



Corporate Social Responsibility and Non-Financial Organizational Performance in Etisalat Telecommunication Company United Arab Emirates

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Abstract

The paper examined corporate social responsibility (CSR) and non-financial organizational performance in Etisalat telecommunication company United Arab Emirates. It views CSR as corporate activities that contribute to stakeholders' wellbeing. It assumes that stakeholder-oriented CSR would improve non-financial organizational performance. The research question explores the relationship between stakeholder-oriented CSR and improved corporate image/reputation and enhanced products competitive advantage in Etisalat telecommunication company United Arab Emirates. The place of study consists of all the Etisalat offices in the seven emirates of U.A.E while the duration of study is between January and December 2017. A descriptive research design was used in executing the study, using 385 randomly selected employees of Etisalat in U.A.E, for questionnaire administration. The sample size of 385 was determined from a population of 10,000 employees consisting of 3,600 locals and 6,400 foreign nationals, using Yamane 1964 sample size determination formula at 5% level of significance for sampling error. Results from the data analysis indicated that significant relationship exists between stakeholder-oriented CSR and improved corporate image/reputation and enhanced products competitive advantage in Etisalat telecommunication company United Arab Emirates and recommends among others: sustenance of the current CSR practices in Etisalat, continuous monitoring of changing expectations of key stakeholders to identify areas of support, continuous consultation with key stakeholders in decision making, continuous review of organizational CSR practices to align with industrial best practices and continuous provision of resources to sustain existing stakeholder-oriented CSR practices.

Keywords: CSR, organizational performance, Etisalat, stakeholders, corporate reputation.