

TITLE PAGE

CORPORATE SOCIAL RESPONSIBILITY AND FIRM PERFORMANCE OF MTN
NIGERIA

(A CASE STUDY OF SOKOTO BRANCH)

BY

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APPROVAL PAGE

This research title corporate social responsibility and firm performance of MTN Nigeria (A case study of Sokoto Branch) have been supervised and approved to have partially met the requirement for the award of PGD in management studies, faculty of management sciences, Usmanu Danfodiyo University, Sokoto.

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DEDICATION

This research work is dedicated to the Almighty God for his guidance and protection during and after my study. And my father Christopher Akagu, my mother Esther Akagu, my wife Annah Francis and my son and daughter Ezra Francis and Eunice Francis

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ABSTRACT

The research was carried out to assess the impact of corporate social responsibility on firm performance of MTN Nigeria a case study of Sokoto branch (2007-2013). Primary data were obtained from pretested questionnaire administered to forty (40) respondents (stakeholder and MTN staff). Secondary data on the annual reports of the company (2007 - 2013) were examined. Data were analyzed using appropriate descriptive and inferential statistics at $P < 0.05$ significant level. Results obtained shows that despite huge amount spent on MTNF Foundation, it does not affect their business performance over the years reviewed. The study concluded that there should be bound on further pressure on CSR expectations, which ought to be elevated to policy issues through the setting aside of budgetary provisions in annual expenditure profiles. And also being involved in social responsible act add to the goodwill of the company thereby increasing their worth eventually, boost the image of the company, giving them an edge over other companies through increase patronage afforded socially responsible firms.

CHAPTER ONE

1.1 BACKGROUND TO STUDY

It is becoming increasingly apparent that organizations in the telecommunication industry are constantly looking for new strategies to gain a positional advantage over their competitors' in order to increase their customer base and enhance their financial performance. One of these strategies is the adoption of corporate social responsibility practices. Mohr, Webb and Harris (2001) describe corporate social responsibility as a firm's commitment to minimize or eliminating any harmful influence and maximizing its long- run beneficial impact on society. For example, one could observe that in recent times MTN Nigeria and other telecommunication industry are embarking on a number of social intervention programmes in area of health, education, and general community

development. This concept of corporate social responsibility (CSR) which has long been established in academic literature as both a business philosophy and practice is seemingly much more prevalent, timely and important in this millennium, as firms attempt to be seen as being sustainable or socially responsible in nature due to demands of target stakeholders. The stakeholders are requesting that firms act responsibly and behave ethically and are therefore, expected to respond to the changing beliefs and values of the target audiences.

There were several researches on corporate social responsibility; however, majority of such researches concentrated on financial performance, consumer behavior and effects on environment. For example, Stanwick and Stanwick, Mc William and Siegel and others have studied the effect of corporate social responsibility on financial performance. Financial performance may be defined as the results of a firms policies and operations in monetary terms. These results are

reflected in the firm's return on investment, return on assets, net profit margin, and return on equity e.t.c. Most of these surveys however, were based on international data and in context of developed markets with contradictory findings. For example, while Mc Williams and Siegel in their analysis of extant literature argued that there been mixed results of the financial impact of CSR on short and long – run profitability on the organization.

Berrone, Surroca and Tribó and Orlitzky, Schindt and Rynes held that CSR practices enhance overall profitability of firms. Determine how CSR and financial are connected is also complicated by the lack of consensus of measurement methodology as it relates to corporate social performance. From the above, there is a lack of consensus in the literature with regards to the effect of corporate social responsibility on financial performance. And since most of the studies were based on international data, this research seeks to contribute to the existing body of knowledge in the area by examining the impacts of adaptation of corporate social responsibility on financial performance in the Nigerian context, using the experiences of MTN Nigerian Limited and finally identifies opportunities for further research in this area.

1.2 **STATEMENT OF RESEARCH PROBLEM**

The researcher seeks to find answers to the following questions that relate to corporate social responsibility and firm performance of MTN Nigeria.

- i. Are MTN Nigeria practicing corporate social responsibility as it MTNF foundation?

ii) Does corporate social responsibility have significant effect on the financial performance of MTN Nigeria Limited?

iii) Are MTN Nigeria are facing challenges in the adaptation of corporate social responsibility?

iv) Does corporate social responsibility guarantee customers' confidence and increase customer patronage?

1.3 RESEARCH HYPOTHESES

In the course of this research, the researcher develops the following hypothetical statement that will be tested to assess the effect of corporate social responsibility on firm performance of MTN Nigeria a case study of Sokoto branch.

1) That MTN Nigeria practice corporate social responsibility as it MTNF foundation

2) That MTN Nigeria does not practice corporate social responsibility as it MTNF foundation

3) That Corporate social responsibility do have significant effect on the financial performance of MTN Nigeria Limited

4) That Corporate social responsibility has significant positive effect on the financial performance of MTN Nigeria Limited

- 5) That MTN Nigeria are facing challenges in the adaptation of corporate social responsibility
- 6) That MTN Nigeria are not facing challenges of corporate social responsibility in its adaptation
- 7) That corporate social responsibility guarantee customers' confidence and increase customer patronage
- 8) That corporate social responsibility does not guarantee customers' confidence and increase customer patronage

1.4 OBJECTIVE OF THE STUDY

The main aim of this research is to examine the impact of corporate social responsibility of MTN Nigeria vis – a – vis its firm performance.

The study is essentially geared towards achieving the following objectives:

- i. To examine CSR in relation to MTN Nigeria in focus.
- ii. To evaluate the impact of CSR on the firm performance of MTN Nigeria;
- iii. To examine the challenges of CSR in MTN Nigeria;
- iv. To investigate whether CSR guarantee customers' confidence and increase patronage of its customer.

1.5 THE SIGNIFICANCE OF THE STUDY

These studies will acquaint us with various MTNF foundations as it affects lives of our people in one way or the other.

It will also provide information on the impact of corporate social responsibility on the business performance of MTN Nigeria a case study of MTN branch Sokoto .

The research work is also importance to students, enterprises businessmen, policy makers and entire citizens as it give an insight on the activities of MTN Nigeria, and how it improve businesses in the metropolis and direct our policy makers on appropriate policy to be adopted in the state as it regard corporate social responsibility.

The research goes a long way in providing information on the challenges faced in adaptation of corporate social responsibility in MTN Nigeria and provides recommendation for further action.

It finally give a reference point for future research on the topic under study.,

1.6 SCOPE AND LIMITATION OF THIS STUDY

The study is focused on MTN Nigeria. It critically examines what impact corporate social responsibility has on firm performance of MTN Nigeria a case study of MTN branch Sokoto.

1.7 CHAPTER'S SCHEME

The work titled: Corporate Social Responsibility and firm performance of MTN Nigeria.

The work is divided into five (5) chapters:

Chapter one comprise of general introduction which include the background of the study, research questions, purpose of the study, significant of the study, scope and limitation of the study chapters schemes and definition of terms.

Chapter two (2) is the review of related literature. The research examines the impact of CSR on firm performance of MTN Nigeria. Overview of the concept of CSR, Carol's pyramid of CSR, implicit versus explicit CSR., characteristics of CSR, benefits of incorporating CSR to organization, drivers of CSR, modern CSR, historical background of MTN Nigeria and emphasis on CSR by MTN Nigeria.

