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Analyzing Corporate Social Responsibility Implementation on Lake Tana Transport Enterprise, Ethiopia

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ABSTRACT
The objective of the study is to analyse the factors that influence corporate social responsibility implementation on Lake Tana Transport Enterprise, Ethiopia. The study used both descriptive & explanatory survey research approach. The survey data collected in both primary and secondary data. The statistical analysis carried in to consideration the essential variables by using linear regression model. The study used four predictor variables (stakeholders, social, economic, and environment) to what extent influences the dependent variable corporate social responsibility practice. Therefore, the study's analysis and finding results suggest that corporate social responsibility practice has a positive and significant influence on the stakeholders, social, economic, and environmental effects of the enterprise. In addition, the lake faced deep-rooted risk problems for the transportation system, socio-economic, and environmental interaction because of an invasive South American weed. Because of this, the lake heavily affected by an invasive weed, the organization faced a big environmental issue that forces the company to interrupt its core service-business operation. As the findings show, the enterprise gave greater focus on social and economic aspects. The enterprise is monopolistic. This leads to non-competitive business-service operation, and limits do not play its expected role.

Keywords: *Corporate social responsibility, Economic, Environment, Social, Stakeholders.*

1. INTRODUCTION

Maritime transportation is like land and air modes, operates on its own space, which is at the same time geographical by its physical attributes, strategic control, and commercial usage. In fact, the physiography of maritime transportation is composed of rivers and oceans [1]. Lake transport system is one element of maritime transportation. Now a days, the Lake becomes the most important socio-economic development opportunity on tourism, energy, agro processing, and transport sectors of Amhara region & the Country [2]. In this regard, Lake Tana comprising of the Blue Nile fall, islands' and peninsulas, wetland and lakeside view, are growing as essential part of maritime, eco-tourism and investment destination. Moreover, there are very limited focuses on identifying and examining the barriers that delay the implementation of corporate social responsibility on shipping service companies. First, there are no a detailed study on the barriers to corporate social responsibility implementation in areas of water transport services. Second, relevant studies noted to be fragmented on the barriers to trust has been limited [3]. A research conducted on how invasive weed is treating Lake Tana survival [4]. In addition, a study assessed that concerned on the opinions, interests, and concerns of various stakeholders in relation to the Lake Tana dam's and its socio-economic and environmental impacts [5]. Similarly, water level fluctuation of the lake had affected land use and its environment. The land use and regulated water that contributes for Lake Tana water level fluctuation, should managed regularly and critically [6]. Even if these studies focused on the above issues, they did not focus on corporate social responsibility practices and Lake Tana transportation service-business deployment. No one has focused on CSR operation either the Lake or Maritime areas.

Currently, in the context of developing countries like Ethiopia, corporate social responsibility practices has still not explored. The difficulty of the enterprise supposed in corporate social responsibility

implementation mainly in relation to stakeholders, economic & environmental effects in practice. The social, economic and environmental agendas are hot issue of the region and the Metro city. Therefore, an invasive South American weed is losing the Ethiopia's largest lake, Lake Tana. As the result of these deep-rooted problems, the transportation system, socio-economic, and environmental interaction become complicated and the enterprise exposed to serious challenges on its sustainability. These difficulties initiated the researcher to conduct a study on this area. The study also inspired to analyze corporate social responsibility implementation on Lake Tana transport as maritime water transportation scheme. So the study used the following objectives, questions and hypothesis of used the study.

1.1. Objectives of the Study

The main objective of this study is to analyze to what extent the enterprise and stakeholders act on their expected roles: to examine how corporate social responsibility implementation affected by stakeholders, social, economic, and environmental effects. In addition, to determine the level of relationship between factors that influences corporate social responsibility implementation on water transport sector.

1.2. Research Questions

This study tried to identify the following research questions based on the stated specific objectives:

1) What degrees of stakeholders play their expected role and levels of satisfaction?
2) How the factors influence the enterprise corporate social responsibility practice on stakeholders, social, economic & environmental effects?
3) Is there any relationship between all variables (how one variable associate with other variable)?

1.3. Hypothesis of the Study

Based on the above basic questions the following hypothesis are stated and tested in this study.

social,

1) H_1- The stakeholders' role have positive effect on corporate social responsibility implementation.
2) H_2- Social aspects has a positive relationship with corporate social responsibility practice.
3) H_3- Economic aspects positively affect corporate social responsibility implementation.
4) H_4- Environmental impacts have positive effect on corporate social responsibility implementation.

