

## **A Study of the Corporate Social Responsibility Practices of MTN and Globacom in Rivers State, Nigeria.**

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**Abstract:** The study assessed the CSR initiatives of MTN and GLOBACOM in such areas as health care services, education, provision of social amenities, as well as sponsorship of sporting and socio-cultural events in Rivers State. The research design employed in the study was the survey method. The study also used Phillip Meyer's sampling prescription to arrive at the sample size while the research instrument for the study was the questionnaire. Findings of the study showed that both MTN and GLO had corporate social responsibility initiatives but such initiatives were inadequate to be appreciated in their host communities. The study found out that MTN had a good performance in the provision of health care services in Rivers State. The study also found out that the CSR practices of MTN and GLO in education, provision of pipe borne water and building of market stalls were similar as both companies performed poorly in those areas. Findings of the study further showed that GLO performed well in sponsorship of sporting and socio-cultural events.

**Keywords:** Base stations, CSR, Host community, Organizations, Telecommunications

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Date of Submission: 04-10-2019

Date of Acceptance: 21-10-2019

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### **I. INTRODUCTION**

Corporate organizations which operate in any society owe the society the responsibility of contributing to the development of that society. Such developmental programmes which may include provision of social amenities, sponsorship of education, health facilities/programmes, socio-cultural events, economic empowerment, among others, are usually embedded in the corporate social responsibility strategies of organizations to mitigate the effect of their operation in the society. The absence of such programmes usually generates rancour and conflict between corporate organizations and the society in which they operate.

Since they began their operations in Nigeria, MTN and GLOBACOM have successfully carried out their business activities with relative ease and can thus be said to be successful telecommunications service providers. The success recorded by MTN and GLOBACOM can be attributed to the favourable operational environment offered to them by the society and the communities hosting their base stations [1]. In addition to the above is the high subscriber patronage by GSM users in Nigeria who are willing to pay for the services provided by these companies. The success recorded by MTN and GLOBACOM also comes with grave consequences on their operational environments and the society in general. One of which is the health and safety challenges posed to their operational environments resulting from electromagnetic fields from the base transceiver stations (BTS) and which have resulted in emissions, air, noise and ground pollutions of the operational environments[2].

Having had such tremendous support, patronage and sacrifice from the society in which they operate, one therefore wonders whether the companies themselves have had commensurate social investment on the well being of the host communities and the society in which they operate.

As a matter of fact, both MTN and GLOBACOM claim that they are good corporate citizens that have done well in their corporate social responsibility practices. They claim that their corporate social responsibility practices span economic empowerment, education, health, provision of other social amenities, sponsorship of sporting events, sponsorship of socio-cultural events, etc. This study therefore, aims at proving the veracity or otherwise of such claims by the two companies in addition to ascertaining which of the two companies practises acceptable corporate social responsibility programmes in Rivers State.

Following the above therefore, the study seeks to investigate whether MTN and GLOBACOM have provided basic social amenities and sponsored socio-cultural events that have direct bearing on their host communities in Rivers State as part of their corporate social responsibility.

### **1.1 Corporate social responsibility**

Corporate social responsibility (CSR) practice is as old as business organization itself [3] but its present status evolved in the 1910s when the duties performed by corporate managers rose beyond the narrow interests of making returns on investments to shareholders. It gained currency when it was no longer fashionable for corporate organizations to only aim at profit maximization without a corresponding demonstration of moral and ethical responsibility towards society. Its evolution came in response to the belief that traditional business practices did not include many groups within society who either affect the activity of business or are affected by such business practices.

