

Corporate Social Responsibility (CSR) for Education in Malaysia: A Systematic Literature Review

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Abstract--- Corporate Social Responsibility (CSR) is one of the ways for any private organisation or individual to contribute to the society as a form of giving back to the community. The services offered may vary according to the capability of the institutions involved. This include financial assistance, school supplies, expertise, skills and knowledge sharing and social work. Besides that, the idea of contributing and donating to the society is an ideal way to ease the burden of the government and local authorities. Particularly, in education sector CSR has become a great way for the organisations to expand their contribution in schools and society. There are many benefits and advantages of having the CSR programmes especially in the education development. This literature review writing explored the involvement of the organisations and individuals in helping the Malaysia education system via CSR initiatives. Scholars research findings and analysis through documents such as newspaper report are essential in promoting the CSR programmes in the country. The benefits and advantages towards the school, teachers, pupils and the local community were explained to create awareness among the society about the importance of giving back in the education sector.

Keywords--- CSR, Community, Education, Contribution, Benefits

I. INTRODUCTION

Giving back to the society by any corporations in the private sector to help the society and community is a noble principle. It can be conducted in term of financial assistance, skills and knowledge sharing and etc. The concept of corporate social responsibility (CSR) has been debated over the past 60 years and had sparked research and managerial interest in the field of CSR [13]. CSR can be defined as the strategies practiced by corporations or firms in ensuring that their business is conducted in ethical, society friendly and beneficial to the community in terms of the development. CSR involves an array of activities such as partnership with local communities, investing some trainings for internal employees and building relationship with the customers and their families, and participate in activities for environmental conservation and sustainability.

The current view of CSR is a concept whereby organizations and government consider the interest of society by taking responsibility in measuring the impact of their activities on the society. This obligation indicates that the government and organizations have to abide to the legislation and voluntarily take initiatives to improve the well-being of local community and society at large. According to Fernandez (2018), education is one of the CSR initiatives by the government or any other organizations to improve the quality of life, especially for the poor and

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the vulnerable. This is aimed to transform lives through the continuous enhancement of knowledge coupled with empowerment to the community. By sharing knowledge, skills and expertise, this would create a beneficial situation among the learners and industry to develop understanding among each other.

II. CSR IN EDUCATION

Education sector has always been emphasize in Malaysia. Every year, the education sector received the largest number of allocation from the Malaysian government budget plan. Besides for the implementation of plans and programmes in schools, the budget is also mainly focused for infrastructure and school development initiatives. Therefore, an initiative has been conducted by the Ministry of Education Malaysia to encourage the involvement of private sector in the education development. The smart partnership initiative between the private sector and education sector can boost up the engagement in education sector therefore it is beneficial for the students and surrounding community.

Nelson, Palonsky& McCarthy(2009) [11] explained that a strong and high competition in the 21st century has encouraged good relations in the field of corporate education and economic growth. Various initiatives have been undertaken by corporations such as academic institution development, career awareness programmes, civic development programmes and various other programmes. In addition, support for leadership development for school administrators was also conducted. Through this programmes, the corporation can provide guidance, give talks to students and provide assistance to the school teachers. This also includes financial aid and production of teaching aids. Corporate involvement can discover new talents among students that can help students to achieve their potential.

According to the Ministry of Education Malaysia, the benefits of smart partnership initiative can improve and enhance the knowledge, skills and expertise especially in sharing data and resources. Information received from each parties are beneficial for future development and for the students. Besides that, it can save the cost and financial burden that need to be cover by the ministry. Since every year a large number of allocation is given for education sector, the initiative conducted is a good platform for the private sector to work hand in hand with the ministry and collaborate for the future needs. On the other hand, the private sectors involved can have their tax exemption by giving back to the society through the corporate social responsibility (CSR) initiatives.

Galvão, Mendes, Marques, & Mascaren has (2019) [6] explained that there are factors that influence CSR on today's generation, especially for university students. A better understanding of the relationship between corporate responsibility has significant implications for the advantages of various parties involved in the CSR programmes. The significant relationship between gender influence, religious influence and volunteerism is seen to influence a student to engage in CSR activities. Therefore, the involvement in CSR programmes in education sector is important to expose the society of CSR programmes and for the importance of university students in making important career choices thus shaping a person's role in CSR activities.