Chapter three (3) is the research methodology which focused on CSR and firm performance of MTN Nigeria. It comprise of research design, instrument for data collection, method of data analysis and testing of hypothesis.

Chapter four (4) present and analysis the data collected from secondary data using regression and correlation techniques, the hypothesis stated and tested.

Chapter five (5) will be summary, conclusion and recommendation.

CHAPTER TWO

LITERATURE REVIEW

2.1 INTRODUCTION

This chapter review related literatures on the concept of corporate social responsibility, Carol's pyramid of corporate social responsibility, implicit versus explicit corporate social responsibility, characteristics of corporate social responsibility, benefits of incorporating corporate social responsibility to an organisation, drivers of corporate social responsibility, modern corporate social responsibility, historical background of MTN Nigeria, and the emphasis of corporate social responsibility by the telecommunication industry in Nigeria.

2.2 CONCEPT OF CORPORATE SOCIAL RESPONSIBILITY

There are a myriad of definitions of corporate Social Responsibilities (CSR), each considered valuable in their own right and designed to fit the specific organisation. The majority of the

definitions integrate the three (3) dimensions to the concept that is, economic, environmental and social dimensions.

Corporate social responsibility had also been commonly described as “a demonstration of certain responsibility behaviour on the part of public and the private government and business) sectors towards society and the environment”.

Business for social responsibility (BSR), leading Global Business partner, in a forum held in 2006 defined CSR as achieving commercial success in ways that honours ethical values and respect people, community, and the natural environment for business for social reasonability, corporate social responsibility also means addressing the legal, ethereal, commercial and other expectations society has for business and making decisions that fairly balance the claim of all key stakeholder. In its simplest terms, it is; “What you do”, how you do it and when and what to say”: In the series, CSR is viewed as a compressive set of practices and programmes that are integrated into business operation, supply champ, and decision making process throughout the company and wherever the company dries business that are supported and

rewarded by the top management. It is also includes responsibly for current and past action as well as future impacts.

The world Business Council on suitability Development, 1998 describe corporate serial responsibility as “the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large”

“Corporate social responsibility is the concept that an enterprise is responsible or accountable for its impact on all relevant shareholders” (European Union, 2006). According to Macmillan (2005), ‘CSR is a term describing a company’s obligation to be accountable to all its stakeholders in all its operations and activities.

Socially responsible companies will consider the full scope of their impact on, communities and the environment when making decision, balancing the need of stakeholders with their need to make profit.

Corporate social responsibility is concerned with treating the stakeholders of the firm ethically or in a socially manner, since stakeholders exist both within a firms and outside a firm, hence, behaving socially and responsibly increase the human development of stakeholders both within and outside the corporation” (Clarkson, 1995).

A reputable author, Kenneth Andrew Steiner (1977), defined corporate social responsibilities (CSR) as the intelligent and objective concern for the welfare of the society that retains the individual and corporate behaviour from ultimate destructive activities, no matter how immediately profitable and leads to the directions of positive construction of human betterment”

As an improvement on the above definition, Koontz and O’Donneth (1968) define social responsibility as the personal obligation of everyone, as he acts in his own interests, but he must always have due regard that his freedom does not restrict others from doing the same thing. He further, noted that a socially responsible individual or organisation will obey the laws of the land because the right of others are at state.

Buchholz (1991) noted that any goal definition of social responsibility in emphasizing the ecological conceptualisation of social responsibility in not contain if not all, most of the following; Responsibility that:

- Goes beyond the production goal and services at a profit.
- Help in solving important social problems those that the organisations are responsible for creating.
- Makes corporations have greater constituency than stockholders a lone.
- Make corporations have greater impacts that goes beyond market place transaction, and
- Makes corporations serve a wider range of human values that can be captured by a sole focus on value.

Corporate social responsibility can therefore be referred to as decision and action taking by organisations for at least, particularly beyond the organisation direct economic or technical interest for many corporate bodies giving to the charities is struggle really, and

their objectives do not usually build in the strategic and to support the communities that they served. The focus totally is to maximize profit or financial return. The thrust of their arguments centre around balancing their obligations to stakeholders, especially the shareholders.

There should be a symbiotic relationship between corporate organisation and the host communities, a sort of on-going reconciliation between the organisations economic orientations. There should be an unwritten “Social contract”, so that it should not be forced responsibility like Education Trust Fund tax but a voluntary social service based on the need of the community.

Generally corporate social responsibility refers to:

- A collection of policies and practices linked to relationship with key stakeholders, values, compliance with legal requirement and respect for people, communities and environment.
- The commitment of business to contribute to sustainable development.

According to the European Commission, CSR involves companies, integrating “social and environment concerns into business operations and their interaction with stakeholders on a voluntary basis .“ the key to this definition lies in the word “voluntary”.

According to Nigeria social Enterprise Report Volume 2, CSR is generally understood to be the way a company achieves a balance or integration of economic, environmental and social imperatives while at the same time addressing shareholders and stakeholders expectations.

It went further to say that CSR is generally seen as the contribution of business to sustainable development which has been defined as “development that meets the needs of the present without compromising the ability of the future generations to meet their own needs”

In Nigeria, the Federal Executive Council (FEC) on Wednesday May, 2008 approved the development of a Corporate Social Responsibility Policy for the country, to instil ethical behaviour in Nigeria business. The minister of National Planning Commission,

Dr. Sanusi Daggash, who have details of the memorandum, said it referred to the adoption of responsible business practices by organisation, to improve the society at large. He said the policy would include “beyond law commitment” and activities that would necessitate an expectation to give back” to the society.

He reiterated that the policy would ensure corporate governance and ethics, health and safety human rights, human resource management, anti-bribery and anti-corruption measures. One reckons that the policy formulators will take note of similar global policies that might point Nigeria in direction of developing a variable corporate social responsibility policy.

2.3 CAROL’S PYRAMID OF CORPORATE SOCIAL RESPONSIBILITY

Archie B. Carroll had said that “there had been economic, ethical, legal and philanthropic aspect to the subjects” since there is no single, common acceptable definition the subject had evolutes since 1970s.

Carroll considers corporate social responsibility to be framed in such a way that the entire range of business responsibilities is

embraced in his Carroll's pyramid of CSR, 1991. According to him, these four (4) responsibilities can be illustrated as pyramid. The economic component is about the responsibility to profit which serves as the base for the other components of the pyramid with regard to the legal aspect, society expects organisation to comply with the laws and regulations.

Ethical responsibilities are about how society expects organisations to embrace value and norms even if the values and norms might constitute a higher standard of performance than required by law.

Philanthropic responsibilities are those actions that are expected from a company as a good corporate citizen.

2.4 IMPLICIT VERSUS EXPLICIT CORPORATE SOCIAL RESPONSIBILITY

Matten and Moon (2004) present a conceptual framework for understanding corporate social responsibilities; the implicit versus the explicit corporate social responsibilities. Explicit CSR is about

corporate policies with the objective of being responsible for what the society is interested in. Explicit CSR can for example be voluntary, self-interest driven corporate social responsibility policies and strategies. Implicit CSR is a country's formal and informal institutes that give organisation an agreed share of responsibility for society's interests and concerns. Implicit CSR are values, norms and rules which result in requirements for corporations to address areas that stakeholders consider important. Business associations or individual organisations are often directly involved in the definition and legitimization of this social responsibility requirement.

