Corporate Social Responsibility Council of the Arab Universities

Universities Corporate Corporate Social Responsibility

Jordan Wars Conference WEARS JORDEN
Petra University7/24/2024
presentation

Prof. Dr. Yousef Diab Awwad
Director of the Corporate Corporate Social Responsibility Council of Arab Universities
Director of Al-Quds Open University Branch in Tulkarm– Palestine

Prof. Yousef Diab Awwad

Director of Al-Quds Open University / Tulkarm Branch

Introduction

Universities are considered an essential pillar of society, and one of its pillars in preparing conscious and responsible generations that believe in serving their countries, each in his field and specialization, so that each individual contributes to it with all his potentials to invest in building his society and his country. He says (Kapil Sibal, 2012) It is a higher education that allows each one to determine his own destiny and allows all nations to develop. Knowledge production comes as a source of growth and prosperity after ownership of capital and labor productivity. In this field, the educational expert (Philip G. Altbach, 2012) That the university is the ideal place par excellence for an ecosystem that includes thinkers who spare no effort in searching for new ideas that contribute to the progress and development of society.

The close link between the university and society requires the university always updates its structure, functions, programs, and research to keep pace with the changes that occur in society, and to be closely related to people's lives, problems, needs, and aspirations, with the aim of developing society and advancing it to the best technical, economic, social and cultural levels in accordance with And the vital and pioneering role of universities in their societies, otherwise the university will lose its position and its main functions closely related to its society, and community leaders in their different jobs and roles are a source of learning and knowledge about the various problems and phenomena that society is going through. in the problems of their societies and coexist with them on a daily basis, and the university cannot contribute to building its societies effectively without sharing, consulting and dialogue with these leaders, and listening to their opinions and impressions about the various societal problems to suit its programs and specializations according to society and its needs

The importance of the moral role of institutions as partners in community development has increased, given the close connection between the organization and the society in which it operates, in order to bridge the gap between organizations' managements' awareness of their Corporate Corporate Social Responsibility towards different groups and translating it into behavioral action with appropriate decisions, and what stakeholders actually expect from the role that they should play. These organizations have a societal performance, and the resulting positive results for the institution and all stakeholders, while if this gap deepens, this indicates the lack of a common understanding aimed at achieving common interests for both sides.

We must emphasize that the university's Corporate Corporate Social Responsibility is a rational ethical approach to university management, which includes the effects that this approach leaves on the social, human and natural context, and its active role in promoting sustainable human development for humanity, which is a strategy that seeks to reduce the ecological footprint of the institution through rational use sources, and also seeks to educate the university community towards the ethics of sustainable development.

The importance of Corporate Social Responsibility for institutions and society lies in improving the services provided to the community, creating real job opportunities, paying fair wages, ensuring the safety of workers and employees, and participating in finding solutions to social and environmental problems.

The comprehensiveness of the Corporate Social Responsibility content made the researcher Carroll Refers to its essence in four main aspects: Economic and legal and moral Ethical And the good Philanthropy Where he employed these dimensions in a hierarchical and sequential manner to clarify the interrelationship

between them on the one hand, and on the other hand, the reliance of any dimension on another dimension represents a realistic case, so you cannot expect benevolent and responsible initiatives from business organizations if these organizations have not gone a long way in assuming their economic responsibilities and legal and ethical towards the communities in which they operate **Corporate Social Responsibility concerns** .

The concerns of Corporate Social Responsibility are multiplied by the multiplicity of groups to which services are directed, including professional and civil groups, as well as workers in various commercial, industrial, and agricultural activities, and others. Some of these services are provided by universities at the community level, and some at the national level, and they are summarized as follows:

1. **Public Health**: through the following:
- Maintaining a clean environment, eliminating pollution, and minimizing damage to nature.
- Contribute to spreading health awareness among members of society in its various classes and segments, and in different ways.
- Establishing more specialized centers working in various fields, including: health care, social development, environmental protection, and pollution control.

The university spreads culture of all kinds who want it and need it among the people of society, regardless of their work and age, and thus enable them to solve their problems and adapt to their society, and increase their ability to bring about the desired development. Whether it is cultural or heritage, inside and outside the university.