2. THEORETICAL AND EMPIRICAL STUDY

In today's business, world corporate social responsibility is becoming increasingly important. Companies should be concerned about the interests of their stakeholders, but at the same time more emphasis should be placed on social, economic and environmental aspects as these factors have a significant impact on long-term fate of the companies [7]. Corporate social responsibility is the practice of companies integrating social, economic, environmental, ethical, and other global issues into their business or service operations and in their interaction with their stakeholders such as employees, customers, suppliers, shareholders, investors, local communities, government [8]. Corporate social responsibility is a concept whereby firms integrate social and environmental concerns in their business operations and in their interaction with their voluntary and mandatory activities [9]. As findings show that, there is a positive relationship between adoption of corporate social responsibility initiatives and firm efficiency, and reveal that the impact is stronger for firms in non-competitive industries. Socially responsible actions by firms are likely to pay-off when stakeholder engagement has a localized focus. Moreover, it has an influence by the pressures of stakeholders, social, economic, environmental effects. In fact, before looking the stakeholder theory, it is better to clarify what stakeholders' means. There are many definitions given for the term stakeholder [10].

According to the founder of stakeholder's theory described a stakeholder of a company, "a stakeholder in an organization is any group or individual who can affect, or is affected by the attainment of organization's objectives". Stakeholders include managers, employees, customers, shareholders, investors, suppliers, society at large, local government, and environment [11]. Thus,

managing and involving stakeholders in business operation is important for the success or limitation of organization and stakeholders [12].

Furthermore, the role of corporate social responsibility in organizations is examined in three dimensions. The economic, social, and environmental aspects of corporate social responsibility affect the organizations operations. The economic aspects of corporate social responsibility influence the company's operations. The economic dimensions' of sustainability agendas' should rather consider the direct and indirect economic impacts that the organization operation has on the surrounding community and on the company's stakeholders. The social aspects of corporate social responsibility require embedding in the entire business. Therefore, people at all levels of the organization triggered to think, communicate and act on specific corporate social responsibility practical issues and they face in their work. The environmental concern and effects of corporate social responsibility is a pillar of corporate social responsibility operations. It may linked with environmental impacts, measuring and managing responsibility issues [13].

Similarly, the three corporate social responsibility dimensions in triple bottom line approach (financial, social, and environmental) have considered. Hypothetical variables can grasped from various observational studies and theories [14]. The pressure from stakeholders affects positively the implementation of corporate social responsibility. Implementing corporate social responsibility has the economic effect of increasing benefit for stakeholders and communities [15]. As the empirical study indicates that there is significant and positive relationships with business firms' environmental management practice and their economic performance [16]. In corporate social responsibility and stakeholder perspective, hypotheses can derived in various ways [17]. Accordingly, instrumental theories companies seen as an instrument for the development of wealth and its social actions are merely tool for achieving economic results. Political theories that cover corporate power in society and the good use of power is in the political sphere. In integrative theories company concentrated on meeting social demands: and legal theories, centered on corporate ethical responsibility towards society.

3. DATA AND METHODOLOGY

3.1. Description of Study Area

Lake Tan is the source of the Blue Nile River. It is located in North-western part of Ethiopia, which is found adjacent to the administrative and business center of Amhara regional state, Bahir Dar Metro-City at the coordinates of *11°36′* N, *37° 23′* E. It is *563* kilometer far from Addis Ababa, the capital of Ethiopia and center of African Union. The Lake's surface covers an area of *1,418* square miles (*3,673* square km). Lake Tana has a maximum depth of *45* feet (*14* meters) and its average depth is *9* meters. Lake Tana Transport is a *70*-year-old organization providing local people transport service and tourists on Ethiopia's largest Lake Tana. At least *2-3* million people live around Lake Tana and in its catchment area. Majority of the communities are depending up on the lake resources for their survival and its wealth creation. The lake has *89* km long and *70* km wide. The transport enterprise deploys' a service-business with traditional enterprise system.