Corporate social responsibility can best be understood in terms of the changing relationship between modern corporate organization and society hence, it covers the responsibilities companies have to the various stakeholders and the society within which they operate. In general terms, Corporate social responsibility can be said to refer to a company's efforts to include social and environmental concerns in its decision making process with a commitment to increasing the organization's positive impact on society. [4] notes that corporate social responsibility (CSR) has the potential of making positive contributions to the development of both corporate organizations and society. The above standpoint demonstrates the fact that the underlying factor embedded in a relationship between corporate organizations and the society with which they interact as reciprocal. That explains why corporate social responsibility entails giving back to the society some of the benefits and gains realized from the same society. It is essentially, the deliberate inclusion of public interest into corporate decision making and keeping faith with the triple bottom line – profit, People and Planet.

Similarly, the European Commission in its paper "Promoting a European Frame Work for CSR" (July 2001), cited in [5] describes CSR as 'a concept whereby companies integrate social and environmental concerns in their business operations and in their interaction with their stakeholders on a voluntary basis' (p. 98). [6] is in consonance with the above having stated earlier that the relationship between corporate organizations and their stakeholders is reciprocal and therefore built on trust because they have common basis and common set of values which stakeholders and corporate organizations share. To that end, [6] notes that "there are recognised values that are held in common - a company needs to remain competitive and a community needs to be treated honestly and fairly – and there will be a mutual attempt to make each other successful in these ends" (p. 5).

Corporate social responsibility, according to [7], refers to a company "linking itself with ethical values, transparency, employee relations, compliance with legal requirements and overall respect for the communities in which they operate. It goes beyond the occasional community service action" (p. 5). The assertion by [7] is an endorsement of the fact that corporate social responsibility encourages the interdependent relationships that exist between corporate organizations and the society within which they are based.

Thus, corporate social responsibility practice implies that an organization goes beyond self interest and embraces actions that aim to promote the interest of society at large. [8] consider these interdependent relationships as "a company's direction to task itself to be responsible to the people by allocating resources to deal with environmental and general development issues" (p. 2).

[9]expounds four-part definition of corporate social responsibility that the social responsibility of organizations encompasses both the economic, legal as well as the ethical and discretionary (philanthropic) expectations that society has of organization at a given point in time. These four kinds of social responsibility are depicted in his pyramid of corporate social responsibility, namely:

- i. Be profitable (economic responsibility) - Required;
- ii. Be obedient to laws and regulations (legal responsibility) – Required;
- iii. Do what is right, fair and just (ethical responsibility) – Expected; and
- iv. Be good corporate citizen (philanthropic/discretionary responsibility) –Desired.

He summarizes his thesis by maintaining that corporate organizations should strive to make profit, obey the law, be ethical and be good corporate citizens. Carroll's description is broad in every sense and has proved that corporate organizations do not only have economic and legal responsibilities but that they also have ethical and philanthropic responsibilities as well.

Like all aspects of public relations, successful corporate social responsibility programmes must be built into the structure and culture of the organization. Perhaps, [10]was of this view in describing corporate social responsibility as "a way for the companies to reach out to their host communities by positively impacting on their environment, it is the corporate act of giving back to the immediate and wider community in which organisations carry out their business in a manner that is meaningful and valuable and relevant to their community...It is a way of saying thank you to the environment in which you operate and a way of also showing a sense of belonging to the society at large" (p. 35).

The description above contains only two key elements of CSR, namely ‘social and environmental’ aspects especially, when juxtaposed with Carroll’s concept which has identified four elements (economic, legal, ethical and philanthropic/discretionary) and therefore cannot be said to be comprehensive enough.

[11] in the World Business Council for Sustainable Development’s publication, ‘making good business sense’, describe corporate social responsibility as the continuing commitment by business to behave ethically and contribute to economic development while also improving the quality of life of the workforce and their families as well as of the local community and society at large. This description, according to [3] has been broadly accepted by CSR practitioners and advocates and has come to define any programme or activity engaged by an organization that does not directly bring profit and at the same time creates tangible and intangible benefits for both the recipients and the organization.

To this end, he describes corporate organizations as partners who contribute to the progress and development of the host community and the society in general rather than being viewed as money-grabbing, power-hungry organizations whose primary function is to make a profit and serve the needs of the business owners.

