Analysis of corporate social responsibility in mitigating socio-economic impact of HIV/AIDS in selected Business firms in Nairobi

Author: Mulongo, Godfrey

Abstract:

The purpose of this study was to establish and analyze corporate social responsibility (programs and policies) formulated and implemented by selected business enterprises aimed at mitigating the socio-economic impact of AIDS. The selected significant others included business enterprises operating within Nairobi employing at least 20 persons and who would have been in operation for at least two years by the time of the study. The variables of availability of internal/external programs, implementation, policy formulation & implementation, pertinent areas covered and the rationale for the programs and the formulated/implemented policies were all considered as categorical variables. The study involved the analysis of data derived from 20 respondents. Cluster sampling technique was used to select business firms with the necessary information and characteristics for the study. An exploratory descriptive survey design was followed in the study. Data was collected through direct contact questionnaires. The resulting data was analyzed through descriptive statistics involving percentages and means. The study found out that 61.1% of business firms have internal programs designed to create awareness and to control the spread of HIV/AIDS amongst their employees. The study also found out that the rationale for implementing such programs were guided by economic concerns/motives rather than overall CSR. It also established that very few businesses have designed and implemented AIDS programs aimed at mitigating socio-economic impact affecting their external communities. Similarly, the study established that a small proportion (38.9%) of the respondents do have official blue prints governing HIV/AIDS issues both for the company and the external community.