2.5 CHARACTERISTICS OF CORPORATE SOCIAL RESPONSIBILITIES

The European Foundation for Quality Management (EFQM) presents some common characteristics for corporate social responsibilities which are:-

- i. To meet the need of current stakeholder without compromising the ability of future generations to meet their own demand.

- ii. To adopt corporate social responsibility voluntarily, rather than as legal requirement, because it is seen to be in the long-term interest of the organisation.
- iii. To integrate social, environmental and economic policies in day to day business.
- iv. To accept corporate social responsibility as a core activity that is embedded into an organisations management strategy.

2.6 BENEFITS OF INCORPORATING CORPORATE SOCIAL RESPONSIBILITY TO AN ORGANISATION

Quite a number of benefits may accrue to any organisation that incorporates corporate social responsibilities. Some of these are increase brand value, greater access to finance, a healthier and safer work place, stronger risk management and corporate government, motivated people and community, customer loyalty, enhanced confidence and trust of stakeholder an enhanced public

image and economic success (EFMQ 2004; Asa 2007, Reimers, 2009; Andrew, 2009; Tuddolo 2009; Elizaveta 2010).

Any organisation incorporates corporate social responsibilities as a core business is not doing any special favour to the society but indirectly creating more avenues for a greater growth, sweets and profitability for its business. Reputational damage may occur for failure to incorporate CSR. Mirfazli (2008) developed in his research that failure to carry out serial responsibilities will cause more harm to a business than any good.

Ethical responsibilities do attract and retain the best workers in an organisation. Researches also revealed according to Diffey (2007) that consumers prefer to patronize who are alive to corporate social responsibilities practiced.

Elizaveta (2010) claimed that corporate serial responsibilities business attracts the best workers and bring more customers to any organisation, she went further to add that companied without corporate social responsibilities most often failed sooner or later and that big organisation appear to understand this, thereby set up strategies to assure stakeholders of being society responsible.

Companies with CSR policies get the best workers, shareholders, customers, and a happier community and society. The economy and the capital market also recognise that sustainable companies are business of the future.

Pederson and Hunicher (2006) observed that economic responsibilities are accorded that highest priority by organisation in Africa, others such as philanthropic, legal and ethical flow respectively the socio-economic needs in Nigeria are so enormous that companies must come to the aid of people and environment where government has failed Amaeshi et al; (2006) averred that indigenous perceive CSR as corporate philanthropy to address the socio-economic challenges in Nigeria. The failure of the federal government controlled economy (Despite the super abundance of natural and human resources) to develop the country is a major driver of CSR

2.7 DRIVERS OF CORPORATE SOCIAL RESPONSIBILITIES

Many factors drive corporate social responsibilities in our society. These drivers are:-

Defending public image if companies behave improperly, they can be got at through the court of international public opinion. The first CSR initiative was a response to public pressure and media expose of poor company behaviour. CSR was supposed to show that companies were capable of cleaning up their act. Prof. Michael Porter of the Harvard Business School argues that CSR is all defensive, effort a PR games in which companies primarily react to deal with the critics and pressure from activities.

Attracting investors companies that proactively engage with sustainable development and its advocate in the investment world should generate support, interest and understanding among investors. This will ultimately ascribed a premium to share price. CSR makes companies attractive to both mainstream investors and to the fast growing ethical-investment sector. Many investors now

believe that social and environmental risk management improved a company's market value in the long term.

Permission to operate corporate social responsibilities has become a vital component in companies' effort to gain approval for project carrying significant political and social risk

Lobbying against regulation. David Miller, sterling Media Research institute have it as "one of the key functions of CSR is to enable further deregulation by pointing to the involvement of business in ethical and sustainable activities and to indicate that multi-stakeholder dialogue with civil society obviated the need for binding regulation. Companies' voluntary measures can help improve private -sector behaviour. But voluntary activity is no substitute for regulation and there is evidence that companies that espouse voluntary approached to meeting social and environmental standards are also involved in resisting external regulation, especially by government.

2.8 MODERN CORPORATE SOCIAL RESPONSIBILITY

Modern CSR was born during 1992 Earth summit in Rio de Janeiro when United Nations sponsored recommendation on

regulation were rejected in favour of a manifested for voluntary self-regulation put forward by a coalition of companies called the world business council for sustainable development (WBCSD) its version of events was endorsed by the US, the UK and other western government. The British government for example, is still a voeah supporter of voluntarism. Such resistance regulation seem it have left the worst corporate abusers effectively unrestrained and the victims of their actions adequate means of redress. What ever responsible initiatives companies chose to carry out their when behalf binding international standards of corporate behaviour must be established to guarantee that the rights of people and the environment in the developing countries like Nigeria are properly protected. It is hence recommended that there should be international regulation backed up by national legislation, to ensure the enforcement of real steal responsibility on the corporate world. Introducing the threat of prosecution and legal action with resulting detailed disclosure of company environmental would create powerful incentives for companies to behave responsibly.

At a national level government should

- Adopt new laws to make corporate social and environmental reporting and disclosure mandatory for British companies including the disclosure of payments to overseas government, information on the social and environmental impact of overseas operations and details of legal action against companies.
- Frame new responsibilities for companies directors to give them a duty of care for communities and their environment, making them legally accountable for the actions of their companies overseas.
- Change the law to enable people harmed by British companies' overseas operations to seek redress in UK court and to provide the resources to enable them do so.

2.9 HISTORICAL BACKGROUND OF MTN Nigeria

MTN Nigeria is part of the MTN group Africans leading cellular telecommunications company. On May 16, 2001, MTN became the first GSM network to make a call following the globally lauded Nigerian GSM auction conducted by the Nigerian communications

commission (NCC) earlier in the year there after the company launched full commercial operations beginning with Lagos, Abuja and port-Harcourt.

According to the company's available information, MTN's overriding mission is to be a catalyst for Nigeria's economic growth and development, helping to unleash Nigeria's strong developmental potential not only through the provision of world class communication but also through innovative and sustainable corporate social responsibility initiatives.

The arm of the company that formulates its CSR prelacies is called the MTN Nigeria Foundation Limited, this CSR arm of MTN Nigeria was established in July 2004 for the purpose of focusing MTN Nigeria's efforts in terms of its corporate social responsibility (CSR) imitative whose guiding principle is to help reduce poverty and foster sustainable development in Nigeria.

2.10 EMPHASIS CORPORATE SOCIAL RESPONSIBILITY BY THE TELECOMMUNICATION INDUSTRY IN NIGERIA

Every organisation/institution is known for her targeted goal as it contribution to the immediate environment. This MTN Nigeria

is not an expectation. This organisation has done quite a lot to affect her immediate society through the following projects.

2.10.1 MTN UNIVERSITIES CONNECT PROJECT

This is an innovative project designed to provide digital access to information and infrastructure to Federal Universities in Nigeria. This project facilitated access to a collection of digital resources from over 5,500 libraries to assist University students and lectures with research work. The project is implemented in partnership with net library Nigeria limited. The beneficiary schools of the Universities connect project are for approximately 600 students and 120 lecturers. For phase 1-University of Lagos, Akoka, Lagos State for phases 2-Ahmadu Bello University, Zaria, Kadun State.

