

Internal Publics' Participation in Corporate Social Responsibility Activities: A Case of
Selected Banks in Kenya

by

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INTERNAL PUBLICS' PARTICIPATION IN CORPORATE SOCIAL
RESPONSIBILITY ACTIVITIES: A CASE OF SELECTED BANKS IN KENYA

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In accordance with Daystar University policies, this thesis is accepted in partial
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DECLARATION

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RESPONSIBILITY ACTIVITIES: A CASE OF SELECTED BANKS IN KENYA

I declare that this thesis is my original work and has not been submitted to any other college or university for academic credit.

Signed _____ Date _____
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ABBREVIATIONS AND ACRONYMS

CSR	Corporate Social Responsibility
CBK	Central Bank of Kenya
HR	Human Resource
KBA	Kenya Bankers Association
PR	Public Relations
PWC	Price Water Coopers
SPSS	Statistical Package for Social Sciences

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ABSTARCT

Corporate social responsibility (CSR) through discretionary business practices and contributions of corporate resources is an asset that companies leverage to improve relationships with stakeholders such as customers and employees. This study was conducted to establish the internal publics' participation in CSR activities. The main study objectives were: to establish the internal publics' awareness levels of CSR in the selected banks, to find out the level of internal publics' participation in CSR, to investigate the various roles internal publics play in CSR activities and, to determine internal publics' perceptions towards their participation in CSR activities. The study used descriptive survey design to collect data. The population of the study was the employees who worked in the five selected banks' headquarters. They included; Diamond Trust Bank, Equity Bank, Kenya Commercial Bank, Co-operative Bank of Kenya and Barclays Bank of Kenya. The sample size of the study was 152 and the corporate affairs managers of the five selected banks. Data was analyzed through statistical packaging for social sciences (SPSS). The findings of the study showed that 85.8% of respondents were aware of CSR activities and that it is the Human Resources Department (HR) which plays a bigger role in overseeing CSR activities in majority of the banks as opposed to Corporate Affairs Departments. It was also found out that majority of the banks focused on the area of education (83.6%) and economics (82.8%) for their CSR initiatives. The study concludes that the level of participation in CSR activities by the internal public was good and every employee had a role to play. The internal publics' perception towards CSR activities in the banks was good and that they were highly motivated by the promotional materials given, allowances they got and the fun associated with participation in the CSR activities. The percentage (87%) of awareness level was also found to be high.

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