

Influence of Corporate Social Responsibility on Community Development: An Appraisal of Oil Producing Communities in Igburu Clan

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Abstract: *The study examined the effect of Corporate Social Responsibility (CSR) on community development, an appraisal of oil producing communities in Igburu clan, Ogba, Egbema, Ndoni local government area of Rivers State. Igburu clan is an oil producing area hosting major multinational oil companies. The objectives of the study include: to find out CSR activities in Igburu clan by the oil producing companies, to ascertain the influence of CSR activities of the oil producing companies on the development of Igburu communities and also to find out ways CSR activities of the oil producing companies can be used to create sustainable development in Igburu communities. The study adopted the survey design and multistage sampling technique to choose the units from where 400 respondents were purposively selected from a population of 27,784. The questionnaire and interview served as the instrument for data collection. The study anchored on Stakeholder theory and Carroll's theory of CSR. A total of four hundred (400) copies of questionnaire were administered out of which three hundred and twenty (320) copies were correctly and completely filled and returned. Findings of the study revealed that the traditional view of business which was essentially used to maximize profit has changed in recent years as organisations/companies have now adopted the concept of CSR. The CSR in some ways has affected the development of communities in Igburu clan but a lot needs to be done in the area of sustainable development. The study recommends that the concept of CSR should be sustained and priority should be giving to host community's present needs. CSR should be projects that will create sustainable development to better the life of the people and that government and local authorities should provide enabling political and social environment to motivate companies operating in this area to carry out sustainable social responsibility to improve the lives of the local communities. Thus, the study concludes that the oil companies should consider the interest of the communities by providing social infrastructure such as schools, hospitals, roads, water supply etc, in their area of operations.*

Keywords: *Corporate social responsibility, community development, environment, organisation, stakeholders*

INTRODUCTION

Corporate social responsibility (CSR) is a business system that enables the production and distribution of wealth for the betterment of its stakeholders through the implementation and integration of ethical systems and sustainable management practices. In other words, Corporate Social Responsibility could be referred to strategies corporations or firms use to conduct their

business in a way that it is ethical, society friendly and beneficial to community in terms of development.

The concept of Corporate Social Responsibility started to evolve back in 1910s when the role of corporate directors was perceived as exceeding the narrow interest of stakeholders; and businesses

have been educated on the need to be socially aware and responsible as early as 1930s. In other words, the term Corporate Social Responsibility was originally founded by E. Merrick Dodd in 1932. Bowen, the "father of CSR" views Corporate Social Responsibility as the obligation of business to pursue organisational policies and make decisions desirable in terms of social objectives and values. Businesses are not just instrumental in producing goods and services, they are affecting an entire society in diverse and complex ways. Therefore, business should act ethically to improve community's quality of life (Masum et al., 2020).

Corporate Social Responsibility in recent time is giving priority in companies or organisations scheme of things as a way of giving back to their stakeholders or communities of operations. As part of their Corporate Social Responsibility (CSR), there is now widespread expectation that companies should be held accountable for their impacts on the communities and the environment where they operate (Rowe et al., 2014).

Consequently, companies have had to develop Corporate Social Responsibility strategies for dealing with local communities and contributing to community development. However the extent to which the Corporate Social Responsibility initiatives of companies have contributed to community development in their areas of operation remain contested. Akpan (2006) has argued that the Corporate Social Responsibility initiatives of companies in Nigeria have failed to contribute to community development and in some instances have caused inter and intra community conflicts.

There have been cases in some communities where poor management of Corporate Social Responsibility projects resulted to communal crisis with series of casualties. In contrast, Ite (2007) suggested that the Community Social Responsibility initiatives of the companies have actually contributed to community development given the extent of governmental failure. According to him, oil companies have continually improved upon their Corporate Social Responsibility strategies so as to better respond to the needs of their host communities.

