



# **Corporate Social Responsibility and Corporate Reputation in private institutions of higher learning: A case study of Kampala University Ggaba Branch**

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**Keywords:** *Corporate Social Responsibility, Corporate Reputation, Private Institutions of Higher Learning*

## **Introduction**

The study examined the relationship between Corporate Social Responsibility (CSR) and corporate reputation in private institutions of higher learning

## **Objectives**

The study focused on Kampala University and was guided by three objectives:

1. to examine how transparency influences corporate reputation at Kampala University,
2. to find out how accountability influences corporate reputation at Kampala University,
3. to determine how Corporate Social Responsibility influences corporate reputation at Kampala University.

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## **Methodology**

The study adopted a phenomenological design divided into research approach, research strategy, research duration, and research classification. The study used an accessible population of 74. A sample size of 74 respondents participated thereby leading to a census study.

## **Key findings**

It was revealed that the highest contributor to corporate reputation was accountability with a Beta value of .792 (79.2%), followed by CSR with a Beta value of .150 (15.0%), and the least contributor to corporate reputation was transparency with a Beta value of .041 (4.1%)

## **Key recommendations**

The study recommends that a qualitative study should be undertaken with individuals who have frequent contact with the University as they might have more experience with the institution's management. Doing that would enhance insights into how to improve the corporate reputation of Kampala University.



### **Key references**

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