For phase 3-University of Nigeria Nsukka, Enugu State for phase 4- University of Benin, Benin City, Edo State

ABU UC students and lectures Awareness workshop; cross-section of participants at the workshop”

The scope of the project is a follows:

- i. 28 networked computer, 3 servers, 2 high capacity printers and 100 KVA generators.
- ii. VSAT equipment and internet connectivity bandwidth with 2 years subscription.
- iii. 2 years subscription electronic resources through the net library network (Journal, Books, etc.
- iv. Conductive study environment through space innovation, provision of adequate lighting, furniture and alternative power supply.
- v. Technical training for 12 members of existing library staff to work with net library over 2 years to build capacity.
- vi. One-week library awareness to be held annually for students and lecturers.
- vii. One –week awareness workshop to be held annually for lectures.
- viii. Initiate a 5 years maintenance contract with the university to ensure a conducive environment with a clear sustainability strategy.
- ix. Two year comprehensive insurance cover to take care of theft and fire.

- x. An interactive student's website – www. University connect com.”

Highlights of her achievement:

- i. Success commissioning of phase 1 at UNLAG, Akoka in December, 2005
- ii. Phase 2 and 3 at ABU, Zaria and UNN, Nsukka respectively have been completed and to be commissioned in 2009
- iii. A total of 2, 5 4 2 students and 113 lecturers have been trained as “UC Champions” both UNILAG and ABU to drive the usage of the virtual libraries.
- iv. A total of 50 existing library staff have been trained by sabinet SA in phase 1 to 3 as a form of capacity building strategy for management and maintenance of the library.

2.10.2 MTN FOUNDATION SCHOOLS CONNECT

The MTNF is in partnership with school Net Nigeria for the schools connect project designed to enable teachers and students in Nigeria public and understanding of how information and

communication technology (ICT) can add value to their lives and learning.

MTN Foundation schools –connect project provides the following to beneficiary schools:

- i. A server computer with 21 workstations, fully networked
- ii. Subject software to serve as teaching aids.
- iii. One 30 kva generator.
- iv. A networkalable printer.
- v. Ten stabilizers and four 1.5 HP air conditioners.
- vi. Multimedia projector and whiteboard.
- vii. Electrical works for the computer laboratory.
- viii. Retainer fees of the local of the technical company for 1- year.

Highlight of the achievement:

- I. Successful commissioning of phase 1 school in Kaduna, Enugu and Lagos states in December 2004.
- II. Successful commissioning of phase 3 schools in Rivers, kwara and Abuja (FCT) in July and august 2005.
- III. Successful commissioning of phase 3 schools in Bauchi, Cross River, Ogun States and kings college Lagos in august and September 2006.
- IV. Commissioned part of phase 4 in Ekiti state in 2007, Imo and Niger states planned for commissioned in 2009.
- V. Direct impact: 108,302 students and 5,036 teachers in 49 schools across 12 states have benefited from this imitative.

2.9.3. MTN FOUNDATION /UNICEF CHILD FRIENDLY SCHOOL INITIATIVE (CFS)

The CFSI is aimed at improving infrastructure in primary schools and strengthening the school management mechanisms and the quality of education. This project is implemented in partnership with UNICEF the phase 1 beneficiary states are Lagos, Bauchi and Delta State.

MTN foundation supports these providing funds to cover the following:

- i. Up-grade of the physical infrastructure and provision of essential furniture.
- ii. Provide /rehabilitate water and sanitation facilities in each school.
- iii. Provide basic teaching and learning materials
- iv. Teacher training in key subject using primers for English Language, Mathematics and Science highlight of her achievement.
- v. Teacher training in key subject English language, Mathematics and Science conducted for selected teachers in the three states.
- vi. Project implementation completed in Bauchi and Delta State.
- vii. Implementation of the extra work by Ravage construction limited at the Lagos school site is on-going.

2.9.4 THE MTN FOUNDATION MUSON MUSIC SCHOLARS

PROGRAMME

The music schools programme is designed to offer, talented young people from less privileged background the opportunity to acquire qualitative music education leading to the MUSON Diploma in music. This implanted in partnership with the musical society of Nigeria (MUSON).

The sponsorship programme is aimed at providing scholarship to about 220 students over a five year period. The project has moved into its 3rd year with the intake of the 3rd batch of student to study for a two year MUSON diploma in music.

This programme provides students with a scholarship to cover both tuition, boots allowance and transport subject.

Highlights of her achievement:

- i. MTNF music scholars' first graduation ceremony concluded.
21 students of the 2006 set graduated.
- ii. 55 students are currently being sponsored in the 2nd and 3rd year plan of the programme.

iii. Animal appreciation concerts held by the students in appreciation of the sponsorship support.

2.9.5 MTN – JUNIOR ACHIEVEMENT NIGERIA “COMPANY PROGRAM”

This is an initiative that enables students to learn how to set up a company by selling share of sere and other business related activities with the aid of the teacher and two volunteer business consultants. Implementation of the program is in partnership with JA Nigeria.

The program runs from thirteen to fifteen weeks and gives students hand-on experience of owing and running a real company. The program. Provide students the opportunity to:-

Develop skills needed for working in small and large group situations. Apply thinking and decision-making processes through activities that call for analyzing and evaluating business and economic issues.

Develop attitudes and behaviour support of the market economic system.

Develop of appreciation for the economic and personal value of studying in school to acquire a Diploma

Highlights:

Phases 1 and 2 successful completion of program in schools connect phase 1 and 2 schools with J A Nigeria certificate of recognition awarded to the students

Phase 2: Selected 22 students enrolled by J A Nigeria for the Young Enterprise Cambridge Examination were successful.

A total of 1,080 students in schools connecting phase 1 and 2 schools have benefited from this program

The foundation plans to implement more JAN programmes in the phase 1,2 and 3 MTNF schools connect school in Enugu, Lagos, Kwara, River, Bauchi, Ogun, Cross River and the FCT in 2009.

2.9.6 BEAUTIFICATION OF KINGS COLLEGE LAGOS

FOOTBALL PITCH

The project was commissioned in November 2007. Kings College Lagos is also one of the beneficiaries of the MTN foundation schools connect project phase 3. The renovation project is in partnership with Newton and David floral Decoration to create an appealing environment for recreation and physical development of students. It is also aimed at creating the opportunity for Kings College, Lagos to generate revenue through renting of the football pitch.

2.9.7 MTNF LEARNING SUPPORT MATERIAL INITIATIVE

The objective of the initiative is to distribute resource materials to primary and secondary schools throughout the six geopolitical zones in Nigeria, to welcome students into a new school year, thereby demonstrating the MTNF's commitment to assist the nation's young people. The purpose of the initiative include:-

- To have an alternative form of assistance for school that we are unable to reach through our projects across the country.
- To distribute items to beneficiaries of our MTNF partners against Aids in communities and MTNF children at Risk Empowerment Scheme Projects.
- To distribute items to identified beneficiaries from motherless homes in relation to the yelloweare event.