Corporate Social Responsibility has been seen as competitive advantage of companies if they exercise their duties or responsibilities towards the society. By engaging in Corporate Social Responsibility activities, organisations tend to gain better recognition as responsible corporate citizens from the perspective of international and local investors. It may no longer be accepted for business organisations to neglect Corporate Social Responsibility. The role of business in society is no longer focused on creating wealth alone but is also focused on acting responsibly towards stakeholders (Masun et al., 2020). Presently, businesses continually face pressures from different stakeholders. Because of all these pressures coming from different stakeholders, organisations find it inevitable to resort to Corporate Social Responsibility. In recent times, businesses should not primarily focus on maximizing its profit or mainly focus on pursuing CSR activities which may not produce any immediate gain but may result in long-term gain to the business from the continued support to the business by all of its stakeholders and the community at large (Ismail 2009).

According to Renouard and Lado (2012), Corporate Social Responsibility activities of multinationals have somewhat contributed to the improvement of the material well-being of some of the people living close to oil production sites, but inequalities or 'relational capabilities' have actually deteriorated in these communities. This position highlights the complexity of measuring the effects of Corporate Social Responsibility in developing countries such as Nigeria and by extension Igburu clan in Ogba/Egbema/Ndoni local government area of Rivers State. Indeed, the different perspectives to Corporate Social Responsibility contribution to community development in the region can partly be attributed to the fact that CSR as a discipline lacks well-developed elaborative methodologies that capture its effect (Prieto et al., 2006).

This according to Hamann (2006) is attributed to the fact that while social issues related to CSR are often difficult to measure, there is also the tendency for different stakeholders to adopt different perceptual lenses in their assessment of CSR impact. Besides, since CSR initiatives do not take place

in a vacuum; the broader political economy compounds the difficulty of measuring CSR impact hence, Gitsham (2007) has suggested that any focus on Corporate Social Responsibility impact that does not consider the broader impacts of core business activities can give a misleading picture.

However, the extent to which the CSR initiatives of oil producing companies have contributed to community development in the Igburu clan remain contested. Akpan (2006)

Statement of the Problem

Igburu is a clan in Ogba/Egbema/Ndoni local government area of Rivers State. The clan is part of the Ogba speaking tribe in Rivers state and consist of twelve (12) autonomous communities namely Egbada, Uju , Okansu, Osiakpu, Elieta, Ikiri, Elehia, Ohiaugba, Amah, Obigwe, Ogbidi and Okposi. The clan has witnessed the presence of multinational oil producing companies that have been carrying out the activities of oil and gas exploration and exploitation in the area for over three decades. Egbada and Okansu communities are host to Nigeria Agip Oil Company (NAOC). Amah community is host to Total Energy. Ohiaugba, Elehia and Ikiri are host to Shell SPDC. While Okposi, Ogbidi and Obigwe has Nigeria Liquefied Natural Gas (NLNG) pressure pipeline facilities. Also, in the Egbada and Uju

has argued that the CSR initiatives of oil transnational corporations (TNCs) have failed to contribute to community development and in some instances have caused inter- and intra-community conflicts. Therefore, this study sought to evaluate the effect of Corporate Social Responsibility on community development in the Oil producing communities in Igburu clan in Ogba, Egbema, Ndoni local government area of Rivers State.

communities is Indorama Fertilizer and Chemical Company Limited (OB/OB gas pipeline). These multinational companies operating in Igburu clan have in recent times engaged in Corporate Social Responsibility projects within their host communities in the clan. Several Memorandum of Understanding (MOU) have been reached between the companies and their respective host communities. However, it seems that the oil producing companies activities in Igburu clan have not really been felt by the people in the communities in terms of development and better living conditions. This study was set out to investigate into the Corporate Social Responsibility activities of the multinationals oil companies and the developmental condition of the communities in Igburu clan.

Objectives of the Study

The objectives of the study are to;

1. find out Corporate Social Responsibility activities of the oil producing companies in Igburu clan.
2. ascertain the influence of Corporate Social Responsibility activities of the oil producing companies on the

development of communities in Igburu clan.

3. find out ways Corporate Social Responsibility activities of the oil producing companies could be used to create sustainable development in Igburu communities.

Research Questions

The study will answer the following research questions;

1. What are the Corporate Social Responsibility activities/projects of the oil producing companies in Igburu clan?
2. How has Corporate Social Responsibility activities of the oil

producing companies impacted on the development of communities in Igburu clan?

3. What are the ways Corporate Social Responsibility activities of the oil producing companies could be used to create sustainable development in Igburu communities?

