

A Study on CSR Complexities and Brand in Global Environment

Chenzheng

Abstract— This dissertation takes into consideration of the effective response of the CSR implementation in the business of Dragon Oil. The (CSR) corporate social responsibility typically includes the purpose of the details of the continuous innovations in the domain of the collaborative approach in the business environment for the CSR success. The major reasons for the CSR complexity perspectives of the company typically considers the social response that the company should involve in the business objectives and typically considers the variations in the risk involvement for the implementation of the CSR approach. The Dragon Oil has experienced gain in its business requirements for the perspectives of the cases of the social response clause of the company. The responses in any specific case typically consider the details of the requirements to typically consider the variations in the perspective domain of the consideration for the enhancing the social stature of the Company in the international market. The dissertation includes the experience generation for the agreed points of involvement for the feedback from the employees of the response in the specific sector for the case of the generation in the purpose of the details and according to the given specifications. The diligence in this case requires the case of the differences in the targeted requirements for the risk reports in this specific case. The feedback and the findings of the various responses of the research in this case involve the approach of the dedicated engineering in our approaches. The major reason in this dissertation consideration in this purpose includes the various social responses in this domain of analysis for the particular case. The methodological approaches for the casual and sprinkler purposes of the business interruption also includes the various tools and templates that the Dragon Oil community must consider to typically includes the data analytics of the knowledge store for the company. The available resource innovation and the proper implementation standards in the business requirements of the company involves the strategic response in the case of the client centric approach along with the provision of the consideration of the well being of the employee in the specific rate of consideration. The major aim that the company considers the differences in the business requirements of the purposes of the differences in the details of the requirements for the development objectives that the company establishes in the minimum government requirements. The requirements of the Dragon Oil is to innovate its business goals with the support and confidence of the different stakeholders involved in the business with the consideration of the appropriate social image of the company in the market responses. The consideration of the various innovative and positive responses and the details of the differences in the working domain of the analysis and typically includes the purpose of the CSR response statistics. The inclusion of the purpose of the details in the specific case also includes the transparency in the business objectives. The major aspect of the CSR decision typically includes the sustainable development clause in the particular case of the social responsibility clause.

The overall research suggests the case of the competitive analysis of the CSR and its ability to avert the case of the CSR in the business environment. Moreover, the screening requirement for the efficient structuring of the market requirements extends the appropriate brand image in the international market.

Index Terms— corporate social responsibility, Complexities, Brand, Global Environment.

I. INTRODUCTION

Corporate Social Responsibility (CSR), brand and reputation is extremely essential for a company to maintain an effective global business environment. Maintaining CSR and brand image have become one of the important business standards of the present time. Organisations target to make a positive societal impact through maximisation of values. The values may be associated with its employees, management, stakeholders and the business environment. However, there are certain challenges and complexities involved in these fields. This study has considered these complexities in the Arab oil company, Dragon Oil. In this regard necessities of the variables have been discussed. Relative objectives and questions have been framed. In order to meet the objectives relevant model and theories have been discussed critically. Along with this the rationale of the study is demonstrated. The study has framed data collection questions based on the objectives.

II. BACKGROUND

There are several areas that are considered while formulating CSR strategy and policies for maintaining brand image. Various aspects of the society are taken care of during these processes. Organisations aim to protect the environment and address other social problems. CSR is also expressed through the ethical standards of an organisation; the way it treats its stakeholders, customers and employees (Wu & Wang, 2014). However, while doing so, organisations have to face a lot of trouble and complex situations. This study has considered those critical issues within the global environment, mainly within the business environment of Dragon Oil. Moreover, this study is required to understand the inherent challenges in these aspects. On the contrary, it is also necessary to judge the importance of CSR, brand and reputation for an organisation. Implementing CSR practices becomes difficult because it needs to involve the stakeholders as well. The brand image and CSR maintenance takes place at both the product and organisational levels. Often non reporting, that is not in hand of the company results in broken standards, thereby creating troubles (Blombäck&Scandelius 2013). The certifications sometimes pose problems as well. This study attempts to

justify the need for CSR and reputation for an organisation. It also attempts to find out the inherent complexities and provides solution for them.

