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Corporate Social Responsibility: A Framework of Strategies for the Sustainability of Higher Education Institutions (HEIs)

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Abstract

Corporate Social Responsibility (CSR) programs and practices are being adopted in different industries. CSR activities are also embraced in higher education institutions (HEIs). Universities need the three pillars of sustainability (economy, community, and environment) to achieve global sustainability goals. This study measured the level of implementation of CSR programs and practices of HEIs in Metro Manila; identified the important factors that affect its implementation; and came up with a shared framework of strategies for the sustainability of HEIs. A self-administered questionnaire was sent to 585 respondents from three non-sectarian universities in Metro Manila. Carroll's Pyramid of Corporate Social Responsibility was used to identify different CSR responsibilities. Economic Responsibility, Legal Responsibility, Ethical Responsibility, and Philanthropic Responsibility were used to identify CSR programs and practices. The results showed that there is a significant difference in the level of implementation as well as the duration of implementation of CSR programs and practices among the respondent universities. The researcher came up with a shared CSR framework for the sustainability of higher education institutions.

Keywords: corporate social responsibility, strategies, higher education institution sustainability, CSR framework