LITERATURE REVIEW

Conceptual Review

Concept of Corporate Social Responsibility

The concept of Corporate Social Responsibility (CSR) started to evolve back in 1910s when the role of corporate directors was perceived as exceeding the narrow interest of stakeholders; and businesses have been educated on the need to be socially aware and responsible. In other words, the term CSR was originally founded by E. Merrick Dodd in 1932. Bowen, the "father of CSR" view CSR as the obligation of business to pursue organisational policies and make decisions desirable in terms of social objectives and values. Businesses are not just instrumental in producing goods and services they are also affecting an entire society in diverse and complex ways. Therefore, business should act ethically to improve community's quality of life. There are many ways businesses demonstrate their CSR initiatives. For example, a company may include social elements into products to demonstrate CSR towards customers. To the community, some corporations may make money contributions to improve education facilities.

Literature shows that definitions of CSR by and large fall into two general schools of thought. First, there are theorists who argue that a business is obliged to maximize profits within the boundaries of the law and minimal ethical constraints and second, those that advocate a broader range of obligations towards society (Masum et al. 2020). It would appear from the literature that society generally expect business to move away from their limited economic focus and be more socially responsible. Therefore, the second view seems to be more convincing in the context of this paper. This is due to the fact that the concept of CSR here is defined as

companies, like individuals, should strive to be good corporate citizens by contributing to the community to a greater extent than is generally required and the corporation as an economic institution has a social service as well as a profit making function. Hence, CSR can be defined as a socially responsive behaviour derived from normative or ethical considerations (Masum et al., 2020).

Concept of CSR means that corporations/organisations have some measure of moral, ethical, and philanthropic responsibilities apart from their responsibilities to earn a fair return for investors and comply with the law. Uwafiokun (2011) simply refers CSR to strategies corporations or firms use to conduct their business in a way that it is ethical and society friendly. Therefore, as mentioned earlier, CSR can involve the arrangement of activities such as working in partnership with local communities, and involving in activities for environmental conservation and sustainability. In discussing the concept of CSR, it is equally important to take note of the fact that the present-day CSR (also called corporate responsibility, corporate citizenship, responsible business and corporate social responsibility) is a concept whereby business organisations consider the interest of society by taking responsibility for the impact of their activities on several stakeholders i.e. communities as well as their environment. The obligation shows that the organisations have to comply with legislation and voluntarily take initiatives to improve the well-being of the employees and their families as well as for the community and society at large (Masum et al., 2020).

Community Development

The concept of rural development or community development will be used interchangeably to mean the same thing. The scope of the concept of rural or community development is very wide. It is a multi-dimensional process involving such areas as agriculture, health, education, provision of rural infrastructures, social life, political and

economic issues, commerce and industry, among others, and their integration with the national economy (Uwafiokun 2014). Since the scope of the concept is wide it is the pivot on which a sound national development in all its ramifications can effectively be achieved. It is, however often assumed by policy makers and development planners that rural or

community development is synonymous with agriculture. To correct this impression, it is very necessary to carry out a detailed conceptualization of the concept by scholars in the field of rural or community development.

The concept of integrated rural development implies that it is a composite or comprehensive programme for rural development in which all relevant sectors such as agriculture, education, housing, health and employment are conceived as interlinking elements in a system having horizontal as well as vertical linkage in operational and spatial terms.

According to Aziz, (1999), the concept of rural development should be viewed as a holistic concept, which recognizes the complexity and inter-relatedness of the many variables which influence the quality of life in rural areas. It is a complex process, which involves economic, social, political, cultural, technological and other situational factors.

Hence for the actualization of the concept, these factors have to be integrated with local government policies and plans with the objectives of improving the quality of life of the people in the rural sector.

In the opinion of Gana, (1996), rural development is important not only for its impact on rural places and people but also for its contribution to the overall development of the nation. In the Nigerian experience where the bulk of the people and land are rural, and where the level of rural output is very low, rural mobilization provides the quickest and most direct route to national development.