2. **Activities of educational, research and advisory centers,** such as:

- Providing consultations: They are regular activities or services provided by faculty members, each in his field of competence, to governmental and private community institutions, as well as to community members who feel the need for such services.

- Conducting applied research and field services: This is represented in preparing applied research that is based on applying, investing and adapting the results of basic research with the aim of serving people and their well-being, and solving the problems of the local community in the field of production, services and social problems.

- Activating language teaching centers in universities: by providing educational services, whether for Tawjihi students, employees, those wishing, or the students themselves.

- Sustainability of education: The concept of sustainability of education is widely accepted or in most countries of the world and its multiple cultures as one of the important areas for society, due to what it can do in solving many issues and problems, and since the progress of any society depends on the education that its members obtain. Paying attention to the sustainability of education, and providing opportunities to benefit from its programs for all members of society is a prerequisite for the survival and continuity of societies, and for preserving their social and economic progress.

The main objective of Corporate Social Responsibility is to contribute to sustainable development that aims to eradicate poverty, provide health for all, social justice, and meet the needs of society by living within environmental limits using current resources without compromising the needs of future generations, and focuses on three aspects: Support

Economic growth, achieving social progress, and contributing to environmental protection.

International standard for Corporate Social Responsibility ISO 26000

The International Organization for Standardization (ISO) launched ISO Standard 26000 to Provide Future Voluntary Guidance on Corporate Social Responsibility (SRS's)In general2001 The International Organization for Standardization identified the need to create a social standard for compliance with consumer policies. In the year of 2003 Formation of a specialized team through the International Organization for Standardization to complete the formulation of an expanded initiative on Corporate Social Responsibility, and the organization was held in 2004 And the meaning And N its conference, which recommended the development of ISO 26000 specification standards for Corporate Social Responsibility.

Participate in the working group of the specification Fifty-four countries and thirty-three liaison organizations co-led by ISO members, Austria and Brazil are representatives about strip(Industry, and Government, workers, consumers, and intergovernmental organizations, NGOs, services, research support, etc., as well as geographical distribution based on gender....)

What is the importance of ISO 26000?
- Run the organization in an MS manner Oh socially without harming the environment, in addition to the importance of sustaining the organization's work for the goals it seeks to achieve.
- Strengthening the links between the institution and the various groups and sectors of society.

- Increase the credibility of business practices and prevent fraud in activities such as accounting and labor exploitation, as input Important in the success of the leadership of the enterprise.
- Increasing the number of subsidies provided by the institution to society related to societal responsibility.
- Increasing the number of initiatives and programs launched by the Foundation for the community.
- Raise the level of effectiveness of implementation of responsibility principles, programs and initiatives Gathered Efficiently, despite the different conductive means.
- Increasing international cooperation between local institutions and global organizations (ISO is a network of national standards specifications from 156 countries that tried to reach it).

What value will the ISO 26000 standard add?

- Develop an international consensus on what responsibility means social (SRS's) and issues that bodies/institutions need to address in accordance with this specification.
- Provide guidelines translate the principles of responsibility the Gathered Awareness of effective actions, dissemination of best practices that have already developed and distributed throughout the world for the benefit of the international community.

ISO 26000 will add value to existing initiatives for responsibility social by providing consistency and relevant guidance globally, on the basis of an international consensus among experts representing stakeholder groups, the application of best practices in the field of Corporate Social Responsibility is encouraged worldwide.

Educational institutions, especially large ones, are required now more than ever to assume their responsibilities, and for these

institutions to take the initiative to institutionalize Corporate Social Responsibility through their strategic plans that include conducting studies, and setting up measurement mechanisms and indicators of success. This is done by moving from the concept of providing voluntary service to a broader application based on adopting the concept of Corporate Social Responsibility, which is based on constant reflection on the traffic stations completed in the institution, and ensuring the community's need for the service provided.

Corporate Social Responsibility is a culture and commitment to responsibility within the priorities of the strategic planning of the institution, and the provision of senior management support and assistance towards the sustainable development of society in its three dimensions: economic, social, and environmental. The university's Corporate Social Responsibility usually stems from the commitment to all necessary and possible measures to improve the quality of life for its employees, students, and society. both local and global.