Highlights:

In 2008, the MTNF distribute a total of 44,808 exercise books, 7,316 school bags and 11,620 toys to 189 schools nation wide as part OF THE NTNF CSR strategy of providing learning and play support items to children and youth. The foundation has also provided those items to several schools during their sport day, fun-days, anniversaries and other events across the country. The

schools that have benefited from the initiative are spread across Minna, Niger State, Jos, plateau State, Ayingbs, Kogi State, Makurdi, Benue State, Wukari, Taraba State, Patiskum, Yobe State, Gombe State, Yola, Adamawa State, Ayah, Katsina State, Birin-Kebbi, Kebbi State, Sokoto State, Zaria, Kaduna State, Ugbowka, Enugu, Umari School, Imo State, Aba, Abia State, Onitsha, Anambra State, Imogu-Omagwu, River State, Ughelli North, Delta State, Kaiama, Beyelsa State, Oron, Akwa-Ibom State, Kuto, Abedkuta, Ogun State, Jerichd, Ibadan, Ikere, Ondo State, Ogba, Benin-City, Edo State.

2.9.8 ECONOMIC EMPOWERMENT PORTFOLIO: A PEOPLE AGAINST POVERTY

The Economic Empowerment portfolio is designed to empower people:-

- i. By providing affordable capital, appropriate technology and capacity, appropriate technology and capacity

building resources they need to lift themselves out of poverty.

- ii. By providing them with opportunities through various microfinance based project to help them reap the rewards of their own labour. Examples of relevant slogans; “Take a walk with us and be empowered; “Empowering women through rural telephony”.

2.9.9 THE MTNF RURAL TELEPHONE PROJECT (R T P)

Rural telephone project is essentially a universal project leveraging on micro-finance to provide access to ICTs and empower women entrepreneurs referred to as “Phone Ladies”.

The project helps the low income earners increase income build viable business and reduce their vulnerability to external shocks it is a powerful instrument for self-empowerment by enabling the poor, in this instance RTP entrepreneurs to become economic agents of change. With RTP entrepreneurs, it is found that income generation from the business help the business activity expand and also contributes to household income as well as

its attendant benefits on food security, children's education, socio-economic and being, etc.

The main aim of the RTP is to create wealth by leveraging the combiner power of micro-credit and ICTs.

Micro finance organizations administer micro-credit as they are community members they are able to monitor, RTP entrepreneurs closely and to build strong relationships with them. This ensures repayment of the micro loans. The project has impacted about 1,500 rural women on about 21 states and over 200 communities across Nigeria (Akwa-Ibom, Anambra, Adambra, Borono, Bauchi, Enugu, Ekiti, Jigawa, Kaduna, Kano, Kogi, Kwara, Plateau, Nasarawa, Niger, Osun, Oyo, Ondo, Imo, Rivers and FCT). Plans are underway to expand the project to involve additional 3,000 RTP entrepreneurs in thirty (30) states in Nigeria.

The project is in partnership with Growing Businesses Foundation (GBF) and the international finance Corporation (IFC).

Empowering the RTP entrepreneurs: each of the RTP entrepreneurs will be provided with the following to enable them

provide telephone, call services within their communities; an equipment (a mobile phone) MTN SIM, recharge cards, MTN branded promotional materials (t-shirt; face-cap, banner, money pouch, umbrella etc) external antennae (If required and power recharge solution (Solar panel charge) they will repay the cost of the equipment over a 6-month period. The Community Based Organisation (SBO) will administer and monitor the activities of the FTP entrepreneurs to ensure that they are well during the repayment period.

2.9.10 THE MTNF CHILDREN'S DEVELOPMENT CENTRE (CDC)

The MTNF-CDC disability and V road show and seminar started in 2006 and since then MTNF has been the sole sponsor of the annual event. The road show is in its fourth year

The objectives of the program:

- i. To create public awareness on disabilities

- ii. To continuously remind Nigeria communities of the impotence of accepting and respecting people living with disabilities
- iii. Assess how CDC could partner with other related organisations across the country and provide assistance.
- iv. Meet families, interested partners and people with disabilities

There is disability and U road show along Major Street in Lagos state, Nigeria. The disability and programme is highly successful and has received several commendations and endorsements from various quarters including Lagos state commissioner for education, the Special Olympics of Nigeria, the Lions Club and Women's Optimal Development Foundation (WODEF). In all, a total of 20 states with the six geopolitical Zones plus FCT have been covered by the program.

2.9.11 MTNF LOW COST HOUSING PROJECT

“Shelter for comfort”

The MTNF Habitat for humanity low cost housing project is aimed at addressing poverty and homelessness through the provision of simple, decent and affordable houses to low income earners. This is aimed at supporting government social and economic development efforts.

MTNF in collaboration with HFH partners built 100 housing units. Each housing unit has 2 bedrooms, a living room, toilet/shower and kitchen, electricity, running water and sanitation facilities.

A layout of MTNF low cost housing Estate in Karu, Nassarawa state. The foundation is committed to building 600 low cost housing unit in blocks of 100 unite each in the six geo-political zones, which will be sold to Nigerians in the low income bracket through a mortgage.

The loan is repayable over a 15-year period and the loan interest fixed over the period. Loan repayments will be used to build more houses for others.

In the first phase, 100 housing units were constructed in New Karu, Nasarawa state (North central). The second and third phases of the project will be implemented in South East and South West regions respectively.

The pioneer project in Nasarawa state has received both local and international recognition from organisation such as Harvard business school, the bill and Melinda Gates Foundation, Stanbic Bank, US Aid Agency, the Clinton foundation to name a few, this project has a huge positive and economic impact as individuals and their families secure permanent shelter and enjoy all the attendant benefits of home ownership-improved economic status and an appreciating asset to pass on to the next generation. This legacy of pride and achievement is an important tool in improving the lives of ordinary people in communities.

2.9.12 MTNF MILK F.L.O.W (FULANIS LIVING OPTIMALLY WILLINGLY)

Agriculture is Nigeria's biggest employer of labour accounting for about 60% of the national workforce. Together with livestock rising, it provides more than third of gross domestic product of this country. However, the methods and tools still being employed in this critical sector of economy are largely rudimentary; the MTN foundation took cognizance of this need and in a bid to foster the development of Agriculture in the country gave birth to the MTNF Milk F.L.O.W project.

The objective of the project is to empower our traditional cattle rearer by showing them how to produce more milk, using the best of cross breeding techniques and taking advantage of modern veterinary care. The milk flow' (Fulani's Living Optimally Willingly) project will empower the nomadic cattle rearers in plateau, Bauchi and Kaduna state, through the sale of improved quality and quantity of milk with an enhanced and steady source of income, the cattle rearers will adopt an increasingly sedentary lifestyle willing,

which will facilitate their access to education, healthcare and other much needed amenities.

This is one of the few direct partnerships with a private sector organisation. Integrated Dairy Farm (IDF) provides the cattle rearers with equipment and expertise in cross breeding techniques and animal husbandry as well as veterinary drugs. In addition to this, cattle rearers co-operatives are provided with Friesian bulls for breeding and this will result in enhanced milk production.

The partnership with IDF will ensure that there will be a ready market for the milk produced by the cattle rearers.