Corporate Social Responsibility and Its Effect on Community Development

Before addressing the effect of CSR on community development, it would be vital to define the term community development. In the context of this paper, we have adopted the widely used meaning of community development given by the United Nations. The United Nations defines community development“ as an effort of individuals in a community conducted in such a way to help solve community problems with a minimum help from external organisations. External organisations include government and non-government organisations, and corporations of various types and sizes such as small and medium enterprises (SMEs) and multinational corporations (MNCs). The implication of the

Since the concept of “rural or community development” is very wide in scope, it is necessary to write about an integrated approach to the definition of the concept. Thus, according to the United Nations (1976, p.4):

This would require the adoption of appropriate technology for raising rural productivity and efficient utilization of resources, creation of efficient transport network for rural and urban areas to ensure easy transportation of agricultural produce for massive food production and supply of industrial raw materials.

It is to be observed that the ambit of rural development is very wide indeed, and it requires a comprehensive approach. It includes generation of new employment, more equitable access to arable land, equitable distribution of income, widespread improvement in health, nutrition and housing, creation of incentives and opportunities. It also involves the ability of the local government to create wider opportunities for individuals to realize their full potentials through education and sharing in the decisions and actions which affect their live (Uwafiokun, 2014).

UN’s definition of community development is, therefore, emphasising creativity and self-reliance in the community for short and long term goals, but not to defy the CSR roles of the various types of business firms. Hence, the effect of CSR on community development in the context of this paper encapsulates any direct and indirect benefits received by the community as results of social commitment of corporations to the overall community and social system. The following are the common effects of CSR on community development:

First, CSR helps in sharing the negative consequences as a result of industrialization. Corporations by indulging in CSR activities tend to adopt ethical business processes.

Second, CSR provides closer ties between corporations and community. By indulging in CSR

activities, the existence of corporations in the social system is felt beyond a perception that corporation is a place just to get employment and producers of goods and services. By doing so, corporations and community would stay in peace and harmony Third, the adoption of CSR activities in Multinational Corporation brings about the transfer of technology. In other words, closer ties help in transfer of technology between MNCs that give concerns on CSR and communities in the host countries. Fourth, CSR helps protect the environment. It cannot be denied that some of the world's largest corporations have made a highly visible commitment to CSR, for example, with the initiatives aimed at reducing their environmental footprint. These corporations take the view that financial and environmental performance can work together to drive corporation growth and social reputation Fifth, CSR promotes interdependency between a corporation and community. In other words, the closer link between a corporation and community is another aspect of CSR role in community development because in a long-run it creates sustainable development

Theoretical Framework

This study used the Stakeholder theory and Carroll's theory of CSR.

Stakeholder Theory

In 1984, R. Edward Freeman originally detailed the Stakeholder Theory of organisational management and business ethics that addresses morals and values in managing an organisation. Stakeholder Theory proposes that companies produce externalities that affect several parties, both internal and external to the firm. The theory argues that a firm should create value for all stakeholders, not just the shareholders. The Stakeholder theory is instrumental because its main goal is to increase value for stakeholders, which will translate to a peaceful working relationship between the organisation and host community which will lead to organisational goals.

This theory is relevant to this study because the amount of value the oil producing

Sixth, a CSR programme can be seen as an aid to alleviate poverty. According to Carroll (1999), it is important for managers and employees to participate in voluntary and charitable activities within their local communities, especially in projects that enhance a community's quality of life. Successfully implemented CSR programmes on community development promote growth, reducing poverty and financially beneficial for the members of a society.

Seventh, a CSR programme helps in data gathering for other public organisation function. For instance in the United States, Intel and IBM (examples of mega ICT firms) assisted under-staffed police departments with information gathering and processing by installing cameras with video processing abilities in areas where there are high rates of crime.

Eighth, CSR brings about corporate sustainability goals. For example, the European Union (EU) has developed a corporate sustainability framework, which identifies a progressive set of economic, social and environmental objectives that companies are encouraged to achieve (Masun et al., 2020).

companies will place on Igburu communities as stakeholders in terms of Corporate Social Responsibility activities will result to interconnected relationship between the oil producing companies and Igburu communities and thus create peaceful working environment which will have a great effect on the development of the area. It is said that without peace, there will be no meaningful development. The implementation of stakeholder theory will result to a win-win situation as the oil producing companies keep achieving their goals, more attention in terms of Corporate Social Responsibility activities will also be giving to Igburu communities.