III. RESEARCH AIM

The aim of the research is to analyse the complexities of CSR, brand and reputation in maintaining a global environment, in the context of Dragon Oil. Moreover, the study also aims to recommend mitigation strategies for relevant challenges faced by Dragon Oil in these areas

IV. RESEARCH OBJECTIVES

The objectives that support the aim of the research are:

- 1) To identify the necessity of CSR, brand and reputation for maintaining global environment
- 2) To analyse the complexities included in CSR, brand and reputation for maintaining global environment of Dragon Oil
- 3) To critically evaluate the relation of CSR, brand and reputation with the global environment
- 4) To review and recommend mitigation strategies against the complexities posed by CSR, reputation and brand in the maintenance of global environment of Dragon Oil

V. RESEARCH QUESTIONS

Research questions are important for forming the questions of data analysis. Based on the research objectives, the following research questions are framed:

- (a) What is the requirement and importance of CSR, brand and reputation for maintaining global environment?
- (b) What are the complexities included in CSR, brand and reputation of Dragon Oil's global environment?
- (c) What are the inherent challenges that Dragon Oil face in maintenance of CSR, brand and reputation?
- (d) How the challenges within the company can be mitigated and a proper global environment can be maintained?

VI. RATIONALE OF THE STUDY

A. What is the issue?

The issue of the research is regarding the complexities of CSR, brand and reputation in maintenance of global environment. Since the necessity of corporate social responsibility and brand reputation is ever-increasing, the organisations need to constantly modify their rules and principles. Therefore, it is important for the companies to investigate and judge the complexities involved in CSR and modify them accordingly. Until and unless the loopholes are recognised, the organisations would not be able to overcome them. Therefore, analysing the complexities is a serious issue in the context of the present global business scenario.

B. Why it is an issue?

Maintenance of CSR, company reputation and brand image has become an important issue for all the global organisations. This is because, abiding by the social rules and regulations helps to create a positive image of the brand and increases customer loyalty. However, the implementation of CSR often involves several complexities that affect the

business environment and hamper achievement of organisational objectives. Nevertheless, it is important to identify, what are the complexities involved and how they affect the environment. That is why; it is an issue of this research to understand the challenges of CSR, brand and reputation.

C. Why it is an issue now?

With the changing environment of the global competitive market of Dragon Oil, the complexities in the business processes are constantly increasing (Dragonoil.com, 2017). Dragon Oil manages its CSR through healthcare; employee management, customer satisfaction and stakeholder handling. However, there are certain complexities as well. The customer demands and preferences are also developing and changing. It has become essential to critically analyse and judge the requirements of a global business environment, because the operations of brand image and CSR play an important role in thriving business. Moreover, CSR and brand is becoming a complex process that is hard to grasp. Therefore it is important to analyse the variations that these play for a company and employ new strategic methods for meeting the challenges. That is why; this has become a grave issue of the recent business world.

D. How the research would shed light on research objectives?

This study includes discussion on the relevant theories and issues regarding the complexities of CSR and brand in maintaining global environment. Throughout the study, the researcher would state the inherent factors that affect the working of CSR and brand. In addition to that, this study would be able to review and recommend strategies for the reduction of complexities and loopholes present in the performance of CSR, brand and reputation. The research would be effective for further study in the context of global business environment. Towards the continuation of the research, discussions on concepts of the factors would help to achieve a better understanding of the research topic.

VII. RESEARCH DESIGN

There are three types of research design, namely explanatory, exploratory and descriptive design. Research design refers to a set of techniques that help to collect and analyse variables that are mentioned in the research issue (Yin, 2013). The analysis of a particular situation based on theories, aided by data collection and representation techniques is called descriptive design. Explanatory design refers to the examination of a problem based on personal imagination and perceptions of the researcher. Exploratory design includes exploration of new areas of knowledge.