Based on the Palestinian vision and goals of the university, it carries out its societal responsibilities in a manner based on an unconventional vision that reflects its commitment to contribute to deepening and consolidating creative thought and its cultural and technological achievements in society. Especially to play pioneering, distinguished and comprehensive national roles, and it constantly finds in its initiatives an effort to keep abreast of developments in society, and continues to allocate budgets for technical and electronic development, and in the field of scientific research, and scholarships for students to obtain master's and doctoral degrees, and raises its contributions in serving the local community and its enlightening role.

In the light of the foregoing, the Corporate Social Responsibility of universities is defined as: uniting efforts, framing them, and involving them in community issues and problems, which now need specializations, capabilities, and expertise that employ

the academic and administrative dimension at the heart of diagnosis and treatment at the level of workers and students, and their participation within a plan that involves everyone with their development concern and contributes to providing participatory mechanisms with the local community. In a way that reflects the role of the university in the community and the role of the community in developing the university and helping it financially and morally, such as training and contributing to the community, finding a specialization based on the labor market, or addressing the impact of the activities carried out by the university, whether through product recycling or proper disposal, and creating a friendly environment.

Among the most important aspects of Corporate Corporate Social Responsibility are:

- Formulating productive and responsible citizens, encouraging broad participation in civil society, and developing skills and attitudes to achieve this, which is of paramount importance in higher education.
- Technology transfer, innovation, and continuing education. This aspect of higher education is an essential part of the university's commitment to the community at large and is just as important to the educational experience of each student.
- Developing academic programs and majors that meet the needs of the labor market and its renewable and evolving requirements.
- Universities develop medical care programs, education, information and communication technology, and cultural services.
- Partnership with the community and its institutions in developing academic programs, and the skills and knowledge included in these programs, to meet the needs and priorities of the community.
- Concluding professional and scientific cooperation agreements with community organizations and institutions in

the fields of public service, academic cooperation and professional development, training and scientific research, and environmental service.

The university's mission is summed up in its entirety of provisions relating to the local community and neighboring communities, and thus describes its role as a full partner in the development of Palestinian society in particular and the Arab and international community in general. Thus, the university commits itself to partnership with the community, and therefore develops permanent and constantly evolving programs. Since the university is a higher education institution, it is also committed to the quality and modernity of education, and it must seriously contribute to scientific research, which is the main means for leading society to become a partner, producer and actor in human civilization. And since the changes in society are continuous, it is imperative that the forms of participation between the university and the community be renewed and developed, through the development of existing forms or the development of new ones that meet the needs of this development.

The universities' vision of Corporate Social Responsibility should center on graduating a socially responsible university generation through the exercise of its various roles and responsibilities with awareness and practice, as a good citizen.

In addition, its policy must stem from the university's endeavor to provide all means to achieve the Corporate Social Responsibility it undertakes, in cooperation with all concerned parties of common interest. From this standpoint, some activities and direct practical interactions with the community are practiced, not exclusively but as a complement to the societal role in its comprehensiveness in all components of the university and its daily action. These roles are practiced through the presidency of the university, and its administrative and technical units, and are concentrated in the follow-up of the departments of student affairs, public relations, and continuing education

The values and principles on which universities are based in terms of Corporate Social Responsibility and their relationship with the local and human society in general are of great importance in terms of the roles played by the university and the development and advancement of society, according to the following:

Firstly -Cognitive growth– Or what is called the knowledge revolution and the knowledge explosion in which the university contributes to the creation of methods and tools for obtaining, storing, retrieving and analyzing knowledge. Therefore, the strength of the university, the competence of its faculty members and the level of its students have become of great importance that contribute to determining the degree of social progress and its social, economic and cultural components.

secondly -Technical progress– Who imposed certain directions on universities, so there is no longer room for the university to isolate itself from this progress and development, as it has become one of its responsibilities to advance its societies and usher them into the era of technology and pursue technological development and contribute to it as well.

Third -development It also consolidates the relationship between the university and society. Perhaps the absence of the role of higher education in contributing to development plans is one of the main reasons for the delay in development plans. The university is keen on developing scientific and applied research and linking research with the reality of work. To prepare the frameworks and human competencies that society needs in various activities, and to provide them with the latest knowledge and experiences, and thus provide them to society.