2.9.13 MTNF SICKLE CELL PROJECT

Nigeria and in general the African race, is highly Vulnerable to the sickle cell genetic disorder. Unfortunately with the growing number of carriers and sufferers in Nigeria, little is being done in the area of genetic counselling, provision of drugs and capacity building of health workers. The MTN foundation, in response to this great need embarked upon a partnership with the Sickle Cell Foundation of Nigeria in 2006.

The main objective of the project is to alleviate the suffering and anxieties of sickle cell carriers and sufferers in Nigeria Through this project, MTNF provides support to Sickle Cell Foundation of Nigeria to establish five (5) sickle cell clinics in Lagos, Benin Asaba and Kano for the provision of quality health care service to sickle cell sufferers and carriers.

This initiative involves the provision of basic drugs, furniture and equipment, training of health workers on genetic counselling; production of a video documentary on the sickle cell disorder Nigeria on the installation of a polymerase Chain Reaction machine for DNA analysis.

The 2nd phase of the project includes the establishment of a worldclass, state of the art DNA Laboratory within the Nation cell centre in Lagos state.

2.9.14 MTNF PROJECT C.L.E.A.N

Cleaning the local environment around Nigeria (C.L.E.N) is an environmental health initiative designed to improve environment health and sanitation urban areas.

The project aims to establish a replicable environmental sanitation and waste to wealth model using marketing, motor pases as target locations. The pilot phase which commenced at scasinlloye market in Ibadan, Oyo state, is being implemented in partnership with the Nigeria Network for Awareness and Action for Environmental Health (NINAAFEH), the market association and the Ibadan South-West Local Government Authority the secondary d phase is slated for Ose market Onitsha, Anambra State in 2009 which had been done highlights of the MTNF project clean:

- (i) Construction of a waste recycling plant which include of plastic recycling plant and organic fertilizer plant.
- (ii) Provision of public conveniences (Toilets) and safe water in the market.
- (iii) Provision of jobs to Nigerians working at te facility.
- (iv) Provision of waste disposal drums for waste collection and separation in the market environment and more.

2.9.15 MTNF PARTNERS AGAINST AIDS IN THE COMMUNITY (MTNF PAAC)

The project is designed to reach millions of Nigerians with information through the mass media, interpersonal communication and the seed instructional HIV/AIDS touch screens installed in strategic places; providing confidential HIV voluntary counselling and testing and PMTCT services through the fully established HIV/AIDS) Counselling and testing 700 position pregnant mothers with PMTCT services and build the capacity of health care workers and in-school youth through refresher training, to provide user friendly services and installation of 12 HIV/AIDS intercourse information touch screens at strategic locations across the country.

The Highlights of the programme include:-

HIV voluntary counselling and testing, care and support activities were carried out with the following results in the last quarter of 2008

- 3,674 people were counselled
- 3,924 people were tested
- 536 people tested positive

- 68 pregnant women enrolled in the PMTCT School.
- 59 babies were placed on replacement feeding
- 12,281 in school youth reach through one in one Communication while 33, 894 reached through group sessions/special event
- Distribution of culturally sensitive information, education and communication (IEC) material across the country.

The touch screens which provide information on HIV/AIDs in various locations across the country are similar to automated teller machine and they feature general information on HIV/AIDs in English Language, Pidgin English and the three major Nigerian Languages of Hausa, Yoruba and Igbo.

Also, over 200 HIV positive women have been empowered through a 6-8 month skill acquisition training in embroidery making, fashion designing, soap and candle making and having been empowered with basic equipment needed for take off upon their graduation

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter presents the methods chosen for the conduct of this research. It specifically presents the research design, and research population. The researcher takes into consideration the tools of data analysis.

3.2 Research Design

Research design is a plan or frame of the research. It shows how data relating to the problem should be collected and analyzed. It also depicts vividly the procedure conducting an investigation. For the purpose of this work, descriptive research design will be adopted. This is largely because this work heavily relies on past occurrences which may help to explain recent and anticipated future events. Historical research design involves collecting data in order to test hypothesis raised in this study.

3.3 Research Population

The population of this study includes the entire MTN Nigeria Limited telecommunication industry. Since the intention of this study is to determine the impact of corporate social on firm performance of MTN Nigeria using MTN

Sokoto branch as the case study. So the biggest organization in the sector was chosen of their activities from 2007 – 2013 in that corporation was examined.

3.4 Source and methods of data collection

In carrying out a research of this nature, it is imperative to adopt a method that will yield the most productive result and relevant to the problem at hand. The research will employ primary data through questionnaire and secondary data as major source of data which are descriptive and analytical with more emphasis on the descriptive part. In this case, the information is available at someone dispose. The information is already processed and made available for future investigation. Many researches make use of secondary data collection in order to get information about a particular issue. This is always written by experts or professionals. The information is usually obtained from textbooks, journals, pamphlets, magazines, newspapers and so on.

3.4 Data Analysis Techniques

To analysis the data, the secondary data collected on total revenue (TR) and total operating expenditure and earnings before interest under the case study will be tabulated and the regression and correlation techniques will be adopted.

3.5 Method of Testing Hypothesis

Data collected will be presented and tested in form of regression and correlation results obtained. The reason is to make the work easy to understand at a glance.

The sample of regression and the Pearson's (product) correlation that the researcher will employ and formula are stated below:

The regression which shows the relationship or line of best fit is outline below:

$$Y = ax + b$$

Where- $a = \frac{\sum xy - xy}{\sum x^2 - (x)^2}$

$$\sum x^2 - (x)^2$$

X= Independent Variable

Y= Dependent Variable

E= Summation

$$b = \frac{y}{n} - a \frac{x}{n}$$

The correlation shows the extent on whether or not CSR has impact on firm performance and it is stated below:

$$R = \frac{\sum (x-x)(y-y)}{\sqrt{\sum (x-x)^2 \sum (y-y)^2}}$$

$$\sqrt{\sum (x-x)^2 \sum (y-y)^2}$$

At the end of the analysis, if the result is 1, there is perfect relationship between CSR and firm performance and less than 1, it shows otherwise i.e., there is no perfect relationship.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND TESTING OF HYPOTHESES

4.1 INTRODUCTION

This chapter is basically designed to present and analysis data collected from questionnaire to twenty staff and customers of MTN Nigeria Sokoto branch and secondary data on revenue and expenditure of MTN Nigeria from 2007-2013. Furthermore, data gathered are presented and analyzed using regression and correlation analysis correlation and regression analysis were used to test the hypotheses in order to determine the impact of corporate social responsibility on firm performance of MTN Nigeria.

1.2 Data presentation and analysis

The total of forty(40) questionnaire were administered to staff and customers of the organization fully completed and returned data presented are the performance of MTN Nigeria over eight (8) years including its spending on MTNF foundation as it corporate social responsibility.

The data are analyzed using regression and correlation to established relationship between corporate social responsibility and firm performance of MTN Nigeria.

Table 1: Personal profile of respondents

Responses on education: Qualification of the respondents

Description	No of Respondent	Percentage %
SSCE/GCE	15	37.5
OND/NCE/A Level	11	27.5
HND/BSC	09	22.5
MSC/MBA/PHD	05	12.5
Total	40	100

Source: Adapted from questionnaire administered 2014.