How the oil producing companies had created values through implementation of Corporate Social Responsibility for the development of Igburu communities is one of the reasons for this study.

Carroll's Theory of CSR

Carroll's Theory of CSR also known as Carroll's Corporate Social Responsibility Pyramid was developed by Archie Carroll in 1991. According to Carroll's, corporate social responsibility involves the conduct of a business so that it is economically profitable, law abiding, ethical and socially supportive. To be socially responsible an organisation must meet economic, legal, ethical, and philanthropic expectations given by society at a given point in time.

Bringing it to bear on this study, it is worthy of note that the Igburu clan are group of people bond by common identity, culture and traditions and have been hosting these multinational oil companies for over two

decades. It is therefore the responsibility of the oil producing companies in Igburu clan to abide by legal, ethical and social supportive concepts in the conduct of their business in Igburu clan to help in its development and a better living condition of the people. This theory is relevant to this study because it supports corporate social responsibility of companies in their areas of business operations.

Thus, the multinationals through the implementation of Corporate Social Responsibility should improve the lives of people in the communities in Igburu; which is what this study is out to investigate.

Empirical Review

Masum, et al (2020) examined the "Effect of Corporate Social Responsibility (CSR) on Community Development". The study adopted a library based research methodology focusing mainly on primary and secondary sources. The result of this paper shows that the traditional view of business being essentially to maximize profit has changed in recent years and corporations have adopted the concept of CSR, which is concerned with economic, environment, and social performance. The study concludes that the effect of CSR on community development can be seen from different angles like protecting the environment. The study recommends that corporations/companies should liaise with community authorities to identify areas of opportunities available to them, involve the community in the planning, formulation, implementation and evaluation of CSR projects, put in place proper monitoring system to address the challenge pose by negligible and non-existent benefits and for government and relevant agencies saddled with the responsibility of enforcing environmental laws to maintain a high moral and ethical standard to its effectiveness. This study is related to our present study because the present study is on corporate social responsibility of multinational oil producing companies in Igburu clan.

Amusum, Aziz and Hassan (2020) conducted a study on "Corporate Social Responsibility

(CSR) and its Effect on Community Development". Part of the objectives of the study was to examine the effect of Corporate Social Responsibility (CSR) on Community development. The study adopted a library based research methodology focusing mainly on primary and secondary source.

The findings of the research show that the traditional view of business being essentially to maximize profit has changed in recent years. Organisations/companies have now adopted the concept of Corporate Social Responsibility which is concerned with economic, environment and social performance.

The paper concludes that the effect of Corporate Social Responsibility (CSR) on community development can be seen from different angles like protecting the environment. The study recommended that corporations/organisations should liaise with community authorities to identify areas of opportunities available to them, involve the community in planning, formulating, implementation and evaluation of Corporate Social Responsibility (CSR) project. The government and other authorities should provide enabling political and social environment that will encourage implementation of Corporate Social Responsibility programmes with proper monitoring system to address the challenge of negligible and non-existent benefits.

Although the study adopted a library based research methodology as against descriptive survey adopted by present study, there is correlation as both studies are concerned with Corporate Social Responsibility (CSR) but the present study is directed on the perception of the common man in the community hence questionnaire is used as the source of data. The study is relevant to the present study because it served as the compass with which the present study relied on to determine the departure point in the methodology of this study.

Asumah (2015) investigated the "Effect of Corporate Social Responsibility on Community Development". The study focused on the AngloGold Ashanti's mine operation in Obuasi and its environs. The study adopted descriptive survey design using both quantitative and qualitative approach.

The findings of the investigation showed that the company carried out its Corporate Social Responsibility (CSR) to the Obuasi community and its environs, and that the state of community development in the communities were satisfactory. However, major challenges faced by the company in implementing Corporate Social Responsibility include financial constrain, political and opinion leaders interference and lack of support or commitment from community members leading to abandonment of projects.

Anglogold Ashanti should liaise with authorities to identify areas of opportunities available to better the lives of the people, involve the communities in planning, implementation and evaluation of Corporate Social Responsibility projects and other measures aimed at restoring back degraded land to its original state after mining activities to reduce the negative environmental and health impact.