3.2. Study Design

The study used both descriptive and explanatory research method. It follows a causality-survey study approach. This study used both primary and secondary sources of data. The primary sources of data gathered from the listed individual respondents. Respondents of the study were the enterprise management, employees, and stakeholders. The secondary data used in the form of reports, surveys, policy papers, and literatures. All variables of the study measured by using 34 structured Summated-Ratings (Likert) scale questionnaires for the collection of primary qualitative data.

3.3. Sample and Sampling Techniques

The validity and representativeness of the sample has taken into consideration from the total population of *510*. The study tried to control the possibility of bias and sampling errors. The sample size is *102* utilized using a non-probability purposive sampling techniques. The sample *102* has decided based on the central limit theorem, which states that if all samples of a particular size selected from any population, the sampling distribution of the sample mean is approximately a normal distribution [18].

3.4. Methods of Data Analysis

The collected data coded, inserted and processed using SPSS, Stat Tools program for all necessary analysis and multivariate analysis techniques, nominal and ordinal scales are used. The stated hypotheses tested by using Chi-square goodness-of-fit tests, and Pearson correlation coefficient. Therefore, measuring the degree of CSR implementation considered as dependent variable and stakeholders, social, economic, and environment as independent variables.

3.5. Conceptual Framework and Model Specification

The study tried to test the following proposed model that depicts the casual effects of four variables that influence CSR implementation, as shown in Figure 1.

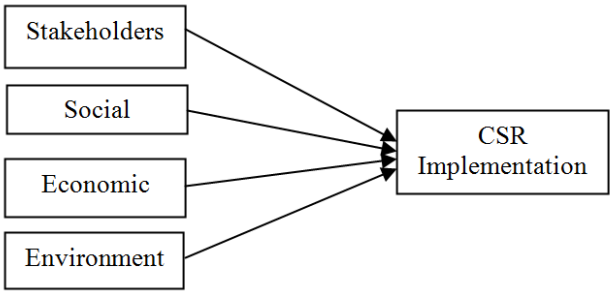

Figure 1. Own Proposed Research Model

For this study, multiple linear regression models used to investigate the casual relationship between independent variables, and a dependent variable. Accordingly, *"Y"* is predicted by the following equation;

$$Y=B_0 + b_1X_{1i} \text{ and } b_2X_{2i} + \ldots + b_kX_{ki} \quad (1)$$

Where, Y = dependent (CSR implementation) variable, *Xn* = independent (X_1, X_2, X_3, X_4) variables.

The values *"b"* are weights of regression & determined to minimize the total of squared deviations.

$$\sum_{i=1}^{N}(Y_i - Y'_i)^2 \quad (2)$$

The sum of the observed and expected square deviations of the values is ''*Y*''. Close to basic linear regression. In this case, there are K predictor variables rather than two. Therefore, calculating $(K+1)$ regression weights, one for each *K* predictor variable and one for the constant (b_0) term is acceptable.

4. RESULTS AND INTERPRETATION

4.1. Analysis of Demographic Data

In this study, the findings of *102* sample respondents' demographic data indicate that *81.4% (83)* and *18.6% (19)* of respondents were male and female respectively. Here the statistical data implies that the participation of females are too low, this may related to the organization is unable to give attention to female employees. The age of respondents' analysis shows that majority *34.3%* of the respondents were *31-40* years, *25.5%* were *41-50*, and *20.6%* of respondents are between *21-30* years, *19.6%* of the respondents were greater than *50* years of age group. This indicates that two-third of the respondents were matured & productive. The respondents were able to understand and give reasonable response to the researcher. In the educational background of the respondents the majority of respondents *(48%)* were undergraduates' (degree holders), (*20.6%*) of the respondents have diplomas, and *14.7%* of respondents postgraduates holder. This implies most of the respondents were able to give valuable information to the study.

4.2. Measuring the Central Tendency and Dispersion of Variables

As the description of variables in Table 1 shows in the descriptive statistics, the central tendency measures have almost the same median (3.3) and mean (3) values. This indicates that the value of median is nearest to the mean value. In addition, it implies that the median value (3.3) slightly shifts to the indecision scale (*3*). The data dispersed within a span from the lowest *2* to *4* scale of measurement.