[12] succinctly capture it as they assert that a company is sited in a particular location and as such the way members of a company’s host community perceive the company has far-reaching effects on its operations, survival and continued existence. They maintain that companies embark on projects to demonstrate care to their host communities’ well-being. Resulting from this therefore, companies provide amenities such as potable water, electricity, health centres, scholarship among others for the host communities as part of their corporate social responsibility while failure on the part of companies breeds inclement environment for such companies in their operational environment.

## **1.2 Brief background of MTN Nigeria and GLOBACOM Nigeria**

### **MTN NIGERIA**

MTN Nigeria Limited is part of the MTN Group – a South African firm - with its operations in more than twenty-two countries in Africa and the Middle East. The company was incorporated in Nigeria as a private company on the 8<sup>th</sup> of November, 2000 and has ever since provided communication services to Nigerian citizens.

With over two hundred million subscriber base in Africa and the Middle East, the company prides itself as Africa’s leading cellular telecommunications company. The company made history as it became the first GSM network in Nigeria to make a call on 16<sup>th</sup> May, 2001 and thereafter launched commercial operations in three major Nigerian cities of Lagos, Abuja and Port Harcourt [13], [14] and [2].

The company, as pointed out by [2], has maintained its position as Africa’s only company in the Brand Finance Global 500 grading. Perhaps, this prompted the statement by the Group Commercial Manager, Christian Foria that “we are pleased with our global ranking accolade, it shines the spotlight on our effort to grow the MTN brand through differentiated offerings that go beyond merely enabling our subscribers to make a voice call but to empower them to become active global economic citizens through access to world-class telecommunication services, including data.”

MTN also claimed that on September 2004, it consulted with a diverse group of stakeholders across the country to ascertain the needs of the Nigerian people with the sole purpose of focusing its efforts on the company’s corporate social responsibility initiatives in Nigeria. This consultation formed the fulcrum of MTN’s corporate social responsibility policy. Thus, on 11<sup>th</sup> May, 2005, according to the company, it launched a foundation called *The MTN Foundation* which was designed to give back to the society as a way of achieving its good corporate citizenship status. The company claims that the Foundation was vested with the responsibility of ensuring that the society benefits and feels the impact of the one percent profit after tax (PAT) from the company[2]. The company’s corporate social responsibility policy, as espoused in the MTN Foundation, covers a wide range of programmes but the flagship of its corporate social responsibility policy covers mainly education, health, the environment and economic empowerment among others.

[15] note that this pioneering status of the company as the first recorded Foundation to be established by a telecommunications company in Nigeria was designed to touch lives through its social investments in education, health, and economic empowerment, among others. To this, MTN claims to have invested over N11billion in 341 project sites across the six geopolitical zones of the country. MTN Nigeria has an active voice subscriber population of 57.04 million representing 38% of total active voice subscribers out of which Rivers State accounts for 2,492,877 active subscribers as at March, 2016 [16].

## **II. GLOBACOM NIGERIA**

GLOBACOM Nigeria Limited has been at the centre stage of the GSM revolution in Nigeria since its operation was first launched on 29<sup>th</sup> August, 2003 [17],[1]. Popularly known as GLO, it is an indigenous

company that has its presence established in four African countries, namely Nigeria, Republic of Benin, Ghana and Ivory Coast.

When it came on stream, GLOBACOM started with its own carrier unlike its contemporaries which rented frequency space from Nigeria telecommunications limited (NITEL). GLO utilizes satellite telephony, a technology which according to [18], has led its operations to have “less distortion and interference of signals resulting in clear connectivity and reception” (p. 150). The company boasts of being the first indigenous African telecommunications company to launch a 2.5G network with value added services as well as being the first to provide per-second billing rate in Nigeria when the other pioneer operators were on per-minute billing.

On February 2008, GLO became the first network in West Africa to introduce and commercialize the 3G high speed data packet access (HSDPA) services when it rolled out 3G Plus services to subscribers in Lagos area [19], [20].

