

UNIVERSITY OF NAIROBI
DEPARTMENT OF SOCIOLOGY

**CORPORATE SOCIAL RESPONSIBILITY AND THE
PARASITIC AND SYMBIOTIC RELATIONSHIP BETWEEN
ORGANIZATION AND COMMUNITY: A CASE STUDY OF
BRITISH AMERICAN TOBACCO IN MBEERE DISTRICT**

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ABSTRACT

Corporate Social Responsibility (CSR) emerged from a realisation among transnational corporations of the need to account for and redress their adverse impact on society: specifically, on human rights, labour practices, and the environment. The main objective was to evaluate how corporate social responsibility (CSR) is contextually understood and practiced by BAT. The specific objectives were to identify the origin and basis of practicing Corporate Social Responsibility (CSR) by BAT; to determine how members of the Mbeere District perceive CSR by BAT; to examine the factors taken into account in choosing CSR activities by BAT.

This led to the understanding of the relationship between BAT and Mbeere district.

Industrialization, modernization and globalization are the factors that led to the global drive towards greater awareness of social responsibility. As much as CSR is a current topical issue, there is concern that CSR in Kenya is a very new concept and thus not well understood by many hence the scarcity of literature. To guide this study the theoretical framework employed was bureaucracy theory and specifically goal displacement, exchange theory on the basis of corporate exchanging with the communities in which they operate in a relationship that is marked with symbiosis and at times parasitism and lastly the rational choice theory which assumes that all individuals are aware of all possible choices.

The methodology approach utilized in this study was qualitative and quantitative.

Purposive and snowball sampling designs were used

The study was carried out in Mbeere district where I sought to investigate what CSR activities had been carried out by BAT on that area. The findings of the study were that many members of the community were not aware of the assistance accorded by BAT though for those who were aware they were happy of what had been done but

felt that firm could provide much more. On the other hand, BAT's choice of CSR activities is determined by the both internal and external factors.

The study shows that the society requires the assistance from the corporate bodies for its development for instance boosting education, health and environment. This study recommends the following; that BAT needs to ensure that whatever projects undertaken are sustainable and capture the need of the specific society; BAT to solicit employee suggestions regarding CSR initiatives; more comparative, qualitative research on CSR should be undertaken by BAT.