



Corporate social responsibility and community relations among government projects in Uganda: a case study of Isimba dam project

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Introduction

The study examined the contribution of Corporate Social Responsibility (CSR) activities on community relations among government projects in Uganda. It focused on a case study of Isimba dam project.

Objectives

The study was guided by three objectives:

1. to examine the effect of charitable CSR activities on community relations at Isimba dam project,
2. to assess the effect of environmental CSR activities on community relations at Isimba dam project,
3. to examine the effect of ethical CSR activities on community relations at Isimba dam project.

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Methodology

The study adopted a phenomenological design divided into research approach, research strategy, research duration, and the research classification. The study population was 135 and a sample size of 129 respondents of which only 101 participated.

Key findings

The study showed that the Adjusted R square was .710 which is an indication that 71.0% of the changes that occurred in community relations were due to changes in corporate social responsibility. The test also revealed that Isimba dam's CSR activities had a positive relationship with community relations.

Recommendations

The study recommended that the management of Isimba dam project conducts further research into public opinion of a bigger population of the community, having to do with their perception of the project's CSR activities.

Key references

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