

CSR In Business School: Faculty's Perception of University/College Social Responsibility (USR) Initiatives in Nepal

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Abstract:

Universities and colleges must recognise that, in pursuit of their primary teaching and research goals, they must also consider their obligations to society and the environment. However, a detailed investigation of how faculties perceive their college/university social responsibility is still lacking. This research investigates the perceptions of faculty members in business schools regarding corporate social responsibility (CSR) endeavours. Gender, age, income, marital status, years of experience and education are the demographic variables considered in the study. The study was conducted among 298 faculty members from all over Nepal. The findings reveal that faculties generally have favourable attitudes towards their university social responsibility initiatives. At the same time, female faculty generally have more positive attitudes towards university social responsibility initiatives in Nepal than their male counterparts. Furthermore, the results demonstrate no significant difference in CSR perception among faculty members based on their length of service, income, age, education and marital status. The insights gained in this chapter shed light on how their staff perceive CSR within universities and colleges, offering a valuable starting point for defining or re-evaluating strategies related to CSR in business school settings.

Keywords: Corporate social responsibility, Perception, faculties, sustainability, ethical decision making

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