

The analysis of perception of human resources on social responsibility of the companies in Dâmbovița

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Abstract

The vast approaches of literature regarding the concept of social responsibility is the result of the fact that it represents an area that attracts many specialists, and the states have to follow the directives of EU on the respect and protection of the individual and environment. Social responsibility represents a prominent feature of the literature that addresses ethical issues in businesses and social performance.

The article has a part of the level of knowledge and an applicative part. In the second part a direct research is made, a survey to observe the attitude of human resources toward the responsible behaviour. The hypotheses were verified through the SPSS tests (correlation and comparison).

Keywords: *human resources, social responsibility.*

1. Social responsibility-theoretical approach

Social responsibility is a core component of the strategy and organizational culture. The reason more and more people and corporations choose to adhere to a responsible behaviour is that this concept is based on moral, rational and economic arguments. (Kleef V& Roome N, 2007).

The level of social responsibility is conditioned by factors such as financial conditions of the enterprise and the economic situation of the country. The literature of specialty presents the reasons why an organization respects the principles of social responsibility. Their way of describing varies: economic or moral (TangpongC & Pesek J, 2007).

To determine the way social responsibility exists at the level of organizations, some authors made attempts to show the change of the degree of awareness, strategy and actions.

Jackson and Nelson (2004) in their works offer a frame based on the principles of responsibility to master what they call "the new rules of the game". Principles: innovation in the interest of the beneficiaries, putting people on the first level, and the diversification of economic opportunity. (Utting P, 2005).

Education remains an important source of ideas regarding the transition to an integrated system, rather than the one of the economy of knowledge, and this fact represents warning, meaning that the role and significance of socially responsible management should be constantly updated. (Roome N& Wijen F, 2006).

The pyramid of the companies in this field starts with the economic responsibilities and continues with the legal, ethical ones and those of other nature. The ethical principles are increasingly important in this period due to the changing environment in which the enterprises operate and the ethical responsibilities which are much more likely. (Alessia et all, 2009).

The theories regarding social responsibility according to several authors:

1. Utilitarian theory,
2. Managerial theory,
3. Relational theory.

Garriga and Mele (2004) present the four types of theories. These are (Ismail M, 2009):

1. Instrumental theories,
2. Political theories,

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3. Integrating theories,
4. Ethical theories.

The role of social responsibility in developing the community represents any direct and indirect benefit received by the community as a result of the social commitment. The roles in development:

1. To share the negative consequences as a result of industrialization.
2. Tighter connections between corporations and community.

2. The perception of human resources regarding the social responsibility of the companies

2.1. Methodology

This paper is a field research, an inquiry that uses as a tool the questionnaire. The observed unity-human resources from 10 organizations in Dâmbovița County (with varied activity object and number of employees). The size of the sample-100 people. The sampling method is random. The questionnaire was filled by respondents, but with advice from the operator.

Objectives:

- Knowing the responsible behaviour of the companies in Dâmbovița County,
- Highlighting the attitude of the respondents towards the involvement in social actions,
- Identifying the effects felt by the companies after the promotion of responsible behaviour.

Hypotheses:

1. Human resources in percentage of over 50% have concerns regarding social responsibility.
2. The main positive effect felt by the companies after involving in social actions is to increase notoriety.
3. There are no differences of opinion depending on the sex regarding the importance of social responsibility.
4. The environment of the respondents doesn't correlate with the frequency of involvement in social action.

The questionnaire has a number of 11 questions, and 2 are those from the category of demographic information. The data got from the respondents were introduced in the SPSS program and interpreted. Among the scales used in this research lie: the nominal and the ordinal one.

2.2. Interpretation of results

1. Have you heard of the concept of social responsibility?

Table 1. The answers of the respondents

| Answer | Frequency | Percentage |
|--------------|-----------|------------|
| Yes | 70 | 70 |
| No | 20 | 20 |
| I don't know | 10 | 10 |
| Total | 100 | 100 |

At the first question analysed 70% of the human resources answered that they had heard of social responsibility, 20 % that haven't heard and 10 % t don't know.