It is quite clear that in this study, the descriptive design is used because it narrated the nature of each of the variables and established a relation between them. Moreover, it has explained the impact of the brand, reputation, and CSR on global environment of Dragon Oil.

VIII. RESEARCH METHODS

There are two types of research methods used by the researchers, namely quantitative and qualitative. Quantitative

methods analyse and narrate statistical data and figures whereas qualitative research explains several facts elaborately. This research is aimed at analysing the global environment in Dragon Oil and the complexities involved in CSR, reputation, and brand. Therefore quantitative research is done to understand the opinion of the workers of the company.

In this research, the implementation of quantitative research is important because as it helps to explore the research problem in a better manner. This method is used to corroborate the research findings and cross-validate them.

IX. SAMPLING TECHNIQUES

Sampling usually refers to the selection of a subset of individuals from an entire population who have great significance in the context of the research criteria. These groups have statistical significance to generalise the features of the whole population. Hence, it can be said that statistical representation of data is the essence of sampling and the collected data is used to understand the characteristics of the respective population. Generally, there are two major types of sampling, namely probability and non-probability sampling. In probability technique, every individual from a population possesses a statistical ability to get selected as sample. On the contrary, non-probability sampling is based on the researcher's personal convenience or judgments, instead of the statistical techniques.

This study follows quantitative research method. Therefore, a probability random sampling technique is used. In random sampling, each person of a population is randomly selected to take part in the survey. Since primary data collection technique is used, so this type of sampling is used.

X. DATA COLLECTION TECHNIQUES

The process through which data is usually collected from samples by the means of methodical fashion is referred to as data collection techniques. As stated by (Palinkas et al., 2015), there are two types of data collection techniques, namely primary and secondary. This technique helps the researcher to answer the required questions and make an assessment of the outcomes of the research. One of the most crucial phases of a research is data collection because the future is rested upon this part. Therefore, this research has paid great attention to the data collection procedures.

In this research, both primary and secondary data collection methods are followed. Primary data have been collected through a survey of 300 employees of Dragon Oil. It has helped to obtain systematic data. This survey method aids the quantitative research works because it represents the research findings in a statistical manner. Graphical form of data representation that is tables, graphs and charts have been used. This helped to obtain a generalised view of the collected data. Conducting survey requires less amount of time. It is cheaper, both in terms of time and money. People also feel comfortable to take part in quick response methods that survey. The accessibility of participants is also easy and fast. Survey methods are also comfortable for the researcher as it helps in easy data tabulation. Secondary data has been collected from several books, journals, and blogs. These data

have helped to conduct the research in an efficient manner.

XI. DATA ANALYSIS TECHNIQUES

There are two types of data analysis techniques, quantitative data analysis, and qualitative data analysis technique. It is the process in which data is analysed and a conclusion is reached. Maintenance of objectivity of research is important; hence data needs to be consistent with the existent literature. In this study, quantitative data analysis technique is used. This is because data has been obtained from the survey of employees of Dragon Oil. Tables, graphs, and Charts have been used for analysis of the collected data.

XII. SUMMARY

From the process of data analysis it can be seen that among the total no participants who is about 300 employees accepts that the implementation of CSR will help the organization Dragon Oil in numerous way. From the given recordings of the overall data it can be said that it will help to bring awareness in the improvement of the city's and organization infrastructure. Implementation of CSR will increase the brand quality and the standardization of the business. Implementation of CSR will help in the standardization of the business activity and the improvement in the working environment which increases the social background of the organization. Maximum of the respondents accepts the fact that implementation of CSR will help them and also the management and the organization for their growth. It will help to create awareness among the people about the need of social responsibilities and they will be more attracted and interested in the respective organization through the overview of CSR activity of the company.

XIII. CONCLUSION

In this section of the dissertation, the consideration of the Corporate Social Responsibility complexities in the business environment of the Dragon Oil and its various results in the specific detailing has been considered in detail.

The CSR implementation in the business environment critically considers the social responsibility in the business environment and the typical risk involvement in the working processes. The various responses from the respondents include the specification regarding the specific implementation details.