The company has embraced the introduction of General Packet Radio Services (GPRS) roaming service, the first of its kind by any GSM company in Nigeria and this gives GLOBACOM subscribers access to services such as multimedia messaging service (MMS) and mobile internet services when roaming outside the country. The company has the reputation of being one of the fastest growing multinational carriers in the world and envisioned to be the biggest and best carrier in Africa.

Earlier, in 2005, GLOBACOM introduced GLO fleet manager which is the most comprehensive vehicle tracking solution offered to save time and money. GLO fleet manager helps managers, transporters and fleet operators to manage their fleet effectively and efficiently. This is an early implementation of an M2M (machine-to-machine) service [21].

GLOBACOM also launched Blackberry prepaid services in 2009. The product which gives subscribers options to pay daily, weekly or monthly for the service became a powerful tool for business people across Nigeria to conduct their businesses with ease. The Blackberry prepaid services enabled business owners to conduct their business smoothly and promptly without being encumbered by the patchy fixed lines that was prevalent before the advent of GSM. More so, its introduction gave rise to internet penetration in the country which was almost non-existent.

As at the end of March 2016, GLO Nigeria had over 34.60 million subscribers out of 148.74 million active voice subscribers in Nigeria, which represents 23.2% of total subscribers. Similarly, its active subscriber strength in Rivers State stood at 1,081,261 [16]. The company provides coverage to over 85 cities and towns and well over five thousand communities and villages spanning the six geo-political zones of Nigeria. The company also boasts of a wide range of other products and services meant for the satisfaction of its teeming subscribers including GLO mobile internet services, GLO Mobile office, among others.

GLOBACOM boasts of being a good corporate citizen in terms of its corporate social responsibility practices. It claims that its corporate social responsibility policy covers education, health, economic empowerment, sponsorship of sports and socio-cultural events, among others [22].

### **III. METHODOLOGY**

#### **2.1 Research Design**

The research design used in this study was the survey method. The survey method is particularly suitable when conducting research such as this because it enables the researcher to gather data that can be used to describe a larger population. The survey method was chosen in this study because it helped to elicit the attitude, impression and perception of the host community towards the two organizations.

#### **2.2 Population of the study, sample and sampling technique**

The population comprised all citizens of Rivers State. According to the 2006 census figure, Rivers State recorded a population of 5,198,716, with 2.5% projected growth rate. Based on the projection, the population of Rivers State is put at 6,498,395. This served as the population of the study.

Since it was not feasible to study the entire population as a result of its size, nature and distribution, this study adopted a sample size that adequately covered the characteristics of the population being studied.

The study adopted Phillip Meyer’s sample prescription. Using Meyer’s sample table cited in [23], at 95% confidence level, a sample size of 384 was considered adequate for this study. The Table is reproduced below for illustration:

**TABLE 1:** Meyer's Sample table

<b>Population Size</b>	<b>Sample Size</b>
Infinity	384
500,000	384
100,000	383
50,000	381
10,000	370
5,000	357
3,000	341
2,000	322
1,000	278

Source: Stacks and Hocking (1992, p. 183).

The study adopted the multi-stage sampling procedure. The cluster sampling was used to group the population into three, patterned after the three senatorial districts of Rivers State (Rivers East, Rivers West and Rivers South East senatorial districts). The local government areas that make up each of the senatorial districts were identified, written and placed in the group they belong. Then, using the simple random sampling technique, two local government areas were selected from each of the three senatorial zones by means of lucky dip. The local government areas randomly selected through lucky dip were Ogba/Egbema/Ndoni and Ahoada East local government areas (Rivers West Senatorial District), Port Harcourt and Etche local government areas (Rivers East Senatorial District), Eleme and Bonny local government areas (Rivers South East Senatorial District). Furthermore, using the purposive sampling method, the headquarters of the six local government areas earlier sampled (Omoku, Ahoada, Port Harcourt, Okehi, Eleme and Bonny) were selected for the administration of the research instrument. The reason for purposive selection and administration of the research instrument was to target respondents from the areas of dominant influence of the GSM service providers as well as to target respondents who are users of either MTN or GLO or both. The six local government area headquarters selected were considered representative enough owing to their ethnic, social, economic and religious backgrounds. The research instrument was then purposively administered to the respondents in the headquarters of the six local government areas that were selected.