The study is relevant to the present study because both studies adopted survey method. Though the location of the study is Anglogold in Obuasi and its environs in Ghana and the present study is on oil producing communities in Igburu clan in Ogb/Egbema/Ndoni local government area of Rivers State. Both studies

are carried out to investigate Corporate Social Responsibility (CSR) in community development. The present study was set out to compare the findings of satisfactory development of Obuasi and its environs due to implementation of Corporate Social Responsibility (CSR) to that of the oil producing communities in Igburu clan.

Wopara (2015) carried a study on "How Corporate Social Responsibility (CSR) of a Gas Company can be a Factor in the Development of the Local Community in Niger Delta". The research employed various qualitative research method such as interviews, questionnaire and document analysis.

The study found out that NLNG-Bonny partnership brought about a combination of traditional in-house and the global memorandum of understanding model due to the role played by the traditional rulers. The hierarchical structure in Bonny kingdom puts the traditional rulers in place of facilitating the community development process as representative of the people.

The study concluded that the issue of Niger Delta is not the issue of Corporate Social Responsibility alone but should be redefined in such a way that the government should be actively involved and to ensure enabling environment for Corporate Social Responsibility to thrive.

The study recommends that NLG, Bonny kingdom and Government should be co-responsible for the social economic development of the Bonny kingdom. CSR intervention in form of infrastructures and job opportunities should be directly managed and supervised by the company and to adopt democratic principles of rule of law, accountability and effective representation.

The study is relevant to the present study because both studies employed survey design using questionnaire and interview analysis as source of data collection. The study is on Corporate Social Responsibility of oil and gas companies in the Niger Delta, same region, experience and challenges, but the present study was limited to a specific location in Niger Delta which is Igburu clan.

METHODOLOGY

This study adopted the survey design. The questionnaire and oral interview were used as instrument for data collection and were designed based on the main indicators of the relevant information needed for the study and also for quick analysis of data.

Igburu clan has estimated population of twenty-seven thousand, seven hundred and eighty-four (27,784) as at 2023 projected at 2.5% growth rate. It has 12 communities that make up the clan. The clan is divided into four zones with three clusters each. The multistage sampling technique was adopted for the study. The cluster sampling was used to divide the respondents into four zones, while the purposive sampling technique was used to

select the respondents from each cluster. A sample size of 400 was arrived at using Taro Yamane (1967) as cited in Adam (2020).

A total number of four hundred (400) copies of the questionnaire were administered to the respondents living in the communities that make up Igburu clan and out of that number; three hundred and twenty (320) copies of the questionnaire were correctly and completely filled and returned. Data were analysed using simple percentage frequency and four likert scale of SA- Strongly Agree (4), A-Agree (3), D-Disagree (2), SD-Strongly Agree (1), with an acceptable criterion of 2.5. For the qualitative analysis, the Explanation Building Technique (EBT) was used.

PRESENTATION AND ANALYSIS OF DATA

Research Question One: What are the Corporate Social Responsibility activities of the oil producing companies in Igburu clan?

Table 1: Corporate Social Responsibility activities in Igburu Clan

S/N	Variables	SA	A	D	SD	Total	WMS	Remark
1.	Presence of schools, roads with drainages, commerce and industry as CSR projects	63	183	40	34	320	2.8	Agreed
2.	Provision of electricity and solar streetlights in Igburu communities	63	183	40	34	320	2.8	Agreed
3.	Provision of good drinking water to host communities	7	24	238	51	320	1.9	Disagreed
4.	Agriculture, agro and other skill/vocational training as CSR projects	73	180	40	34	320	2.9	Agreed
5	Provisions of scholarship, bursary and financial support to small and medium scale enterprises	180	93	37	10	320	3.4	Agreed
6.	Provision of social amenities such as health care and recreational facilities, etc	7	18	250	45	320	1.9	Disagreed

Source: Field Survey, 2023

Table 1 shows that the respondents agreed that there are road constructed as CSR projects linking them to the urban area. The table also shows that the communities are provided with electricity and solar streetlights, empowerment of youths with agro and other

skill acquisition, bursary, scholarship and financial grant to small and medium scale enterprises. The table equally revealed that there is no provision of good drinking water and adequate medical facilities in Igburu communities.

