

The effect of corporate social responsibility (CSR) on corporate performance in Tanzania: the case of telecommunication industry

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The study focused on assessing the effect of Corporate Social Responsibility (CSR) on corporate performance in telecommunication industry in Tanzania. The study assessed the influence of Corporate Social Responsibility measures on the performance of the corporates in telecommunication industry with reference to Vodacom Tanzania, Airtel Tanzania, and Tigo Tanzania as case studies. The study was guided by three study hypotheses namely business promotion, increased business trust and cost reduction. The study used explanatory study design. Data were collected using structured questionnaires which were computed in SPSS to generate significant statistical tools to present the result. The testing of the hypotheses was performed using chi-square test while the pattern of the relationship between study variables was conducted using correlation and multiple regression analysis. Finding showed that indeed all three independent variables which are business promotion, increased business trust and cost reduction have been all found as positive and significant statistically on corporate performance as the dependent variable. This entails the fact that corporate performance in telecommunication industry in Tanzania using Corporate Social Responsibility measures is indeed influenced and well determined by business promotion, increased business trust and cost reduction. Since that is the case, Corporate Social Responsibility measures seems to be sufficient means employed by companies in different sectors including the telecommunication industry to foster business performance. This is evident with Vodacom Tanzania that has been sponsoring the Tanzanian football league for years which has enabled to secure us many customers as possible. The study further is useful to the theories since

business enterprise theory since it advocates the means to foster the practice to assure sufficient income generation. This in turn fosters the consideration of the social responsibility measures in the theory pertaining to performance of the business. The study recommends that social responsibility measures are useful to be included as strategy by businesses to foster performance of the corporates in Tanzania