The proportionate sampling technique was used in this study to ensure equal representation of the six local government areas that were selected. This was based on the population figure of the various local government areas as captured in the 2006 census figure. Out of the sample size of 384, Ogba/Egbema/Ndoni local government area, with a population of 283,294 had about 17% of 1,643,292 and 17% of a sample of 384 amounted to 65 respondents for the local government area. In the same vein, Ahoada East local government area with a population of 166,324 had 10% or 38 respondents. Port Harcourt local government area with a population of 538,558 had 33% or 127 respondents. Furthermore, Etche local government area with a population of 249,939 had about 15% or 58 respondents. Eleme local government area with a population of 190,194 was allocated 46 respondents representing 12% while Bonny local government area with a population of 214,983 had 13% or 50 respondents.

### **2.3 Research Instrument**

The instrument for data collection in this study was the questionnaire. The questionnaire was used in the study to enable uniform recording, data processing and analysis. The questionnaire was designed using close-ended questions to generate data from the respondents.

### **2.4 Method of Data Collection**

The questionnaire was used to gather data for the study. Copies of the questionnaire were administered on the respondents in the six local government headquarters. As stated earlier, a sample size of 384 was considered appropriate for the study based on Philip Meyer's sampling prescription. Out of this number, 361 (94%) copies were filled and returned while 23 (6%) mortality rate was recorded. Data presentation in this study was based on 361 (94%) copies of the questionnaire that were correctly filled and returned.

### **2.5 Method of Data Analysis**

The study made use of the quantitative method to analyze data obtained. Data obtained from the questionnaire were analyzed in tables using simple percentages. The highest percentage of response from the respondents formed the accepted view of the respondents.

#### IV. RESULTS

**Research Question 1:** What are the projects and socio-cultural events sponsored by MTN and GLOBACOM as part of their corporate social responsibility practices in River State?

The above research question was divided into subsections (i) – (vi) in order to elicit proper response from the respondents as to whether the companies under study provided projects and sponsored socio-cultural events in communities in Rivers State.

(i). Classroom blocks have been built in your community by?

**TABLE 2:** Response to classroom blocks built

Response category	Number of Respondents	Percentage Response (%)
MTN	30	8
GLOBACOM	29	8
None of the above	302	84
<b>TOTAL</b>	<b>361</b>	<b>100</b>

Evidence from table 2 showed that 8% of the respondents said that MTN built classroom blocks in their communities. Similarly, about 8% of the respondents also said that GLO built classroom blocks in their communities while majority of the respondents indicated that none of the companies built classroom blocks in their communities.

(ii). School desks and chairs have been provided to schools in your community by?

**TABLE 3:** Response to provision of school desks and chairs

Response category	Number of Respondents	Percentage Response (%)
MTN	119	33
GLOBACOM	107	30
None of the above	135	37
<b>TOTAL</b>	<b>361</b>	<b>100</b>

Table 3 also shows that both MTN and GLO performed poorly in the provision of school desks and chairs as 33% of the respondents said MTN provided school desks and chairs to schools in their communities while 30% respondents said that GLO provided school desks and chairs in their communities while the greater percentage of the respondents indicated that none of the companies provided school desks and chairs in their communities.

(iii). Health centres have been built and equipped by?

**TABLE 4:** Response to health centres built and equipped

Response category	Number of Respondents	Percentage Response (%)
MTN	54	15
GLOBACOM	47	13
None of the above	260	72
<b>TOTAL</b>	<b>361</b>	<b>100</b>

Data obtained from Table 4 shows that both MTN and GLOBACOM performed poorly in building and equipping health centres in Rivers State.

