

The role of firms' social responsiveness in poverty reduction
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This study is centred on the impact of social responsiveness of small and medium enterprises (SMEs) on poverty reduction. They are becoming increasingly important as a result of their potential in making an important contribution to economic growth through innovative culture, flexible adoption of emerging technology, and job creation. Majority of the society benefit from their proximity in terms of access to markets for their produce, health services, water and sanitation, electricity, education and other basic social facilities accompanying the growth of any given vicinity. This makes SMEs a potential solution for poverty reduction. The study was based on data collected from Ilala, Temeke and Kinondoni districts in Dar Es Salaam city, in which 75 firms responded. This was a success rate of 75% and the researcher was satisfied that it was a good representation of the population. This study highlighted the social responsibility as a competitive tool which can be utilized by SMEs to sustain themselves as well as reducing poverty. The outcome of the study supported this notion and stressed the need for perception improvement on all the cadres of the SMEs' organization structure so as to ensure focused efforts that would bring first unity of purpose in the organisation and secondly built core values that can be adopted by all. It is important for firms to have a cohesive social responsibility culture in the organisation itself before it can move to the next level of social welfare as this will ensure all the employees will be at par as far as social values are concerned and therefore the outcome will be material.