



Corporate Social Responsibility and Community Relations in the aviation industry in Uganda. A case study of the Uganda Civil Aviation Authority (Entebbe International Airport)

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Introduction


The study was about corporate social responsibility in the aviation industry and community relations. It focused on the Uganda Civil Aviation Authority at Entebbe International Airport.

Objectives

The study was guided by three objectives:

1. to examine the current state of community relations around Entebbe International Airport,
2. to assess the influence of corporate social responsibility on community relations at Entebbe International Airport, and

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3. to examine the influence of UCAA CSR policy implementation on community relations at Entebbe International Airport.

Methodology

The study used the cross-sectional survey design and adopted quantitative and qualitative approaches to collect data from 129 respondents who were selected using both convenient sampling and simple random sampling techniques. The response rate was 78%.


Quantitative data were presented in form of descriptive statistics using frequency tables. Qualitative data were sorted and grouped into themes and presented using narrative text. The researcher also evaluated and analysed the adequacy of information in answering the research questions identifying categories and parameters that emerged in the responses to the variables of the study.

Key study findings

The study found that Uganda Civil Aviation at Entebbe International Airport has been able to apply universally acceptable procedures and standards in its operations, which has helped to build good relations with community members. It was found that Uganda Civil Aviation Authority at Entebbe Airport undertakes safeguarding and conservation efforts having to do with forest conservation, and protection of water sources, soils, and flora and fauna.

Recommendations

The study recommended that Uganda Civil Aviation Authority at Entebbe Airport should conduct further



research into perceptions of its Corporate Social Responsibility, held by a wider array of stakeholders. In other terms, the Authority should undertake a study that exceeds a focus on the influence of its Corporate Social Responsibility endeavours.

Key references

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