Table 1. Descriptive Statistics Summary of Variables

List of variables	N	Mode	Median	Mean	Std. Deviation	Minimum	Maximum
Stakeholders	102	4	3.00	3.15	.989	1	5
Social	102	4	4.00	3.28	.989	1	5
Economic	102	4	4.00	3.01	1.076	1	5
Environment	102	2	2.00	2.71	.971	1	5
All variables (listwise)	102	3.5	3.3	3	1.00	1	5

The graphic representation of the trust of respondents in Figure 2 indicates that most respondents reacted, as they had no idea of the significant or insignificant effect of CSR implementation. This implies that respondents were unable to decide the levels of their satisfaction or trust on the implementation of corporate social responsibility with in the enterprise.

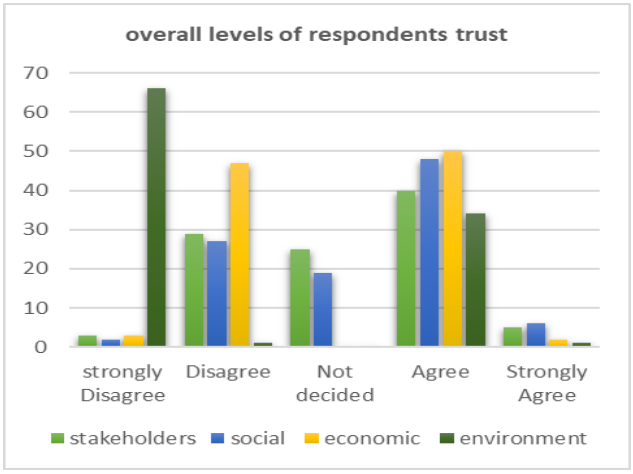

Figure 2 Graphical Representation of Respondents Trust

4.3. Reliability and Normality Test

As the rule of thumb indicates that a Cronbach's alpha of *.70* and above is good, *.80* and above is better, and *.90* and above is best. Hence, the observed reliability test results *.933* assured best. This implies all variables are reliable. Therefore, as the normality test results in Figure 3 shown, the data of all study variables are normally distributed.

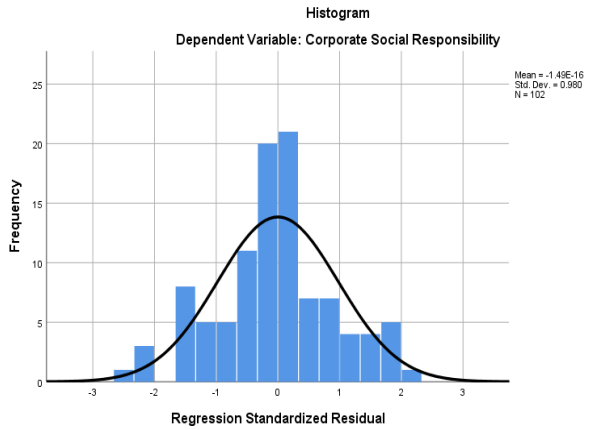

Figure 3 Normality Test Results

As the linear regression model indicates, the error terms are generally distributed. The fundamental idea behind this normal likelihood plot reveals that the data used in this analysis is a normal distribution with mean and variance, followed by approximately linear plot of the normal distribution against the sample percentiles observed. Therefore, the upward plotting line as shown in Figure 4, demonstrates that the resulting plot is approximately linear; this means that error terms are normally distributed.

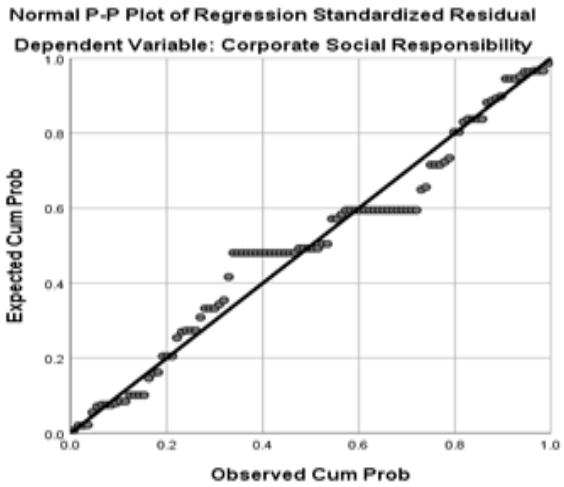

Figure 4 Normal P.P Plot for Residuals

4.4. Measuring the Association of All Variables

Measuring the association of variables is important to establish the relationship between them that quantify the interactions. Hence, stakeholders, social, economic and environment were seen as predictors, while corporate social responsibility viewed as an outcome variable Therefore, as Table 4 indicates, the inferences of the regressed model, coefficients, and the equation were evaluated based on the objectives of the study.

