

ABSTRACT

Title of the Research: **THE CORPORATE SOCIAL RESPONSIBILITY OF
SELECTED HIGHER EDUCATION INSTITUTIONS
IN THE PHILIPPINES**

Author: **MONA LIZA U. AVELINO**

Degree: **Doctor of Philosophy**

Major: **Educational Management**

Date of Completion: **May 2017**

Higher education institutions take their social responsibilities seriously. At the moment, schools are actively contributing to the progress and development of society. This study is a qualitative multiple-case study of corporate social responsibility of selected private and public HEIs. An analysis of data obtained through inventory checklist, field notes, official website, CSR documents, and interview of administrators and staff from five HEIs revealed that their CSR programs comprise environmental care, education, health care, and community involvement. These are implemented as part of their moral and social obligation to help other people. HEIs vision-mission statement becomes the driver of all decisions surrounding their CSR initiatives. Furthermore, government regulations also influence public HEIs to conduct CSR activities.

To meet their CSR agenda, HEIs embrace three approaches - knowledge transfer, formation of values and behavior, and partnership.

Community development and environmental concern are the most visible side of HEIs responsibility efforts; however, little is recognized about the CSR programs given to employees. The method used for evaluating CSR in private HEIs is parallel with Global Reporting Initiative sustainability reporting and survey checklist. On the other hand, public HEIs evaluation is based on the compliance to the instrument used during survey of AACUP. CSR programs help both HEIs enhance their relationship with local and international organizations. Consequently, their image and reputation as an academic community are developed and give rise to practice volunteerism in private HEIs. Public HEIs' CSR efforts also help them to obtain their present accreditation status and help them gain more political benefits. Though noble in principle and beneficial in HEIs, implementing CSR has a number of limitations such as difficulty in changing the behavior of the stakeholders, procurement of large initial investment, and, on occasion, negative feedback from the community. HEIs' interminable projects and regarded as best features of their CSR are blood donation and environmental program. These two have become their instrument in promoting employee and student engagements in their respective university.