A. ENGAGEMENT AND INVOLVEMENT

With the increase of competitiveness of globalization and liberalization as well as the increasing social problems, the CSR programme are expected to help and encourage the corporate sector to give more to the society[15]. A newspaper cutting according to My Metro (2017) [10] reported that it is important for companies to help the

underprivileged and needy school children. This reduces the financial burden of the families involved. Thus, it is hoped that it will have a positive impact on the children involved.

Recently, many giant companies were reported in the media to encourage others to contribute to the education sector. This can be seen by Tabung Haji Plantation Berhad (THPB) that conducted a CSR programme with Sekolah Kebangsaan Obah, Sabah. They contributed RM7000 for the school programme and activities to encourage the pupils to learn and get involve in any school activities. The collaboration between the corporate sector, school authorities and the Parents Teacher Association shows a comprehensive bonding among them to accelerate more excellence towards the education sector[17]. This program is important for the academic achievement of the pupils and to the community.

Besides that, Petronas MLNG Bintulu Sarawak is also a well-known company with CSR programme for helping the underprivileged students in Sarawak. The CSR programmes conducted are mainly focused in the education sector to help the community to create future generations without knowing their races, religions and culture. They were also focused in developing positive moral values and intrinsic motivation among the students to change their family life for a better future. A great collaboration with the Bintulu Education District in recognizing the unfortunate students in the district and with the community is important to help this CSR programme can be conducted smoothly and to achieve the CSR targets [1]. However, with the establishment of Petronas Foundation will centralise all of the CSR activities conducted by Petronas. Jerry Choong (2019) [8] reported that the establishment of Petronas Foundation will focus on community wellbeing, education, development and environment. Focus area for education will involve science, mathematics, engineering and technology. This will also involve nature and biodiversity programmes. Petronas was reported has spend RM3.6 billion on scholarships for education since 1974, therefore the establishment of this foundation will continue to serve and giving back to the society for the future.

Fikry Rosli (2018) [5] explained that CSR's cooperation programme with the Eco World Foundation in helping year 6 pupils to face the UPSR examination using tutoring materials is a good effort in helping young generation in a community. In addition, the selection of pupils is also more focused on the unfortunate students. This material helps students to prepare for their upcoming examination. Although the focus is more on examination orientation, but the involvement among the corporate sector and the school will benefit the pupils for the future. Tutors programmes are selected as a resource in CSR activities as they are easier and it involves many private and government-owned companies (GLCs) to use them to encourage pupils engagement in educational activities.

Besides that, CSR programmes are not only focused among the corporate sectors towards schools and underprivileged students. The involvement among universities towards the society is also a form of social responsibility to the community. The involvement of UTHM diploma programme students at 14 schools in Pagoh, Johor, is to share their knowledge and expertise on the use of technology in education and daily life. It is also a way for the universities to share their skills and experience for the society. The use of multimedia materials and virtual technology can enhance students' motivation to learn and to motivate students to work towards their goals[19]. The program also helps UTHM students to develop their cooperation skills and increase their confidence in communicating with the local community.

To enhance the students interest and skills in photography, University Utara of Malaysia (UUM) came out with an initiative to highlight the high school students' interest in photography and journalism. According to the UUM News Unifilm(2017),the students involved in this CSR were exposed to the right way of taking and shooting pictures using DSLR cameras. The CSR project does not only involved UUM staff with students, but they received numerous sponsorship, knowledge sharing and support from Ecaster Media company, Rembau Mara College of Skills, Tasik Gelugor Metro Polytechnic and Centre for Communication, Multimedia and Technology, UUM. A strong collaboration together in achieving the target of the programme can be seen in this programme. Every support given is for the benefits of the students. The school students involved can acquire the knowledge and apply their skills in photography later in school [12].

