

The Role of the Social Responsibility of the Private Sector in Achieving Sustainable Development

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Abstract—Social responsibility is considered one of the important topics at the international and local level because of its important role in the face of the challenges experienced by the community. Therefore, this calls for the importance of cooperation between the country and the private sector to contribute to addressing problems that may impede the achievement of sustainable development. This study aims to identify the role of the social responsibility of the private sector in achieving the sustainable development and to identify the constraints faced by social responsibility programs of the private sector that impede their role in achieving the sustainable development. This study employed the meta-analysis approach. Questionnaire was used as a tool to collect data, and it was applied to a random sample of private sector companies in the Kingdom, totaling 200 companies.

The results and recommendations have also been given in the given spaces..

Keywords— Private Sector, Social Responsibility, Sustainable Development.

I. INTRODUCTION

SOcial responsibility is given much attention nowadays due to its importance in the community. This study seeks to identify the role of the private sector in achieving the sustainable development and many others.

A. Problem of the Study:

Social responsibility is considered one of the important topics at the international and local level because of its important role in the face of the challenges experienced by the community as a result of global changes associated with global system that reflect on the community. Therefore, this calls for the importance of cooperation between the country and the private sector to contribute to addressing problems that may impede the achievement of sustainable development [1].

If we look at the social responsibility of the private sector companies in the Kingdom, we have to focus on several factors, namely the size of the Saudi private sector, the quality of companies and the integration between the official and the private sector in the formulation of community contribution strategies, resulting in a lack of awareness among a large number of these companies of the role that must be played by

senior figures who have to serve the nation in addition to a large number of these companies is still under the umbrella of their private familial companies. These companies are managed by limited ideology that does not go beyond expediency to these families or the community, and this also influenced by the religious concept of charity, forcing a lot of companies to replace charity work with social responsibility such as the payment of zakat [2]. This does not mean there are no distinct experiences in community service, there are a number of Saudi companies that practiced the concept of social responsibility in issues such as sponsoring the gifted students, young people and many others though. Some companies have used the concept of social responsibility to reach to the economic goals without taking into account the sustainable expediency of such programs.

Given the importance of the role played by private sector companies in the service and development of their countries, communities pay much attention to building their renaissance, progress, achieving the welfare and happiness of their children and improving their quality of life [3]. Therefore, this case study seeks to identify the role of the social responsibility of the private sector in achieving sustainable development in the community. The talk about the importance of the role of the private sector in achieving sustainable development in all areas of development has become one of the necessary and urgent topics to achieve the sustainable development.

B. Objectives of the Study:

This study aimed to identify the role of the social responsibility of the private sector in achieving the sustainable development through its contribution in the following areas: human resources development, health development, cultural and social development, economic development, environment, and to identify the constraints faced by social responsibility programs of the private sector that impede their role in achieving the sustainable development.

C. Methodology:

This study employed the meta-analysis approach [4]. Questionnaire was used as a tool to collect data, and it was applied to a random sample of private sector companies in the Kingdom, totaling 200 companies.

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D. Discussion of Results:

As for the preliminary data of the respondents, it turned out that 44.0% of the study sample was from 31 to 40 years old. It also turned out that 64.5% of the total study sample held university qualifications. 34.2% of the total study sample had degrees in business administration. 44.0% of the total study sample had experience ranging from 4 to 7 years.

Regarding the role of the private sector in achieving sustainable development, it turned out that the average environmental contribution of the private sector in the development of environment was (2.27 out of 3) through undertaking initiatives to encourage more forestation and encourage the development of environmentally-friendly technology. The role of the private sector in economic development was (1.98 out of 3) through the support of local purchasing to encourage small businesses and support productive families projects.

The role of the private sector in the development of health sector was (1.97 out of 3) through providing patients with medicines, participating in the programs of mobile clinics, treating addiction and smoking, providing medical devices for patients and conducting health education campaigns. The role of the private sector in the development of education and training was (1.86 out of 3) through sponsoring local talented members in the community, giving considerable attention to rehabilitation programs for those with special needs, giving sufficient attention to professional and vocational training programs, education programs, scholarships and implementing a variety of training programs. Finally, the role of the private sector in the development of cultural and social fields was (1.59 out of 3) through spreading awareness of negative phenomena in the community and ways of avoidance, development programs of moral and cultural awareness among the members of the community, supporting sports and recreational activities and sponsoring seminars and local scientific conferences.

As for the obstacles faced by the programs of social responsibility of the private sector that impeded their role in achieving sustainable development, it was clear from the results of the study that there was a disparity between the study sample regarding the obstacles faced by the programs of social responsibility of the private sector that impeded their role in achieving sustainable development. The consent averages to the obstacles that encountered the programs of social responsibility of the private sector and limited their role in achieving sustainable development ranged between (1.64 to 1.85), and these averages fell within categories II and III of the categories of the triple scale that referred to (Agree to somewhat / Agree) to the study tool which illustrated the disparity in approval of the study sample on the obstacles that encountered the programs of social responsibility of the private sector and limited their role in achieving sustainable development. It was also clear from the results that the study sample agreed to some extent on seven of the constraints that encountered the social responsibility programs of the private

sector and limited their role in achieving sustainable development. These have been arranged in an descending order according to the approval of the study sample to them as follows:

- The phrase "Lack of funding of social responsibility programs" ranked First in terms of the approval of the study sample for "Agree to somewhat" by an average of (1.85 out of 3).
- The phrase "Lack of a database for those interested in the work of social responsibility programs" ranked Second in terms of the approval of the study sample for "Agree to somewhat" by an average of (1.84 out of 3).
- The phrase "lack of coordination and cooperation between providers of social responsibility programs" ranked Third in terms of the approval of the study sample for "Agree to somewhat" by an average of (1.82 out of 3).
- The phrase "lack of innovative programs that can be adopted" ranked Fourth in terms of approval of the study sample for "Agree to somewhat" by an average of (1.81 out of 3).
- The phrase "Lack of cadres specialized in social responsibility programs" ranked Fifth in terms of approval of the study sample for "Agree to somewhat" by an average of (1.78 out of 3).

It was clear from the results that the study sample disagreed three of the constraints that encountered the social responsibility programs of the private sector and limited their role in achieving sustainable development. These have been arranged in an descending order according to the disapproval of the study sample as follows:

- The phrase "Low level of social responsibility knowledge" ranked First in terms of lack of approval of the study sample by an average of (1.67 out of 3).
- The phrase "Lack of planning of social responsibility programs" ranked Second in terms of the lack of approval of the study sample by an average of (1.65 out of 3).
- The phrase "The belief that social services are the responsibility of the country," ranked Third in terms of the lack of approval of the study sample by an average of (1.64 of 3).

E. Recommendations:

Based on the results, we can suggest a number of recommendations to activate the principle of social responsibility in the private sector:

- The importance of the consulting specialists specialized in

the field of social responsibility for program planning and sustainability in the private sector.

- Spreading the culture of social responsibility, its valid principles, related fields and its benefits on the community through media channels.

- The need for administrations specialized in social responsibility within the private sector that plan and implement programs and coordinate with the relevant authorities provided that they follow the senior management directly with the importance of the exchanging experiences and practical experiences and identifying the strengths and weaknesses to apply the best feasible methods in the areas of social responsibility.

- Organizing training courses and seminars by chambers of commerce and other regulators to refine experiences in the areas of social responsibility.

- Activating social responsibility programs that suffer from weakness and link them to sustainable development and creating and developing programs to keep pace with developments.

- Conducting more research and studies in social responsibility of the private sector.

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