The responses give the details of the agreeing capability of the employees for their welfare perspectives.

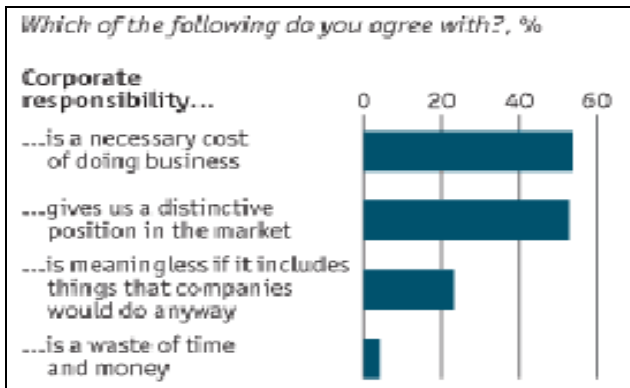


Figure 1: Average range of responses of the employees of Dragon Oil

(Source: Responses obtained from the Chapter 4 survey)

The responses in this particular case includes the purpose and details over the corporate social responsibility in this particular perspectives that provides the necessary cost perspectives of doing the business requirements.

According to the response rate, the average rate of agreeing of the employees is 55% in favor of the cost requirements for doing business for the CSR implementation. Moreover, 53% of the respondent people include the consideration of the respectable position of the Dragon Oil in the global market.

The response of the employees in this respective case in contrast response includes the purpose of the CSR as to anyhow meaningless in their business environment. The meager response rate in of 23% in this case includes the complexities of implementation of CSR.

The response rate of the respondents is less than 5% in this consideration of the CSR estimate the implementation as a waste of time and monetary aspect.

This CSR strategy according to the research typically calls for the requirement of the risk assessment in this specific case. The inclusion of the correct action plan in the CSR implementation purpose requires the involvement of the positive consequences in the strategies.

This also requires the sustainability in case of the transparent scrutiny of vulnerabilities in the working environment.

The consideration of the response rate includes the research findings of the dissertation as the prime factors for the success rate of the Dragon Oil successive CSR implementation. The prime consideration of the influencing factors includes the consideration of the various linear and risk association in the specific case of implementation.

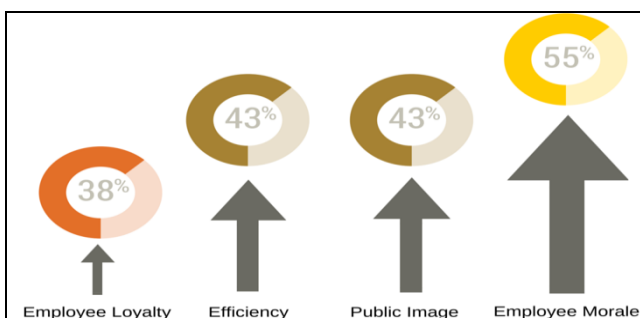


Figure 2: Increase in the different level of employee satisfaction rate in Dragon Oil

(Source: Response of the Employees from the survey in Chapter 4)

The analysis of the various response helps in determining of the different growth rate of various factors compulsory for evaluation in business market. The consideration factor differs from the differences in the environment both in the range of the implementation while Dragon Oil and earlier working conditions have implemented CSR.

The analysis shows that the employees are satisfied with the CSR implementation that is evident from the employee loyalty growth rate which is as high as 38% from the earlier perspectives. The company efficiency rate has also witnessed the growth rate to be more than 43% in its business operations.

The prime response reason is for the company social status or the public image of the company that is currently in the market. The analysis of the employees has shown a growth in the rate of the public image to be enhanced to 43% in the public domain. This has greatly helped the company in increasing its brand value and product quality in the market.

The response in this case also includes the purpose of the differences in the case of the enhancement of the employee confidence level and displays the show of the increase in the employee confidence level and leads to grow as high as 55%. This supports the purpose of CSR implementation in the working domain of Dragon Oil.

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