(iv). Free medical care services and health enlightenment programmes are regularly organized in your community by?

**TABLE 5:** Response to free medical services and health enlightenment programmes

<b>Response category</b>	<b>Number of Respondents</b>	<b>Percentage Response (%)</b>
MTN	207	57
GLOBACOM	28	8
None of the above	126	35
<b>TOTAL</b>	<b>361</b>	<b>100</b>

MTN performed above average in providing free medical and health enlightenment programmes. This is according to data from the Table 5 which shows that the respondents indicated that MTN regularly provided free medical care services and health enlightenment programmes to communities in Rivers State. Evidence from the result shows that MTN's performance in providing free medical and health enlightenment programmes outweighs that of GLO

(v). Pipe borne water and market stalls have been built in your community by?

**TABLE 6:** Response to provision of pipe borne water and building of market stalls

<b>Response category</b>	<b>Number of Respondents</b>	<b>Percentage Response (%)</b>
MTN	3	1
GLOBACOM	5	1
None of the above	353	98
<b>TOTAL</b>	<b>361</b>	<b>100</b>

Table 6 shows that respondents agreed that both companies had dismal performance in providing other social amenities such as pipe borne water and construction of market stalls

(vi). Wrestling festival, carnival and other socio-cultural events have been regularly sponsored in your community by?

**TABLE 7:** Response to sponsorship of wrestling festival, carnival and other socio-cultural events

<b>Response category</b>	<b>Number of Respondents</b>	<b>Percentage Response (%)</b>
MTN	18	5
GLOBACOM	299	83
None of the above	44	12
<b>TOTAL</b>	<b>361</b>	<b>100</b>

GLO had a good showing in the sponsorship of socio-cultural events. The company performed better than MTN in the sponsorship of socio-cultural events. For instance, analysis of result from Table 7 shows that 83% of the respondents indicated that GLO sponsored wrestling festivals, carnivals and other socio-cultural events in their communities whereas only 5% of the respondents indicated that MTN sponsored wrestling festivals, carnivals and other socio-cultural events in their communities.

**Research Question 2:** What similarities and differences exist in the corporate social responsibility practices of MTN and GLOBACOM in Rivers State?

Research question 2 was answered using responses elicited from items (vii) – (xii). This research question provided answers to the areas MTN and GLOBACOM had similarities and differences in their corporate social responsibility practices in Rivers State.

(vii). School books and other educational have been provided in your community by?

**TABLE 8: Response to provision of school books and other educational materials**

<b>Response category</b>	<b>Number of Respondents</b>	<b>Percentage Response (%)</b>
MTN	208	78
GLOBACOM	106	29
Not aware	47	13
<b>TOTAL</b>	<b>361</b>	<b>100</b>

Result gathered from Table 8 shows that MTN provided more school books and other educational materials than GLO. This is seen as more of the respondents indicated that MTN provided school books and other educational materials in their communities whereas they also indicated that GLO performed poorly in the provision of school books and other educational materials in their communities.

(viii). Deserving students have been given scholarship grants in your community by?

**TABLE 9: Response to scholarship grants to students**

<b>Response category</b>	<b>Number of Respondents</b>	<b>Percentage Response (%)</b>
MTN	8	2
GLOBACOM	5	1
None of the above	348	97
<b>TOTAL</b>	<b>361</b>	<b>100</b>

On scholarship grants to students, Table 9 shows that both MTN and GLOBACOM performed poorly in giving out scholarship grants to deserving students in their communities

(ix). HIV/AIDS sensitization campaigns have been regularly sponsored in your community by?