The above table 1 shows that (15) respondents representing 37.5% obtained there senior secondary school while (11) respondents representing 27.5% holds diploma, National Certificate of Education,(09) respondents representing 22.5% have HND and BSC and (05) respondents representing 12.5% have degree and it equivalent.

Table 2: Responses on: Gender

Sex	No of respondent	Percentage %
Male	28	70
Female	12	30
Total	40	100

Source: Adapted from questionnaire administered 2014.

The table above shows that respondents representing 70% are male, while (12) respondents representing 30% is female. This shows that most of the respondents are male.

Table 3: Responses on: Are MTN Nigeria practicing CSR

Opinion	No of respondents	Percentage%
Strongly Agreed	28	70
Agreed	08	20
Disagreed	03	7.5
Strongly Disagreed	01	2,5
Total	40	100

Source: Adapted from questionnaire administered 2014

The table shows that 28 respondents representing 70%, 08 respondents representing 20% strongly agreed and agreed respectively that MTN are practicing CSR IN Nigeria, while 03 respondents representing 7.5% and 01 respondent representing 2.5% disagreed with the statement.

The implication of the above analysis is that, the majority representing 70% who strongly agreed is an indication that MTN Nigeria is practicing CSR.

Table 4: Responses on: Are MTN Nigeria facing challenges in adaptation of CSR

Opinion	No of respondent	Percentage %
Strongly Agreed	05	12.5
Agreed	03	7.5
Disagreed	14	35.0
Strongly Disagreed	18	45.0
Total	40	100

Source: Adopted from questionnaire administered 2014.

The table above shows that (05) respondents representing 12.5% and (03) respondents representing 7.5% strongly agreed and agreed that MTN Nigeria are facing challenges in its adoption of CSR. Eighteen(18) respondents representing 45.0% and (14) respondents representing 35.0% strongly disagreed and disagreed that MTN Nigeria are facing challenges in its adoption of CSR.

Going by the analysis, this shows that majority of respondents representing 45% strongly disagreed that MTN Nigeria are facing any challenges in adoption of CSR in Sokoto metropolis.

Table 5: Responses on: Do the amount spent on CSR affect the business performance of MTN Nigeria

Opinion	No of respondent	Percentage %
Strongly Agreed	-	-
Agreed	03	7.5
Strongly Disagreed	29	72.5
Disagreed	08	20.0
Total	40	100

Source: Adopted from questionnaire administered 2014.

From the table above none of the respondents strongly agreed with the statement. Though, (03) responses representing 7.5% agreed.

Twenty nine (29) respondents representing 72.5% and (08) representing 20.0% strongly disagreed and disagreed with the above statement.

This implies that the amount spent by the corporation does not affect its available working capital.

Table6: Responses on: MTNF as CSR Guarantee Customers' Confidence and Increase Patronage

Opinion	No of respondent	Percentage %
Strongly Agreed	25	62.5
Agreed	10	25.0
Strongly Disagreed	03	7.5
Disagreed	02	5.0
Total	40	100

Source: Adopted from questionnaire administered 2014.

25 and 10 of the respondents strongly agreed and agreed that MTNF as CSR guarantee customers' confidence and increased patronage (03 and 02) respondents representing 7.5% and 5.0% respectively strongly disagreed and disagreed that the activities of MTN Nigeria have not increase customers' confidence and patronage. From the above analysis it shows that the activities of MTN Nigeria guarantee customers' confidence and patronage.

4.3 Test of hypothesis

The regression and correlation analysis are been employed to test the research hypothesis earlier stated in chapter one.

The result obtained from the calculation of the regression and correlation analysis which ascertain the relationship and the extend of corporate social responsibility and firm performance will serve the basis for accepting or rejecting the research hypotheses

Below is the revenue and expenditure of MTN Nigeria from 2007 through 2013.

Year	2007	2008	2009	2010	2011	2012	2013
Total Revenue	34,87	20,25	31,55	33,32	33,49	34,08	37,93
	9	0	8	6	2	4	4
Total operative expenditure & earnings before interest	8,645	13,31	13,57	12,41	13,34	13,54	13,78
		0	9	2	3	3	6
Tax, Depreciation & Amortization(EBITDA)(Rds)	11,60	18,24	19,74	21,08	21,53	23,73	29,68
	5	8	6	0	6	9	9
Market Share	43	44	50	52	50	53	58

Table1: Annual report of MTN, Nigeria (2007- 2013) in Rands(Rds)

Table 2: Line of best fit regression analysis

X	y	xy	x ²
34,87	9	301528955	1216544641
20,25	0	269527500	410062500
31,55	8	428526082	995907364
33,32	6	413642312	1110622276
33,49	2	446883756	1121714064
34,08	4	461599612	1161719056
<u>37,93</u>	<u>4</u>	<u>522951241438988356</u>	
<u>225523</u>	<u>88618</u>	<u>284466634</u>	<u>7455558257</u>

$$A = \frac{\sum xy}{n} - \bar{x}\bar{y}$$

$$N\bar{x}^2 - (\sum x)^2$$

$$A = \frac{7(284466634) - 225532(88618)}{7(7455558257) - (225523)^2}$$

$$A = \frac{1991266438 - 1998539710}{5218890710 - 5086062310}$$

$$A = -\frac{7273272}{132828400}$$

$$A = -0.054756904$$

$$B = \frac{\sum y - a \sum x}{n}$$

$$b = \frac{88618 - 0.055(225523)}{7}$$

$$b = 12659.7 + 1771.97$$

$$b = 14431.67$$

$$\text{The line of best fit} =$$

$$Y = -0.055x + 1441.67$$

$$Y = -0.055x + 1441.67$$

$$Y = -0.055x + 1441.67$$

The line of best fit=

$$Y = -0.055x + 1441.67$$

Table3: Correlation Analysis

X	y	x-x	x-x ²	y-y	y-y ²	(x-x)(y-y)
---	---	-----	------------------	-----	------------------	------------

34879	8645	2661.4	7083049.96	-4014.7	
	16117816.1	- 1353.3			
20250	13310	-11967.6	143223449.8	650.3	422890.1 -
	7782530.3				
31558	13579	- 6596.0	43507216	919.3	845112.5 -
	6063702.8				
33326	12412	1108.4	1228550.6	- 247.7	
	61355.29	860.7			
33492	13343	1274.4	1624095.4	683.3	466898.9
	870797.5				
34084	13543	1866.4	3483448.98	883.3	780218.9
	1648591.1				
<u>37937</u>	<u>13786</u>	5716.4	<u>32677228.96</u>	1126.3	
	<u>1268551.7</u>	<u>6438381.3</u>			
<u>25523</u>	<u>88618</u>		<u>193670545.4</u>		<u>19182702.8</u>
	<u>- 48889558</u>				

$$X = x/n = 32217.6$$

$$X = y = 12659.7$$

$$R = \frac{(x-x)(y-y)}{(x-x)^2 + (y-y)^2}$$

$$(x-x)^2 + (y-y)^2$$

$$R = -4888955.8$$

$$193670545.2 * 19182702.8$$

$$R = -4888955.8$$

$$3.715124515$$

R= - 4888955.8

60951821.22

R= - 0.080210167

The regression and correlation results shown above $r = -0.055$ and $r = -0.08$ respectively indicate that revenue generated over the period (2007 through 2013) are not affected by the money spent by MTN Nigeria on MTN Foundation as its corporate social responsibility. Consequently, the formulated null hypotheses and alternative hypotheses for the study which state as follows:

Ho: That corporate social responsibility has significant effect on business performance of MTN Nigeria

H1: That corporate social responsibility does not have significant effect on business performance of MTN Nigeria.

