

## **Corporate social responsibility in Ashaka cement company, Gombe State Nigeria**

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**Abstract:** Corporate social responsibility services have been investigated in the area where the company is operating. Opinion surveys and observations were used in the study. Data were obtained from prospective investors and the general public who have vested interest in the company. The results obtained using kurtosis statistics showed that 99.78%, mean  $\mu$  2.03 and standard deviation of 3.54 showed that there is relationship between the company growth and the profit. Despite the company effort in transforming the area, social responsibility is still low in area of scholarships. The study recommended the company to extend more scholarships for students of geology, engineering and management to enhance future recruitments.

**Key words:** social responsibility, Ashaka Cement and Gombe-Nigeria

### **Introduction**

The activities of companies that turns raw materials into output often brings services that satisfies or dissatisfies the yearnings of the society where such company is operating. Some of these services include among others roads, clinic, rural electrification, social media, scholarships and a host of others. The negative impacts include destruction of farm lands and water ways. The mark of activities of such companies leaves a positive or negative impact on such an environment or society. Whenever the products of the company in question are wanted outside, it's known through repeated purchases. Customers and the society are happy with the company that create a value and put a smile of satisfaction of her activities and services.

The constraints some company face center on the cost of providing the social responsibility services and the company's profit. The motive of this research survey is to test the hypothesis that there is no significant relationship between social services provided and the company's profits.

### **Conceptual framework and related literature**

The concept of social responsibility is a by-product of stakeholder's innovations by selling ideas to companies to provide some forms of services that will better the environment or the society it operates out of the company's profits if any. Some towns or villages grow and became well developed as a result of social services rendered by company operating in the area. Relevant researches of Enjinkaya et al (2009), Hanke(2009), Siljal(2009), Hing(2009), Garratt (2013) and Mars (2015) have been reviewed with conclusion that some companies operate and manage their Businesses in a way to provide the society and her environments with positive impacts that shows signs of social service developments. It's quite unfortunate to hear and see some societies' environments being destroyed by the activities of some companies, and such companies have not shown some signs of providing the services earlier mentioned.

### **Methodology**

The methodology utilized in this study is a survey of the activities of Ashaka Cement Company and investigation of the social responsibility services rendered to the people living in the area. Descriptive statistics using mean, standard deviation and simple ANOVA are used to test the hypothesis that there is no significant relationship between the cost of social responsibility and the company's profit. Target participants in the study include marketers in Cement business, the village people living in Ashaka Cement area and Cement distributors. The population of the study is 150. The sample data used in the analysis is 90. The non-response figure is 60. The explanation is that people are afraid in responding to research questions due to insecurity situation prevalent in the North Eastern Nigeria.

### **Results and Discussion**

The results of the analysis showed that profits of the company are the real determinants of company growth. This is supported by Kurtosis statistics that 99.78% the analysis with a mean  $\mu$  of 2.03 and standard deviation of 3.54. Market shares and shareholders' wealth are supplementary variables in the profits earning processes. The surrounding villagers are enjoying the impacts of the company operations in providing services critical to the area.

The society where the company is carrying out her operations did not complain about the company's services. They are enjoying adequate water supply, and this is supported by  $\mu$  of 12.6 with a standard deviation of 4.56. Other services like electricity, school and clinic were also provided but water has been their priority.

Pearson correlation coefficient of 0.986 at 5% level of significance indicated that not much of the area is destroyed by the activities and operations of the Ashaka cement company. Their management is prudent and careful in managing the waste products of the company and the probable hazards are negligible.

### **Test of hypothesis**

The study concluded and cannot reject the hypothesis that there is a relationship between the company's profits and the company growth. The profits figures in the company's financial statements are an indication that the company is making progress and growth factor is there.

### **Summary**

Investigations on corporate social responsibility services in Ashaka Cement Company has been conducted and the results showed that the people living in that area are enjoying water and other services like electricity, school and clinical services. The operations and services to the environs is quiet appreciating.

### **Recommendations**

The study recommends that the company should extend their corporate social responsibility in form of scholarships to students of geology, engineering and management for anticipated future recruitments.

### **References**

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### **Appendix**

Data inputs generated from the survey are presented in the tables below:

Table 1: cost of social responsibility

items	sa	a	ud	d	sd
Company's profits	15	6	4	1	4
Shareholder's wealth	2	1	12	10	5
Company growth	11	14	3	1	1
Market share	9	8	11	9	3

Source: Field work, 2015

Table2: Environment and the society

items	sa	a	ud	d	sd
Electricity	6	8	7	2	7
Water	4	8	9	8	1
School	7	18	4	0	1
Clinic	8	16	6	0	0
road	12	13	2	2	1

Source: Field work, 2015

Table 3: Community and the society

items	sa	a	ud	d	sd
Transformation	17	6	3	4	0
Destruction	0	4	18	8	10
Pollution	6	5	17	8	4

Source: Field work, 2015

**Key to value of data collected**

**SA=strongly agree=1, A=agree=2, Ud=undecided=3, D=disagree=4 and Sd=strongly disagree=5**