Table 2. Linear Regression Correlation Results

All study variables		CSR Implementation	Stakeholders	Social	Economic	Environment
CSR Implementation	Pearson Correlation	1	.793**	.731**	.706**	.656**
	Sig. (2-tailed)		.000	.000	.000	.000
	N		102	102	102	102
Stakeholders	Pearson Correlation		1	.615**	.520**	.427**
	Sig. (2-tailed)			.000	.000	.000
	N			102	102	102
Social	Pearson Correlation			1	.500**	.428**
	Sig. (2-tailed)				.000	.000
	N				102	102
Economic	Pearson Correlation				1	.363**
	Sig. (2-tailed)					.000
	N					102
Environment	Pearson Correlation					1
	Sig. (2-tailed)					
	N					

**. Correlation is significant at the 0.01 level (2-tailed).

The relationship between all variables is positive and significant at the 0.01 (2-tailed) level, according to the results of the regression correlation analysis shown in Table 2. Besides, the relationship between those independent and dependent variables have strong association.

In addition, as Table 2 demonstrates the result of the correlation, the p – value is less than 0.05 $(p<0.05)$. Hence, it is possible to test the hypothesis to accept or reject the stated hypothesis.

Table 3. Hypothesis Test Results

Variables	Decision on the stated hypothesis				
	Relationship	Accept or reject	P< 0.05	Calculated p-value	Accept or reject
Stake holders	Positive (+)	Accept H_1	0.05	0.01	Accept H_1
Social	Positive (+)	Accept H_2	0.05	0.01	Accept H_2
Economic	Positive (+)	Accept H_3	0.05	0.01	Accept H_3
Environment	Positive (+)	Accept H_4	0.05	0.01	Accept H_4

Therefore, since the values between each predictor and the response variables have a positive and strong

relationship, the entire stated hypothesis is accepted. Similarly, as shown in the detail in Table 3, all variables have less than 0.05 p-values ($p<0.05$). Therefore, all the derived hypotheses of variables tested by using Chi-square goodness-of-fit tests and Pearson correlation coefficient.

4.5. Regression Model Summary

Table 4. Stat Tools Regression Model Summary

R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
				R Square Change	F Change	df1	df2	Sig. F Change
.928[a]	.862	.856	.307	.862	151.29	4	97	.000

The proposed model derived for this study is fitted with all variables, since the adjusted R square value is *.856 (85.6%)* and the P-value is less than *0.05*. This indicates that all variables are associated with dependent variable and significant to the response variable. In this case, all four variables highly affect the dependent variable. Thus, as the result of correlation matrix indicates: stakeholders *79.3% (.793)*, social *73% (.731)*, economic *70.6% (.706)*, and environment 65.6% (.656) to the dependent variable CSR implementation. All variables coefficient value work together to address nature of their relationships in a model. The p-values for each coefficient indicate whether these relationships are statistically significant or not. Therefore, each variable's coefficient values are the basis for driving the equation.

Table 5. Stat Tools Regression Analysis Result Table

Model		Coefficients		T-value	Sig.	95.0% Confidence Interval (Bound)		Multicollinearity (VIF)
		B	Std. Er.			Lower	Upper	
1	(Constant)	.103	.123	.842	.402	-.140	.347	
	Stakeholder	.308	.042	7.34	.000	.225	.391	1.841
	Social	.188	.041	4.53	.000	.106	.270	1.800
	Economic	.217	.035	6.25	.000	.148	.286	1.500
	Environment	.243	.036	6.74	.000	.172	.315	1.315

4.6. Regression Equation

CSR Implementation = 0.103 + 0.308 Stakeholders + 0.188 Social + 0.217 Economic + 0.243 Environment

As Table 5 reveals, three basic things has taken into account in the outcome of the regression coefficient analysis. The first one is the Beta Coefficients, which indicates the positive or negative relationship of each variable to the model, whereas t and p-values shows the influence of the independent variables on the dependent variable. The second one is when one unite of independent variables improved by 1%, the dependent variable also increases by the calculated coefficient vales of the given variables assuming other variables constant. The other one is Multicollinearity checking VIF value by variance inflation factor. This indicates if the values of VIF are between one and five, it shows correlation. In this case, all the four variables are correlated each other. Therefore, the above regression coefficient table and equation confirms the same fact that explained as follows consecutively.

