TABLE 3

ENTREPRENEURIAL OPPORTUNITIES	WM	RANK	INT
Capability- building	3.06	1	F
Cost related measures	3.05	2	F
Activity integration	3.03	3	F
WM	3.04		F

(4.21-5.00-Very High (VH) / 3.41-4.20-High (H) / 2.61-3.40-Fair (F) / 1.81-2.60-Poor (P) / 1.00-1.80-Very Poor (VP) / M-Weighted Mean/ Int-Interpretation

The business and industry had their highest (3.06) rating the capability building component. Business organizations are expected to conduct a livelihood training program from wastes. It will enable the organizations to transfer the technology of knowledge to make their stakeholders an entrepreneur. The production

process, marketing strategies, and financial management are essentials for business organizations to make it viable to anyone from the rural areas to make waste as a product (Holt & Littlewood, 2015).

THE RELATIONSHIP BETWEEN THE CORPORATE SOCIAL RESPONSIBILITY PROGRAMS AND THEIR EFFECT ON ENTREPRENEURIAL OPPORTUNITIES

TABLE 4a: Reuse and CSR

CSR COMPONENTS	r values	Stat sig
CSR on Waste Education	-0.024	NS
CSR on Attitude Formation	-0.195*	NS
CSR on Waste Safety	0.000	NS
Waste Entrepreneurial Opportunity	-0.081	NS

* Correlation is significant at the 0.05 level (2tailed) / NS-Not Significant
The statistical analysis showed that reuse and CSR on attitude formation were significantly correlated. It was noted that there is a negative relationship between CSR on waste education (0.024). While reuse is practiced CSR on waste education is reduced. The existing marketing practices entice people to buy rather than to reuse. Also, the business and industries resorted to buying new office materials to maintain a corporate image. This is also true with CSR on attitude formation (-0.195*). As reuse is encouraged, CSR on attitude formation is decreased. It happened because in business and industries they believed that reusing their office materials is

operation. Reuse is diminished (-0.081) along with waste entrepreneurial opportunity due to the very nature of their business which is to earn a profit. They did not notice that they are making money out of reusing their existing office materials and supplies. Reuse is significantly associated in business organizations because the workers are partners of the management. It is expected that they need to show their interest in the company by taking care of the resources. However, there was an indication that the business entities became value-centered this is because the workplace has its way of educating its workers but mostly on behavior.

somehow not appropriate during their

Sustainable waste management is the joint responsibility of the government and its community members (Macawile & Sia, 2002).

TABLE 4b: Recycle and CSR

CSR COMPONENTS	r values	Stat sig
CSR on Waste Education	-0.035 NS	CSR on Attitude Formation
	0.254** NS	
CSR on Waste Safety	-0.065 NS	
Waste Entrepreneurial Opportunity		0.001 NS

* Correlation is significant at the 0.05 level (2tailed) / NS- Not Significant

There is a negative relationship between CSR on waste education (-0.035). While recycle is practiced the CSR on waste education is ignored. Recycling may be not appropriate to the nature of the business. Recycle is decreased along with CSR on waste safety (-0.065). It connotes a perception that the acquisition of new office materials will free them from sickness or

hazardous circumstances. Recycle is significantly correlated with CSR on attitude formation because companies are concerned with the moral standards of the organization. Responsive citizenry helped in solving the resource deficiency (Shah 2012). Companies can make programs that will make the environment a social responsibility rather than a business imperative. In operational activities, they may use environment- friendly products.

TABLE 4c: Refuse and CSR

CSR COMPONENTS	r values	Stat sig
CSR on Waste Education	0.065	NS
CSR on Attitude Formation	-0.058	NS
CSR on Waste Safety	0.030	NS
Waste Entrepreneurial Opportunity	0.019	NS

NS-Not Significant

There is a negative relationship between attitude formation (-0.058) along with refuse. CSR on attitude formation is reduced in business organizations because they operate according to the standard organizational procedure. The

findings would show that refuse is not related to any of the waste entrepreneurship activities because there is a need to buy new facilities and equipment for their business. Also, it is possible because most of the materials used are worn out.