Research Question Two: How has Corporate Social Responsibility activities/projects of the oil producing companies impacted on the development of communities in Igburu clan?

Table 2: How Corporate Social Responsibility activities/projects has impacted on the development of communities in Igburu clan

S/N	Variables	SA	A	D	SD	Total	WMS	Remark
1.	The roads and school built as CSR projects has impacted on the life of the people	95	183	30	12	320	3.1	Agreed
2.	The presence electricity and solar streetlights has added to commercial activities in the area	95	183	30	12	320	3.1	Agreed
3.	Do your community enjoy portable drinking water built as CSR project	7	24	238	51	320	1.9	Disagreed
4.	Does your community benefit from agro, skill acquisition, scholarship, bursary and other financial aid	95	183	30	12	320	3.1	Agreed
5.	Your community has access to free medical care and recreational facilities courtesy of CSR projects	30	95	150	45	320	2.3	Disagreed

Source: Field Survey, 2023

Table 2 shows that Igburu communities have access to roads which connect them to urban cities and schools built as CSR projects. The table also indicated the presence of electricity and solar streetlights, and that the

communities have also benefited from the agro and other skills acquisition, scholarship and other financial grant. The table equally revealed the absence of good drinking water and medical facilities.

Research Question Three: what are the ways Corporate Social Responsibility activities of the oil producing companies could be used to create a sustainable development in Igburu communities?

Table 3: Ways Corporate Social Responsibility projects could be used to create sustainable development in Igburu communities

S/N	Variables	SA	A	D	SD	Total	WMS	Remark
1.	Has these CSR projects impacted on the standard of living in Igburu communities in general	98	180	30	12	320	3.1	Agreed
2.	Is the CSR projects touching on the peoples priority needs	7	24	238	51	320	1.9	Disagreed
3.	They visit the communities to know their needs before bringing such CSR projects for the communities	7	24	238	51	320	1.9	Disagreed
4	Does the CSR projects address the immediate need and challenge of Igburu communities	7	24	238	51	320	1.9	Disagreed
5	Would have preferred something different if given the opportunity to be part of the negotiation	155	106	45	14	320	3.2	Agreed

Source: Field Survey, 2023

Table 3 shows that the respondents agreed that CSR projects have impacted on the standard of living of Igburu communities. The

table also indicated that not all the projects are what the people

need at a particular time hence such CSR projects ends up not addressing the immediate needs and challenges of the people. The table also revealed that if the

people were involved in choosing what they want rather than what the companies want that the story would have been different.

Qualitative Data

Interview Presentation

Oral interview were carried out to enable the researchers extract more facts based on the objectives of the study. HRH, Eze Chinedu Nnabugo Igwe, (Eze-Igburu 3 of Igburu clan), Chief Ephraim Nwamah, Eze-Biaulor 1 of Igburu clan and HRH, Associate Prof. Wokocha Gideon, Ochi-Ohna Okposi responding on the CSR projects of the oil producing companies in Igburu clan, also they agreed that Igburu has benefited on construction of roads, electricity, regular skill acquisition and agro training, scholarship, bursary and other financial assistance. They posited that these projects as a result of CSR have to some extent impacted on the life of the people in Igburu clan.

They also pointed out the absence of good drinking water and hospitals/health centers which has made emergency medical situations a big threat to the people in Igburu communities.

On how CSR has impacted on the development of the communities in Igburu, HRH, Eze Chinedu Nnabugo Igwe, (Eze-Igburu 3), Chief Ephraim Nwamah, Eze-Biaulor 1, and HRH, Associate Prof. Wokocha

Gideon, Ochi-Ohna Okposi responded that CSR has actually imparted on the life of the people by alleviating their sufferings in certain areas but not enough to create sustainable development in Igburu communities. The absence of good medical facilities still poses a serious threat to life of the people in the area. They also observed the absence of good drinking water in the area which has regularly exposed the inhabitants to typhoid and other related sickness.