Corporate Social Responsibility Standard Association of Arab Universities

The Association of Arab Universities adopts standards that largely show that universities practice Corporate Social Responsibility implicitly, as universities should:

> Provide a plan and ensure the conditions for its implementation.

> Dedicating a scientific unit to manage and strengthen relations with local and regional community institutions and the labor market.

> Establishing specialized centers to serve the community, such as continuing education centers, advisory offices, medical clinics, agricultural and veterinary centers, and centers targeting marginalized groups.

> Contribute to holding scientific, cultural, developmental and training exhibitions and seminars, issuing cultural magazines, developing technologies and computer programs, and providing studies and consultations to public and private

> Introducing new disciplines to keep abreast of scientific developments and meet the needs of society.

> Strengthening work relations and strong ties with the institutions of the local, Arab and international community by strengthening its relations with organizations, unions and various scientific associations.

> Contribute with community institutions in the implementation of development, economic and social projects.

> Conclusion of scientific and research agreements and exchange of visits with similar institutions in the world.

Factors for improving the Corporate Social Responsibility of universities:

The process of upgrading Corporate Social Responsibility in universities requires that should be taken into consideration, namely:
- Survey studies of the needs of the different sectors required by the labor market.
- Studying the desires and capabilities of the learners (students) and providing them in line with the general framework of society's orientations.
- Seizing opportunities to achieve the vision that stems from the university's philosophy towards Corporate Social Responsibility.
- Developing a plan for Corporate Social Responsibility as a major component of the declared strategic plan.
- Announcing the results achieved by the university in the field of Corporate Social Responsibility and those it seeks to achieve as a path to sustainable development.
- Issuing sustainability reports.

Universities, through their multiple partnerships with other institutions in society, achieve educational, cultural, service and productivity levels that enable them to integrate into responsibility and community activities, as the relative importance of the work of universities is reinforced through:
- Create a deeper impact on society
- Gain experience in community service
- Take advantage of the available resources and invest them properly
- Maximizing the services provided to the community
- Create effective communication channels
- Specialization in programs in which the university may not have expertise in its field (dealing with people with special needs, for example, or managing social institutions...)

- Establishing long-term relationships with the local community as a fundamental pillar of the university.

In short, providing a distinguished service to the community has positive repercussions on the university's development and progress, whether through the university's influence on the local community through the influence of the local community on the university, and thus the university's mission turns into a cause and an effect at the same time.

Ingredient success universities in investigation Corporate Social Responsibility

The elements of the success of universities in achieving Corporate Social Responsibility do not take place unless universities maintain their main role towards workers, students and members of society and the related economic, legal and ethical consequences towards humans and the environment together, and the following figure illustrates these elements and foundations.
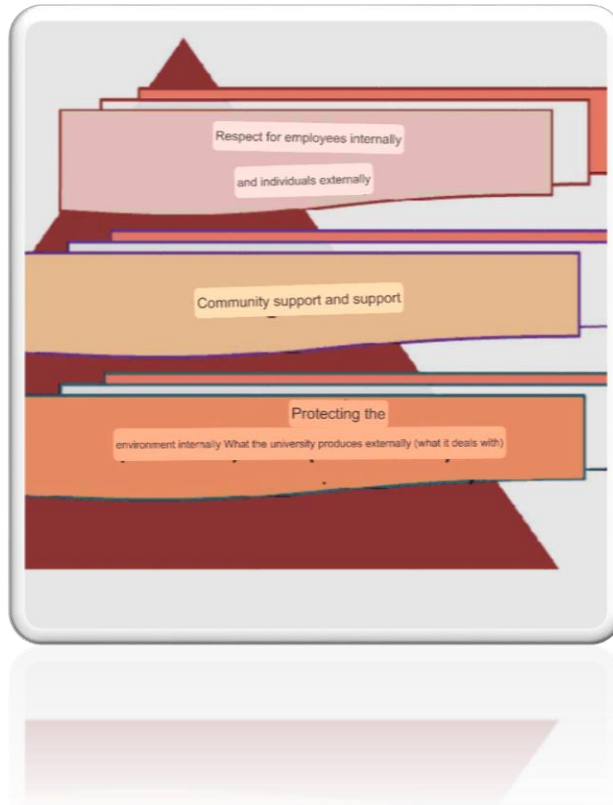
The role of universities in building capacities and spreading the culture of Corporate Social Responsibility is determined on scientific bases that explain how they play this important societal and institutional role. Also, this role that is assigned to higher education institutions is within an ethical and institutional framework, because universities are associated with society with Corporate Social Responsibility and a societal role that it imposes on them. Its pivotal role in the formation of scientifically and ethically qualified human resources who are committed and responsible for the development of society and contribute to sustainable development in all its fields and aspects.