TABLE 4d: Reduce and CSR

CSR COMPONENTS	r values	Stat sig
CSR on Waste Education	0.065	NS
CSR on Attitude Formation	-0.058	NS
CSR on Waste Safety	0.030	NS
Waste Entrepreneurial Opportunity	0.019	NS

NS-Not Significant

Along with reduce, there is a negative relationship with CSR on attitude formation

(-0.058). Business organizations buy only the necessary materials needed by the office due to budget allocation. The people must show concern to the environment by appropriating their love and values to it. People should create a sustainable connection with the environment (Ives et al., 2018).

FINDINGS & CONCLUSIONS

WASTE MANAGEMENT PRACTICES OF BUSINESS ORGANIZATIONS

The waste management practice along reuse had a mean rating of 2.88 and the highest (3.20) was on reusable papers, pens, and bags and the lowest (2.65) in using reusable utensils and other kitchen materials. The waste management practice along recycle had a mean rating of 3.08 and the highest (3.36) was on repairs/exchange of personal materials and facilities and the lowest (2.80) was on waste transformation activities. The practice along refuse had a mean rating of 3.14 and the highest (3.29) was on decorative materials and the lowest (3.06) in the facilities, supplies, and materials. The practice along reduce had a mean rating of 3.08 and the highest (3.18) was on supplies and materials and the lowest (3.03) in the communication and information materials.

The Business organizations fairly practiced waste management along with reuse specifically on the reuse of products and did not take advantage of the reuse of utensils and other kitchen materials as a good reuse practice. Recycle is fairly practiced particularly on the repairs or exchange of personal materials and facilities with less priority on waste transformation. It fairly practiced refuse particularly on decorative materials but with lesser concern on the use of electronics. It fairly practiced reduce particularly in the use of supplies but had less attention on procurement.

CORPORATE SOCIAL RESPONSIBILITY

PROGRAMS OF BUSINESS ORGANIZATIONS

The CSR on waste education had a mean rating of 3.07 and the highest 3.21 was on capability enhancement and the lowest (2.99) was in project management and participation. The CSR on waste attitude formation had a mean rating of 3.27 and the highest (3.41) was on the resource sharing and the lowest (3.19) in the value orientation. The CSR on waste safety had a mean rating of 3.09 and the highest (3.31) was on physical administration and the lowest (2.83) in the safety measures.

It fairly practiced CSR on waste education particularly on capability enhancement but lacks activities related to project management. It fairly practiced CSR on attitude formation particularly on resource sharing but lacks value orientation. It fairly practiced CSR on waste safety particularly on the physical administration and maintenance but with lesser concern in the conduct of clean-up program.

ENTREPRENEURIAL OPPORTUNITIES IN WASTE MANAGEMENT

The waste entrepreneurial opportunity had a mean rating of 3.04 and the highest (3.06) was on capability building and the lowest (3.03) in the income-generating activities.

They can design environmental activities that will increase the income opportunity of its constituents from waste products. Strengthen linkages with the international market to reposition the product through massive quality development.

THE RELATIONSHIP BETWEEN THE CORPORATE SOCIAL RESPONSIBILITY PROGRAMS AND THEIR EFFECT ON ENTREPRENEURIAL OPPORTUNITIES

Along with reuse and waste education, the r values obtained was -0.024, for waste attitude formation -0.195, waste safety 0.000; and for waste entrepreneurial opportunity -0.081. For recycle

and waste education the r values was 0.035, waste attitude formation 0.254, waste safety -0.065, and for entrepreneurial opportunity -0.001. Along with refuse and waste education, the r values were 0.065, waste attitude formation 0.058, waste safety 0.030, and for entrepreneurial opportunity 0.019. Along with reduce and waste education the r values was 0.065, waste attitude formation -0.058, Waste Safety 0.030, and entrepreneurial opportunity 0.019.

There is a significant relationship between reuse and waste attitude formation but with a negative relationship between waste education, waste attitude formation, and entrepreneurial opportunity. There is a significant relationship between recycle and waste attitude formation but there is a negative relationship between recycle and waste education and waste safety. There is no significant relationship between refuse and waste education, waste safety, and entrepreneurial opportunity but with a negative relationship with waste attitude formation. There is a significant relationship between reduce and waste attitude formation but there is a negative relationship between waste educations.

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