**TABLE 10: Response to HIV/AIDS sensitization campaigns**

<b>Response category</b>	<b>Number of Respondents</b>	<b>Percentage Response (%)</b>
MTN	218	61
GLOBACOM	26	7
None of the above	117	32
<b>TOTAL</b>	<b>361</b>	<b>100</b>

Table 10 shows that MTN performed better than GLO in the provision of health programmes. The Table shows that 61% of the respondents indicated that MTN carried out sensitization campaigns on HIV/AIDS pandemic while only about 7% percent of the respondents indicated that GLO carried out sensitization campaign on HIV/AIDS pandemic in their communities. The result shows that MTN has a better performance in this regard than GLO.

(x). In your community, electricity and roads have been provided by?

**TABLE 11: Response to provision of electricity and roads**

<b>Response category</b>	<b>Number of Respondents</b>	<b>Percentage Response (%)</b>
MTN	85	24
GLOBACOM	84	23
None of the above	192	53
<b>TOTAL</b>	<b>361</b>	<b>100</b>

Data gathered from Table 11 shows that both MTN and GLOBACOM performed abysmally in the provision of electricity and roads in their operational areas in Rivers State as 24% and 23% of the respondents indicated that MTN and GLOBACOM provided electricity and roads respectively whereas 53% of the respondents indicated that neither MTN nor GLOBACOM provided electricity and roads in their communities.

(xi). Sporting events have been sponsored in your community by?

**TABLE 12:** Response to sponsorship of sporting events

<b>Response category</b>	<b>Number of Respondents</b>	<b>Percentage Response (%)</b>
MTN	24	6
GLOBACOM	302	84
None of the above	35	10
<b>TOTAL</b>	<b>361</b>	<b>100</b>

Table 12 further shows that GLO's performance in the sponsorship of sporting events in Rivers State was better than MTN's. Analysis of the result shows that the respondents rated GLO excellently in the sponsorship of sporting events in their communities while MTN was poorly rated in that regard.

(xii). Cultural festivals have been regularly sponsored in your community by?

**TABLE 13:** Response to sponsorship of cultural festivals

<b>Response category</b>	<b>Number of Respondents</b>	<b>Percentage Response (%)</b>
MTN	34	9
GLOBACOM	285	79
None of the above	42	12
<b>TOTAL</b>	<b>361</b>	<b>100</b>

Similarly, result from Table 13 also shows that GLO sponsored more cultural festivals in Rivers State than MTN. Evidence from the table shows that the respondents indicated that GLO had good performance in the sponsorship of cultural festivals in their communities. The same cannot be said of MTN as only about 9% of the respondents indicated that the company recorded abysmal performance in the sponsorship of cultural festivals in their communities.

#### **IV. DISCUSSION**

##### **Research Question 1:**

Results obtained showed that both MTN and GLOBACOM have corporate social responsibility initiatives in Rivers State in the provision of welfare projects. However, their initiatives are grossly inadequate to be appreciated. On the provision of educational facilities for instance, responses obtained from the respondents in Table 2 showed that both MTN and GLOBACOM performed poorly in building classroom blocks in Rivers State.

Similarly, MTN and GLO also performed below average in the provision of school desks and chairs. The above claim is supported by the result obtained in Table 3 which showed that only 33% of the respondents indicated that MTN provided school desks and chairs while only 30% of respondents said that GLO provided school desks and chairs to schools in Rivers State. This implies that both companies did not adequately provide educational support in Rivers State. In other words, the companies' corporate social responsibility initiatives on education in Rivers State are quite insignificant to be appreciated by the respondents.

The findings corroborate [13] who notes that "it is obvious that companies in Nigeria have paid lip service to corporate social responsibility" (p. 29). In other words, in terms of infrastructure, companies in Nigeria have contributed little to the well being of their host communities.

Result analysis from Table 5 which showed that MTN performed above average in providing free medical care services and health enlightenment programmes in Rivers State much more than GLO. Result from the table showed that 57% of the respondents indicated that MTN provided free medical care services and health enlightenment programmes while only 8% of the respondents indicated that GLO provided free medical care services and health enlightenment programmes. Result from the respondents obtained in Table also aligns with the documents from MTN Foundation which stipulates that the core aim of MTN's health portfolio is to alleviate the health challenges facing Nigerians [24].