1. In your own opinion social responsibility is:

Table 2. Answers of respondents

| Answer | Frequency | Percentage |
|---|-----------|------------|
| A concern for the environment and society | 50 | 50 |
| Way of increasing | 10 | 10 |

| | | |
|----------------|-----|-----|
| profit | | |
| Way to promote | 30 | 30 |
| I don't know | 10 | 10 |
| I don't answer | - | - |
| Total | 100 | 100 |

50% of the participants thought that this concept is a concern for the environment and society, 30 % saw it as a form of promotion of the company, 10 % as a way of increasing the profit and 10 % didn't know what to answer.

2. The company where you work demonstrates social responsibility?

Table 3. Answers of respondents

| Answer | Frequency | Percentage |
|--------------|-----------|------------|
| Yes | 70 | 70 |
| No | 20 | 20 |
| I don't know | 10 | 10 |
| Total | 100 | 100 |

The majority of human resources said that the company is demonstrating social responsibility (70%), 20% answered that this does not work, and 10% did not know what to answer.

3. Are you involved in social actions?

Table 4. The answers of respondents

| Answer | Frequency | Percentage |
|--------------|-----------|------------|
| Yes | 60 | 60 |
| No | 30 | 30 |
| I don't know | 10 | 10 |
| Total | 100 | 100 |

From the human resources: 60% answered that they are engaged in social actions, 30% said that are not involved and 10% didn't know.

4. Promoting a responsible behaviour by a company leads to?

Table 5. The answers of respondents

| Answer | Frequency | Percentage |
|--|-----------|------------|
| Increasing notoriety | 50 | 50 |
| Keeping actual clients and attracting others | 20 | 20 |
| Attracting the support of media | 30 | 30 |
| I don't answer | - | - |
| Total | 100 | 100 |

The practicing of responsible behaviour by a company is seen by the respondents as having a positive effect on: increasing notoriety (50%), keeping the actual clients and attracting others (20%) and attracting the support of the media (30%).

5. How would you characterize the level of importance given by the company:

Table 6. The answers of the respondents

| Answer | Very important | Important | So and so | Unimportant | Very unimportant |
|----------|----------------|-----------|-----------|-------------|------------------|
| Economic | 30 | 50 | 20 | | |

| | | | | | |
|-----------------------|----|----|----|--|--|
| responsibility | | | | | |
| Legal responsibility | 70 | 20 | 10 | | |
| Social responsibility | 60 | 30 | 10 | | |

In the case of this question we used as method of scaling -the semantic differentiation. Are calculated the average and overall scores.

- Average score for the criterion "Economic responsibility", $P=(30*5+50*4+20*3)/100$, $P=4.1$ -the criterion is important in the opinion of the respondents.
- Average score for the "Legal responsibility" criterion, $P=(70*5+20*4+10*3)/100$, $P=4.6$. The criterion is very important.
- Average score for the criterion "Social responsibility", $P=(60*5+30*4+10*3)/100$, $P=4.5$. In the opinion of the respondents the company considers very important the social responsibility.

The score at the level of the entire criterion, $P=(4.1+4.6+4.5)/3$, $P=4.4$. From this result it appears that it is given importance to the economic, social and legal responsibility.

6. How often does the company involve itself in such social actions?

Table 7. The answers of respondents

| Answer | Frequency | Percentage |
|----------------|-----------|------------|
| Very often | 60 | 60 |
| Often | 30 | 30 |
| Rarely | 10 | 10 |
| I don't answer | - | - |
| Total | 100 | 100 |

According to the respondents the company involves:

- Very often-60%,
- Often-30%,
- Rarely-10%.