The variable stakeholder has a positive relationship with the dependent variable and significant at p-value *(0.0001)*. This implies that, other things are being constant when stakeholders' role increases by one unit, CSR increases by a factor of *0.308*. The variable social has a positive relationship with the dependent variable and significant at p-value *(0.0001)*. This indicates that ceteris paribus are constant, when the social impact increases by one unit, CSR implementation increases by a factor of *0.188*. The variable economic has a positive relationship with the dependent variable and significant at p-value *(0.0001)*. This shows that other things constant, when there is a shift in economic effect by one unit, and the implementation of CSR also increase by a factor of *0.217*. The variable environment has a positive relationship with the dependent variable and significant at p-value *(0.0001)*. This implies that all things are constant, when the aspects of environmental effect increases by one unit, CSR operation increases by a factor of *0.243*.

5. CONCLUSION AND RECOMMENDATION

5.1. Conclusion

Corporate Social Responsibility (CSR) is the practice of enterprises integrating social, economic, and environmental effects in their service-business operations, and the interaction with their anticipated stakeholders. In this regard, it is difficult to think about CSR in the areas of naturally rich lake or water transport companies without taking into account the impact of stakeholders, social, economic and environmental factors.

According to the findings of this study, the researcher concludes the following core issues: Inappropriate stakeholders' involvement leads to losing of their power to play their expected role. This implies that stakeholders (employees, the enterprise itself, local & regional government, investors, hotels, and communities) were unable to test their trustworthiness and the effects of Lake Tana transport status depending on their expected roles.

The transport service disposition has social effects on utilizing resources. This is due to some imported transporting boats and ships are outdated and unable to deploy full service, the existence of locally manufactured boats and ships are too old, the lake

transportation system is highly traditional. Because both human beings, wild animals, agricultural products, fuel woods & other goods transported together. This experience leads the societies to pay extra social cost & dissatisfaction. Due to this, the enterprise is unable to act fully as profit making business organization and subsidiary of stakeholders. Therefore, the enterprise were not doing breakthrough to build strong economic effects. In this aspect, the communities were not able to maximize economic benefits from such enriched natural water resources.

The environment affects not only the lake transport enterprise but also the lake itself. Hence, the consumptions of polluted oil & gas, vulnerability from various social practices hinder the lake environment. This hazardous practice exposed the enterprise and societies to extra costs. So due to such difficulties the society cannot exploit the potentials of the green business.

5.2. Recommendation

Based up on the findings and conclusions the following recommendations have forwarded. The enterprise has to build powerful connection with stakeholders (employees, local & regional governments, investors, hotels, research and development institutions, and communities) and increase stakeholders' skill and awareness by developing training and development from their expected roles. The social aspects should give more attention.

As the practice shows, the enterprise gave focus for economic aspects near to equal values with social aspects. That is why the enterprise adapted to utilize too old and outdated boats and ships. So that, the enterprise should replace the outdated & unable to deploy full service by advanced boats. The existed locally manufactured boats should remove from the transportation system. The current transportation system should be segregate independently like human beings, wild animals, agricultural products, fuel woods & other goods. It is better to add modern ships and boats, which consume electricity. Even if it incurred additional costs, the chargeable boat and ship can reduce social impacts, water and environmental pollution.

In order to maximize the entire expected social, economic, and environmental benefits, at least sources of vulnerability should be handle before hazard problems exists in the organizations, stakeholders & community levels. As the result of an invasive South American weed, the lake faced to deep-rooted risk problems on the transportation system, socio-economic, and environmental interaction.

The lake is highly affected by an invasive weed and the enterprise becomes exposed to a serious challenge on its sustainability. Therefore, those who have stake in the Lake Tana transport service: local, regional and federal authorities, maritime institute, private, non-governmental organizations and local community representatives should work together to search sustainable solutions on how to maximize the natural resources of Lake Tana by using supply chain scheme or Hub. In general, the enterprise is currently monopolistic and non-competitive service-business. Because of its monopolistic practice, it is not playing its expected roles. Therefore, it needs further research in this area.

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