On ways CSR could be used to create sustainable development in Igburu clan, HRH, Eze Chinedu Nnabugo Igwe, (Eze-Igburu 3), Chief Ephraim Nwamah, Eze-Biaulor 1, and HRH, Associate Prof. Wokocha Gideon, Ochi-Ohna Okposi responded that CSR should be targeted on those things that will address present and future needs. They posited that the communities should be part of making decisions on what will address their present needs and that the government should put in place deliberate policies that will make CSR a necessity in the host communities and also a regulatory body that will monitor its implementation.

Discussion of Findings

Research Question one:

What are the Corporate Social Responsibility projects of the oil producing companies in Igburu clan?

The result revealed the presence of CSR projects such as schools, roads, electricity and solar streetlights, agro and skill acquisition training, scholarship, bursary, financial support to SME's which could be said to have actually improved the living standard of the people of Igburu communities. The respondents established the potency of CSR as regards to its ability to impact on community development. This agrees with the

second postulation of Masum et al. (2020) in the literature review that society generally expect business to move away from their limited economic focus and be more socially responsible. This is due to the fact that the concept of CSR here is defined as companies, like individuals, should strive to be good corporate citizens by contributing to the community to a greater extent than is generally required.

Research Question two:

How has Corporate Social Responsibility projects of the oil producing companies impacted on the development of communities in Igburu clan?

The result revealed that the execution of CSR projects by the oil producing companies operating in Igburu clan has assisted in good measure to better the life of the people in the area with the provision of internal roads, electricity, solar streetlights, agro and other skill acquisition, scholarship, bursary, financial support to SME's, etc. However, the finding also revealed that though the CSR has assisted in good measure to better the life of people in Igburu clan, a lot need to be done in the area of health, agriculture, provision of

rural infrastructure, social life, commerce and industry. This is in line with the United Nations (1976, p. 4) postulation that the concept of integrated rural development implies that it is a composite or comprehensive programme for rural development in which all relevant sectors such as agriculture, education, housing, health and employment are conceived as interlinking elements in a system having horizontal as well as vertical linkage in operational and spatial terms.

Research Question three:

What are the ways Corporate Social Responsibility of the oil producing companies could be used to create sustainable development in Igburu communities?

The result revealed that most of the CSR are neither the priority need of the people nor capital projects that will impact positively on the development of the communities and thus could not create sustainable development. The absence of key CSR projects such as good health facilities, agriculture, commerce and industry among others is still a bane to development in Igburu clan. According to Aziz, (1999), the concept of rural development should be viewed as a holistic concept, which

recognizes the complexity and inter-relatedness of the many variables which influence the quality of life in rural areas. It is a complex process, which involves economic, social, political, cultural, technological and other situational factors. Hence for the actualization of the concept, these factors have to be integrated with local government policies and plans with the objectives of improving the quality of life of the people in the rural sector.

CONCLUSION

The concept of CSR has continued to be the subject of academic and business debate. CSR pertains to business actions taken for reasons beyond the direct profit interest. The concept of CSR encourages companies to consider the interest of the communities by providing social infrastructure such as schools, hospitals, roads, water supply in their area of operations as a way of impacting them positively. Today, Igburu clan is aware of the oil producing company's responsibility to their host communities. Therefore, it may no longer be

accepted for corporations or business organisations to neglect CSR in Igburu clan. The role of businesses in society is no longer focused on creating wealth alone but also focused on acting responsibly towards the community at large. However, there is no argument that the oil producing companies operating in Igburu communities have actually engaged in CSR but if and how the CSR has impacted and created a sustainable development in Igburu clan is what the study was set out to achieve.

RECOMMENDATIONS

From the research findings, the following recommendations were made:

1. Corporate Social Responsibility projects such as roads, schools, hospitals, good drinking water, scholarships/bursary, financial assistance to small and

medium scale enterprises, agro and skill acquisition should be sustained by the oil producing companies in Igburu clan as a way of giving back to the communities.

2. Companies should liaise with community authorities to identify areas of opportunities available to them to better the lives of the people through the provision of some social amenities. This will go a long way to improve the general living standard of the people.
3. Oil producing companies operating in Igburu clan should involve the communities in the planning, formulation, implementation and

evaluation of CSR project. This will eliminate stakeholder's conflict in some communities, the federal, state governments and local authorities should provide enabling political and social environment to motivate companies operating in their respective communities to carry out sustainable social responsibility to improve the lives of the local community.

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