

EVALUATION OF CORPORATE SOCIAL RESPONSIBILITY  
IN SELECTED MANUFACTURING  
INDUSTRIES IN CAVITE

THESIS

LOIS MARGARET B. ATANGAN  
MARJORIE C. OMA

College of Engineering and Information Technology

CAVITE STATE UNIVERSITY

Indang, Cavite

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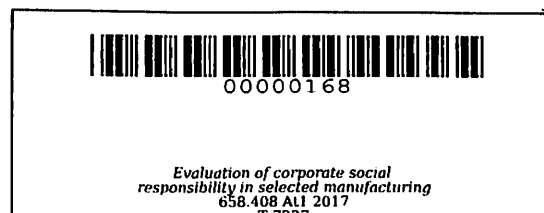
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**EVALUATION OF CORPORATE SOCIAL RESPONSIBILITY IN  
SELECTED MANUFACTURING INDUSTRIES IN CAVITE**

An Undergraduate Thesis  
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Bachelor of Science in Industrial Engineering



**LOIS MARGARET B. ATANGAN**  
**MARJORIE C. OMA**

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## **ABSTRACT**

**ATANGAN, LOIS MARGARET B. and OMA, MARJORIE C., Evaluation of Corporate Social Responsibility in Selected Manufacturing Industries in Cavite.** Undergraduate Thesis. Bachelor of Science in Industrial Engineering. Cavite State University, Indang, Cavite. May 2017. Adviser: Engr. Gerry M. Castillo.

The main purpose of this study was to evaluate the corporate social responsibility of the selected manufacturing industries in Cavite. Specifically, this study aimed to reach the objectives of this research. Current status of CSR program were identified. Related to the literature of this research, it became important to understand the impact of CSR, ways on how CSR contribute in the development of the community and also the barriers or issues that affect CSR of the companies. To provide an accurate measure of data, constructing a survey questionnaire that is related to the corporate social responsibility were developed.

A survey questionnaires were disposed to the selected industries in Cavite. Data and information from the Department of Planning and Development were utilized to determinethe number of the participants. Wherein list of names and addresses of the companies were listed and organized by industry. Through the use of the survey instrument developed from this study, data and information were collected. Mean, standard deviation and percentage were used to analyse and describe the gathered data.

Based on the findings, the selected manufacturing industries in Cavite has CSR programs in their organization. Majority of the organizations allocate budget for CSR

based on the decision of the top management. However, some of the organizations were not actively participating in that activities.

Positive and negative response came up on the impact of implementing CSR. Organizations perceived that the benefit of CSR give an opportunity and risk in their business. Though they implement CSR, the organization still lack of specific legislation regarding on the development of initiatives in the field of being socially responsible in the community and environment.

Moreover, majority of the participants answered that CSR responds to the development of needs, concerns and priorities of workers, communities and firms. They provide charitable contributions, employee volunteer programs, corporate involvement and product safety and quality in the community.

Lastly, there are barriers and issues of CSR that may be encountered in an organization. In fact, the result of the study shows that lack of knowledge and information about CSR is the major problem in an organization.

As a result, the researchers come up to the following recommendations: The organizations should get involved in the community whether it is a large or small businesses. A company that show commitment to the community or environment attracts suppliers, stakeholders and customers. They more likely trust companies with a good ethical behaviour and has a social responsibility to the community and environment. Maintain the standards and regulations of CSR in the organization. Continue helping the needy especially in the community and environment. Promote the importance of having a corporate social responsibility in an organization.

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**LOIS MARGARET B. ATANGAN  
MARJORIE C. OMA**

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An undergraduate thesis submitted to the faculty of the Department of Industrial Engineering and Technology, College of Engineering and Information Technology, Cavite State University, Indang, Cavite, in partial fulfillment of the requirements for the degree of Bachelor of Science in Industrial Engineering with Contribution No. 062. Prepared under the supervision of Engr. Gerry M. Castillo.

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## **INTRODUCTION**

Nowadays, many companies take any steps to maintain a good image and a stable position in the market. The implementation of Corporate Social Responsibility (CSR) became common to many companies because it was the belief of the companies that CSR program may take businesses in a long term success and can increase profits, even without knowing the clear definition of it. Many researchers have perceived CSR as business practices involving initiatives that may benefit the companies and society.

Companies can gain enormous benefits like winning new businesses, enhancing the influence of the company in the industry, increasing in consumer retention, giving opportunities to investment and funds. Idowu and Papasolomou (2007), stated that providing good publicity may increase the media interest and opportunities to good ethical business. Majority of the consumers were in favor on the companies that help to