The null hypotheses are rejected and the alternative hypotheses accepted because the expenses of MTN Nigeria do not affect the profit making made during the period in question.

According to the web page- [http://businessdayonline.com/2014/03/mtn-nigeria-makes-n794bn-revenue-in-2013-pays-ni-23trn taxes-since-inception/#VAh33UBboxy](http://businessdayonline.com/2014/03/mtn-nigeria-makes-n794bn-revenue-in-2013-pays-ni-23trn-taxes-since-inception/#VAh33UBboxy) state that MTN Nigeria made 793.614 billion in 2013 and 312.473 billion expenses in that year. Likewise in 2012, it made 753.578

billion and 313.907 billion expenses in that year and down to 289.908 expenses in 2011. All these are indication of high profit made by the organization which does not affect its business performance.

Hypothesis one (table 3)

MTN Nigeria Sokoto branch are practicing CSR since its inception to date.

Hypothesis four (table 6)

MTN Nigeria guarantee customers' confidence and patronage.

Hypothesis Three (table 5)

MTN Nigeria despite huge amount spent on CSR are able to facilitate MTNF foundation program nationwide.

CHAPTER FIVE

1.0 SUMMARY CONCLUSION AND RECOMMENDATION

1.1 INTRODUCTION

This chapter presents explicit summary of the whole project in order to give a general overview as well as logical conclusion of the study.

Finally, useful recommendations would be provided to the government for its adoption and execution.

1.2 SUMMARY

This work represents an attempt to analyze the effect of corporate social responsibility on firm performance of MTN Nigeria. The overall objective include: examination of the impact of MTN Nigeria vis-à-vis its firm performance. It examines corporate social responsibility in relation to MTN Nigeria. Evaluation of the impact of corporate of corporate social responsibility on firm performance. The challenges of corporate social responsibility in MTN Nigeria and to investigate whether corporate social responsibility guarantee customers' confidence and increase patronage of its customer.

Two (2) hypotheses were formulated as dominant guides which were analyzed and tested. They are:

- i) That corporate social responsibility has significant effect on the firm performance of MTN Nigeria Limited.
- ii) That corporate social responsibility does not have significant effect on the firm performance of MTN Nigeria Limited.

Literature review focused on the various corporate social responsibility of MTN Nigeria including its nature and character. It centered on the review of relevant literatures on the nature and character of corporate social responsibility as its MTNF foundation and the impact of CSR on the firm performance.

The population of this study includes the entire MTN Nigeria. The difficulty in studying the whole population makes sampling inevitable.

The data collected are analyzed through the use of regression correlation techniques. The results were used to test the two (2) hypothetical questions.

Finally, useful recommendations were proffered.

1.3 CONCLUSION

The study has been able to identify the impact of corporate social responsibility on firm performance of MTN Nigeria.

Based on the findings of the study, the following conclusions were drawn.

- Corporate social responsibility has no effect on firm performance of MTN Nigeria.
- Corporate social responsibility is not a new subject; neither is strange to telecommunication industry.
- Profit objective is the major and primary objective of every firm, but no responsible firm will neglect the all important corporate social responsibility objective.
- There is well formulated corporate social responsibility policy in virtually all the firms in the telecommunication sector and which is strictly adhered to. This policy is also made to comply with the directions of regulatory authorities and government policies.
- Being involved in social responsible act add to the goodwill of the company thereby increasing their worth eventually, boost the image of the company, giving them an edge over other companies through increase patronage afforded socially responsible firms.
- It is trite that as you lay your bed, so shall you lie on it. If you so little, there is every like hood to reap so. Therefore, for a business perceived as being environment-friendly, greater mutual understanding is bound to evolve between it and publics. The MTN Nigeria would have to intensity it corporate social responsibility efforts to disabuse the minds of those who perceived it as being interested in protecting personal gains at the expenses of public good.

- As service sectors, the industries is hampered by lack of product touch and feeling. Luckily, CSR has become a tool by which such services can be projected with human face. The industry should seize that opportunity with open hands.
- With global down turn in economies, climatic changes, deluge of natural disaster, changing technologies approaches to production and resultant high cost of food, goods and services, there is bound to be further pressure CSR expectations, which ought to be elevated to policy issues through the setting aside of budgetary provisions in annual expenditure profiles.

1.4 RECOMMENDATION

The followings are recommended based on the findings of this research.

- Corporate entities should voluntary integrate both social and environmental up lighted in their business philosophy and operations.
- Corporate social responsibilities should be seen by firm as social obligations business concerns owe their shareholders, the local

(host) community, general public, customers, employees and government in the course of operating their legitimate business, such that CSR should be included in the law and enforced on the firm accordingly.

- Government should fixed minimum percentage of profit corporate firm should expend on Corporate social responsibility activities.
- It should be enforced that all forms of pollution caused by the corporate firm must be eradicated by them, by this all the news like CCNN pollution Sokoto, Ogoni water spill and gas flares polluting the air in the Niger Delta will be eradicated.
- The MTN Nigeria should see all the problems in our society as a business opportunity and try to find solution to it and in the process they will discover that the problems are just opportunity in disguise.
- It is recommended that while improvement in the participation volumes by MTN Nigeria is desirable, it should close ranks and forge common attention to address certain corporate social responsibility factors, especially those bothering on security or on account of their requiring high capital outlay as in roads mending and construction.

Questionnaire

Department of Business Administration

Faculty of Management Sciences,

Usmanu Danfodiyo University
Sokoto.

14/06/14.

Dear Sir/Madam,

Questionnaire for the staff and stakeholders of MTN Nigeria Sokoto branch. I am a postgraduate student with above address. Am undertaken research work aimed at assesses the effect of corporate social responsibility on firm performance of MTN Nigeria.

The information given will be treated confidently and used for academic purpose only.

Please indicate your respond by ticking () where appropriate.

I.What is your sex a) Male () b. Female ()

ii.What is your present qualification?

- a) PhD/MBA
- b) BSC /HND
- c) GCE/WACE/NECO
- d) Others

ii. How long have you been in the organization?

- a)0 -4
- b) 4 – 8
- c) 8 -12
- d)12 above

iv. Are your organization practicing CSR?

a) Strongly Agreed

b) Agreed

c) Strongly Disagreed

d) Disagreed

v. Does CSR affect business performance of MTN Nigeria?

a) Strongly Agreed

b) Agreed

c) Strongly Disagreed

d) Disagreed

vi. Are MTN Nigeria facing challenges in adaptation of CSR?

a) Strongly Agreed

b) Agreed

c) Strongly Disagreed

d) Disagreed

Vii. Does MTNF as CSR guarantee customers' confidence and increase patronage?

a) Strongly Agreed

b) Agreed

c) Strongly Disagreed

d) Disagreed

Viii.MTN is propelled by profit motive and she takes
adequate care of the host communities

- a) Strongly Agreed
- b) Agreed
- c) Strongly Disagreed
- d) Disagreed

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