B. ENCOURAGEMENT AND PARTICIPATION FROM THE GOVERNMENT

The encouragement and support from the government especially from the Ministry of Education Malaysia is important to ensure the continuity of corporate sector involvement towards the education sector. Moon (2004) [9] explained that by having business term and regulation for CSR and giving subsidies for any CSR initiatives and institutions will encourage the private sector to get involve in the CSR programmes. Dr. Maszlee Malik, the Minister of Education Malaysia, also emphasized the involvement of the private sector in education to help underprivileged students. The ministry welcomes their involvement in long-term cooperation which in turn motivates learning for low-income children and youth. Other than that, private sector involvement includes English speaking skills, life aspirations, financial skills and disaster relief is also important to create awareness among the students as to prepare themselves for the challenges in the future[2].

In facing the challenges in the 21st century especially in science and technology development, the government is looking for collaboration with the related industry to prepare the students for the challenges in the future. By sharing the industry knowledge and skills to the students will enhance the capability of the students to face the challenges. Bernama(2018)[3] reported that the role played by the Ministry of Education Malaysia in attracting various external parties and the involvement of private companies in establishing strategic partnerships with vocational colleges in the country. This is important in promoting TVET programs in vocational colleges to private companies that can promote their job market. In addition, it is also important to prepare students for future career challenges.

SitiNur Mas ErahAmran (2018) outlined in a report that the importance of receiving recognition from the government on CSR projects conducted by the private sector is important to enhance and improve their collaboration in the future [18]. The recognition received by private and foreign companies that has shown a positive impact on their involvement in CSR projects also help the local communities for a better life. For example, Bank Rakyat Malaysia Berhade specially has helped children with autism in making a positive impact. Their involvement with this group created a strong collaboration and awareness to the public that every is responsible in helping each other. Partnering with a number of selected public higher education institutions can also foster closer relationships with ach other in helping the country's education system.

C. ADVANTAGES OF CSR

There are few advantages that can be gain through CSR initiatives for education. It is not only for the students,

schools and the ministry itself, but it is beneficial for the corporation involved too. According to Cherian, Umar, Thu, Nguyen-Trang, Sial, & Khuong (2019) [4] CSR is seen as a strategic approach to enhance the company's reputation and competitiveness. The results from their study shows that there is a significant relationship between the impact of CSR and the financial impact of companies that carry out CSR. CSR is seen to grow the company's finances as well as create competitive advantage among the companies involved. CSR programme does not only enhance the firm's social values and reputation but also enhance the company's profitability and performance. The corporate governance of these companies also has a positive effect on the growth of the company. Norajila and Joni (2010) also explained that the community will have a better understanding towards the company involved in the CSR activities. Good image and brand enhancement for the company is one of the main attractions that will be received by the company. This will also expand the business prospect and create more engagement between the company and community.

On the other hand, Harrison (2019) [7] examined the corporate social responsibility programmes impact from the perspective of those who do not receive any benefits in the education sector. The study found out that three key factors contributing to the corporate climate including CSR partnerships can help a university to build their reputation, second, corporate enterprises have new priorities in communication and CSR contributions also raise questions about the autonomy and authority of a university. Those who do not benefit from CSR activities may be better able to understand how to position their organizations in attracting more companies to learn to support CSR activities for mutual benefit. This study shows that the world of corporate and higher education partnerships is undergoing dramatic changes especially in management and communication practices.