7. I get involved in social activities because?

Table 8. The answers of the respondents

| Answer | Frequency | Percentage |
|---------------------------------|-----------|------------|
| Of free will | 60 | 60 |
| Under the impulse of management | 30 | 30 |
| To be a role model | 10 | 10 |
| I don't know | | |

The aim of involving in social actions:

- Own choice for 60%,
- Under the impulse of the manager 30%,
- To be a role model 10%.

8. Does your company give money to support social actions?

Table 9. The answers of respondents

| Answer | Frequency | Percentage |
|--------|-----------|------------|
| Yes | 70 | 70 |
| No | 20 | 20 |

| | | |
|--------------|-----|-----|
| I don't know | 10 | 10 |
| Total | 100 | 100 |

In a percentage of 70% the participants think that money is allocated by the company in order to support social actions.

9. What is your gender?

Table 10. The answers of respondents

| Answer | Frequency | Percentage |
|--------|-----------|------------|
| Women | 60 | 60 |
| Men | 40 | 40 |

The structure of respondents by gender shows the fact that 60% are women and 40% are men.

10. What is your environment?

Table11. The answers of respondents

| Answer | Frequency | Percentage |
|--------|-----------|------------|
| Urban | 55 | 55 |
| Rural | 45 | 45 |

From the respondents 55% are from urban areas and 45% from rural areas.

3. Checking the hypotheses

All the hypotheses were confirmed. To observe the negation or the confirmation of the first two was used the frequency, and for the next two hypotheses -the tests from SPSS (correlation and comparison).

The first two hypotheses:

1. Human resources in a percentage of over 50% have concerns regarding social responsibility.
2. The main positive effect felt by the companies after involving in social actions is the increasing of notoriety of the company.

Their confirmation was presented in detail in the part of the interpretation of results.

3. There are no differences of opinion depending on gender regarding the importance of social responsibility.

Table 12. The importance of social responsibility depending on gender

| | | The gender of respondents | | Total |
|-----------------------|----------------|---------------------------|------|-------|
| | | female | male | |
| Social responsibility | Very important | 30 | 10 | 40 |
| | Important | 20 | 20 | 40 |
| | Indifference | 10 | 10 | 20 |
| Total | | 60 | 40 | 100 |

In the case of females social responsibility is: very important for 30 people, important for 20 people, it doesn't matter for 10 people. In the case of males: for 10 is very important, in the case of 20 it is important and for 19 it doesn't matter.

Table 13. The Hi square test

| | Values | df | The value of the degree of significance |
|---------------------|--------------------|----|---|
| Pearson | 3,225 ^a | 3 | ,358 |
| Rate of probability | 3,131 | 3 | ,372 |
| Linear association | 2,426 | 1 | ,119 |
| Valid cases | 283 | | |

The test shows that there is no connection between gender and the importance given to social responsibility. The hypotheses number three was checked.

4. The environment of the respondents doesn't correlate with the frequency of involvement in social action.

Table 14. Correlation between variables

| | | The environment of origin |
|--|-----------------|---------------------------|
| Frequency of involvement in social actions | Pearson | ,055 |
| | Sig. (2-tailed) | ,355 |
| | N | 283 |
| *. Correlation is significant at the 0.05 level (2-tailed). | | |
| **. Correlation is significant at the 0.01 level (2-tailed). | | |

The coefficient of Pearson proves that there is no connection between the variables. The last hypothesis was checked.

Conclusions

The theoretical and practical research shows that the social responsibility represents not just the interest of the managers of the companies, but of all the human resources.

The theoretical approach showed that a responsible behaviour has to prove protection of environment and society.

The research made on the basis of the opinion survey showed that the individuals involved in social actions from their own initiative. The majority of the companies have joined to this concept to increase the notoriety, obviously and the financial results.

For the majority of respondents it is important for the company not to take into account exclusively the social responsibility, but they have to give importance to the economic and legal ones.

In conclusion, the companies are aware of the positive effects of responsible behaviour and seeks to comply.

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