

Topic : Corporate Social Responsibility

Bridging Interests Between The Business Sector And The Non-Governmental Sector By Fostering A Culture Of Social Responsibility In Developing Countries

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Social problems in the former Soviet Union Countries are mostly dealt by the governmental sector, international and local NGOs. While involvement of the private sector in solving social problems is scant, fostering of a socially responsible culture for corporations to promote lives of disadvantage individuals is very critical in developing countries where the private sector is growing.

The present study discusses the issues of coordination between the non-governmental sector and business sector regarding prioritizing social problems, private sector's motivations for participation in social projects, the possible ways of collaboration between two sectors and etc. Qualitative methods such as desk research and in-depth structural interviews were used to obtain the data. The annual reports and web-information of companies were analyzed to reveal the most funded social projects which are as follows: people affected by natural disaster (39), socially disadvantaged families (25), children without parental care (24), elderly (17), families with multiple children (16), disabled persons (11), people with terminal illnesses (11), internally displaced persons (4), veterans (1). Less interest is devoted towards victims of violence and trafficking, drug addicts, people in the penitentiary system, ethnic and sexual minorities, sex workers and etc. In addition, one-time social assistance is prevalent on long-term social projects.

10 interviews with the directors of the NGO sector and 10 interviews with the PR managers of big corporations revealed that there is lack of trust, coordination and information between these two sectors. In general, results showed a lack of understanding the concept of social responsibility itself by both sectors. Legislation problems are also named as the main obstacle for fostering a social responsibility culture. There are no regulations regarding charity and social projects in Georgia. Finally, recommendations are made to increase coordination between two sectors regarding social responsibility.

Keywords : Private Sector, the NGO Sector, Social Projects, Social Responsibility, Developing Countries

Abstract No. : AF0508