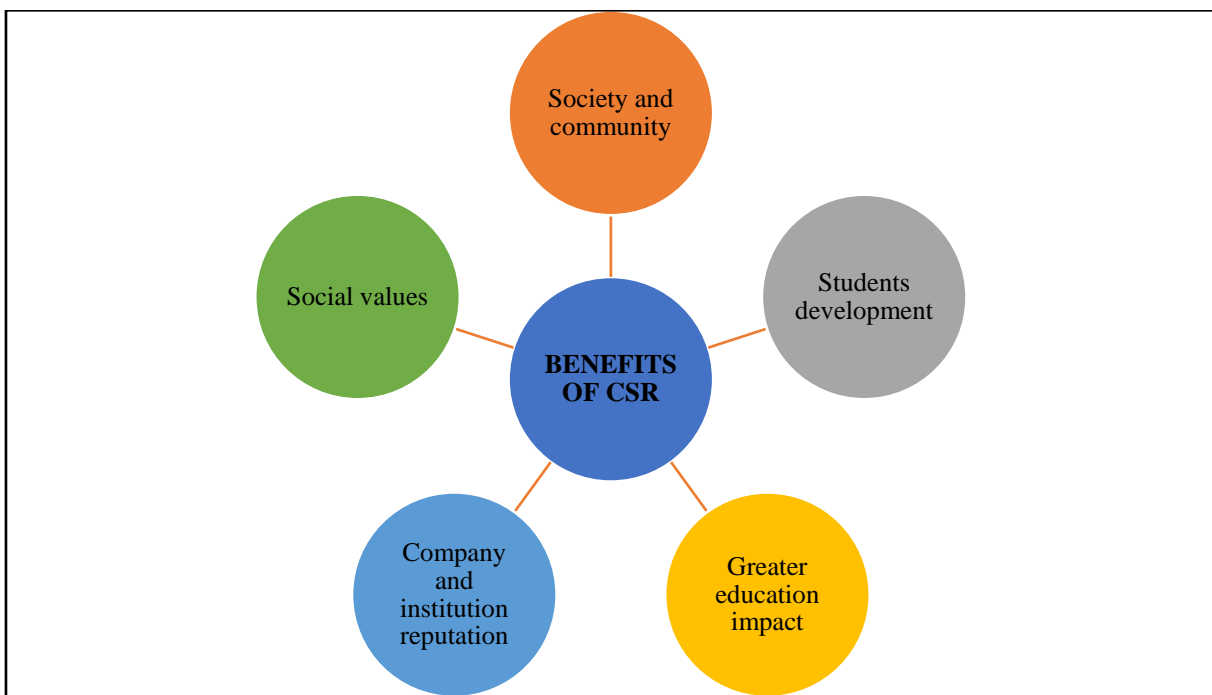


Figure 1: Advantages of Corporate Social Responsibility (CSR)

Besides that, in higher education sector, Rahman, Castka, & Love (2019) explored about CSR programme involvement in 6 public universities in Malaysia. The contribution and manner of delivery of CSRs to the sample of participating universities was studied through interviews session conducted with the university management [16]. The findings show that the role and approach played by the university is an important focus of CSR contributions. In addition, university performance also influences CSR selection. However, CSR involvement in new universities can have a greater impact on the university. This will help universities to improve their research outcomes. Tawash, Al-Shirawi, & Sarea, (2019) explained that there was a significant connection and relation between the awareness among top universities management to conduct and receive CSR activities [19]. It is also shown that the communication aspect plays an important factor towards creating an impactful CSR programmes. This was also explained by Nooraisah, Zam Zuriyati, Norlia & Omar (2007) that the management diversity of each company and corporation in conducting CSR activities are essential to improve the quality and delivery of CSR programmes. The knowledge, skills, experience and expertise of company management will help to influence the CSR programmes conducted. These benefits would not only give [14].

III. CONCLUSION

Throughout the discussion, CSR is a good platform for any corporation in private sector to contribute back to the society. Education would be a strategic platform for this corporation to help and at the same time to create engagement with the society. Currently, there are various activities and programmes being conducted to help the society in the field of education. The focus target may vary but the main idea is to help to develop the education system in the country. It is not only beneficial for the students, but it is beneficial for the teachers, school administrators and Parents Teachers Association (PTA). Throughout the programmes conducted, every parties involved will gain experience and collaborate together in education. CSR activities and involvement in the education sector should be expand and conducted by every corporations in private sector to help the government in achieving the goals of education. The government should come out with more initiatives to support and encourage private sector to contribute more to the society. Meanwhile, the encouragement given by the government should be taken by the private sector to get involve with every initiative conducted. Further research and investigation on CSR activities in education should be emphasized to seek for real engagement of the corporations involved with the society. Therefore, CSR collaboration and engagement between the corporate sectors, the government and school authorities are beneficial and will create a better impact for the future generations. It is hoped that every parties would play their role in encouraging this collaboration for more positive impacts.

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