The activation of Corporate Social Responsibility in universities is based on taking a series of measures, procedures and activities that ensure the success of universities in achieving

Corporate Social Responsibility, perhaps the most prominent of which are:

- **Laying down legislation, regulations and laws to activate the partnership between the public and private sectors**
- **Contribute to the creation of a specialized body for Corporate Social Responsibility at the national level**
- **Providing incentives and facilities that encourage the performance of Corporate Social Responsibility**
- **Providing the necessary capabilities to attract the private sector**
- **Provide an accurate indicator related to clear criteria that determine the results and impacts of university Corporate Social Responsibility programs**
- **That universities begin to adopt the concept of sustainable development in all their work.**
- **Enhancing the Corporate Social Responsibility of universities by building specialized cadres**
- **Contribute to the development of civil society institutions and charitable work to be more capable and efficient in achieving results.**
- **Work to raise awareness so that the culture of institutional giving reaches the same level as the culture of individual giving**
- **Work to correct the misconception that the cases of the needy can only be dealt with by government agencies or charities**

The university, as an educational institution that seeks to achieve its vision, mission, and goals, and the community as a

partner in sustainable development, has a great impact on the local community, as there are many areas for this influence, and many activities that the university can carry out in the field of protecting the local environment and preserving its elements. It is a social mediator that constitutes a model environment or community, and it has capabilities that can serve and develop the local community. As the university can be a center of cultural radiation for the environment that raises the level of social and cultural awareness within the environment and enhances it, so that the work is institutional based on fixed and planned rules. It benefits the university in performing its work.

In light of the above, the classification criteria for universities can be determined from the angle of Corporate Social Responsibility of the following universities:

- Is there a strategic plan announced on the university portal?
- Is there an annual plan and implementation activities?
- Are there partners in the activities and events application?
- Are there priorities for the Corporate Social Responsibility plan?
- Is there a working group for Corporate Social Responsibility?
- Is there a Corporate Social Responsibility fund?
- Is the Corporate Social Responsibility activity included in the evaluation of employees as a special item?
- Has the university issued reports on its socially responsible activities, events and initiatives?
- Does the university sponsor volunteer activities and events for students?
- Does the university conclude agreements with other parties to implement community activities and events?
- Does the university offer courses related to Corporate Social Responsibility?
- Do universities hold or faculty members participate in conferences related to Corporate Social Responsibility?

- Does the university apply product rotation (investment) policies?
- Do universities offer majors emerging with the need of the market?
- Does the university provide a friendly environment?
- Are university employees subject to the desired privileges and rights?
- Is there an evaluation of activities and events and identifying strengths and deviation indicators?

The Conclusion:

It seldom occupies a topic worthy of consideration and importance as much as the concept of Corporate Social Responsibility has reached in theory and practice, due to the growing actual importance of the need for institutions to engage universities and the peak of their hump in prominent societal issues, but rather to contribute as effectively as possible, which helps in reducing environmental hazards, including them in particular. Not limited to, and other societal issues instead of turning into hotbeds of tension and crises.

From here, the decision-makers in society, represented by the formula of the trinity consisting of the public sector (the government), the private sector, and the private sector, must play a prominent joint role in this issue, since if a sector neglects its participation, the results are truncated by virtue of the gap left by each of these sectors.

Socially responsible institutions build a rational culture among their members. It pushes them to activate their feelings and translate them into action programs that contribute to the development of society on the one hand, also it gives them the opportunity, on the other hand, to reflect on the outcome of their actions and behaviors the bequeathed it to future generations to live by increases and increases.

Based on the above, the Corporate Social Responsibility of universities must be involved in classifying universities and evaluating them accordingly, because of their prominent role as the university is a community institution and not only a scientific or research institution.