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Corporate Social Responsibility (CSR) Activities in Mobile Telecommunication

Industry: Case Study of Malaysia

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Abstract

In a very competitive global market, mobile telecommunication companies must strive to portray a picture of themselves as highly socially responsible companies. Active involvement in socially beneficial programs provides extra advantages to the company. This study examines the concentration of CSR activities of mobile telecommunication companies in Malaysia. Furthermore, this study also determines the motives and the most influencing factors in their concentration of involvement in CSR. Generally, involvements in CSR activities are inspired by several construct motivational factors and follow the agency theory assumption. One of the primary motivating factors is the belief that CSR can increase long term profitability and sustainability of the company as well as enhance the reputation of the organization. Companies A, B and C show satisfactory level of involvement in five (5) main categories; environmental concerns, welfare or charity, community involvement, products or services improvement and natural disasters awareness programs. Malaysian Communication and Multimedia Commission (MCMC) as the regulatory body has determined that the mobile telecommunication companies will actively be involved in CSR as the customer-oriented factors in their business operation is of utmost importance. Overall, it can be concluded that all of the three mobile telecommunication companies in Malaysia have high initiative in CSR activities with several constructive motives.

Keyword: CSR, Mobile Company, activity