On the provision of other social amenities, both companies had poor showing as they could not positively affect their operational environment. Social amenities such as pipe borne water and market stalls that could improve the social and economic well being of citizens in the state were not provided, a pointer to the fact

that the two companies performed abysmally in this regard as analysis of the result obtained in Table 6 showed that only 1% of the respondents stated that MTN and GLOBACOM respectively provided pipe borne water and market stalls in their communities.

Based on this result, the non-provision of projects and social amenities by the companies to their host communities in Rivers State is not in tandem with [25] study in which they recommended that telecommunication companies in Nigeria should deploy their CSR practices into welfare and development projects that will impact on the lives of the host communities. Similarly, the abysmal performance of both companies in their corporate social responsibility practices in respect to provision of other social amenities negate [26] advice that “every organization has a responsibility to participate actively in the affairs of its local communities both as a matter of self-interest as well as a demonstration of concern for the welfare of the society at large” (p.75).

Result in Table 7 showed that GLO was in the fore front of sponsorship of socio-cultural events in the state as 83% of the respondents agreed that GLO sponsored socio-cultural events and carnivals while only 5% of the respondents indicated that MTN sponsored socio-cultural events and carnivals. The analysis attests to the fact that GLO identified with the culture of its host communities [22].

An over view of the result findings in research question 1 showed that both MTN and GLO had mixed performance in the provision of projects and sponsorship of socio-cultural events in Rivers State.

Findings of the study indicated that both companies have not aligned themselves with the assertion by [27] who averred that corporate social responsibility practices in Nigeria should specifically be geared towards addressing social and development challenges of the country. Rather, findings of the study generally confirms [8] who in their study stated that corporate social responsibility practices in Nigeria is inadequate and ineffective resulting from absence of laws that could enforce such practice. The above statement also agrees with [28] who noted that corporate organizations in Nigeria, including the telecommunication companies, are quite inconsistent with their corporate social responsibility practices. [2] also corroborated [28] as his study carried out on MTN Clearly implicated the company’s CSR practice as being inadequate though the policy is on course.

## **Research Question 2:**

The result showed that there are similarities in some aspects of the companies’ corporate social responsibility practice while they differ in some other aspects. For instance, data gathered from Table 8 showed that 208 (78%) of the respondents said that MTN provided school books and other educational materials for students in Rivers State. This is against 106 (29%) of the respondents who indicated that GLO provided school books and other educational materials in Rivers State. From the result, it is evident that the CSR initiatives of MTN in respect to educational support in Rivers State differ from that of GLO. MTN performed highly and thus has an edge over GLO in this regard. However, result from table 9 showed that both MTN and GLO performed poorly in the award of scholarship grants to deserving students as only two percent and one percent of the respondents agreed that MTN and GLO respectively awarded scholarship grants to deserving students in Rivers State.

MTN’s corporate social responsibility on health differs from that of GLO. The company also performed better than GLO in the provision of health care services hence their difference. The above statement is supported by the result in Table 10 where 61% of the respondents indicated that MTN organized HIV/AIDS sensitization campaigns in their communities. The same table also showed that only about 7% of the respondents indicated that GLO organized HIV/AIDS sensitization campaigns for indigenes of its host communities. Similarly, the result in Table 5 also showed that MTN performed better than GLO in the provision of free medical care services as 207 (57%) of the respondents agreed that MTN provided free medical care services in their communities whereas only about 8% of the respondents said that GLO provided free medical care services in their communities. The result gathered here is also in line with the documents from MTN Foundation which stipulated that the core aim of MTN’s health portfolio is to alleviate the health challenges facing Nigerians [24].

Result of the study also showed that there was a marked difference in the sponsorship of sports and socio-cultural events between MTN and GLO. The above stance was given credence by data gathered from the respondents which showed that GLO performed much better than MTN in the sponsorship of sports and socio-cultural events. For instance, Table 12 showed that as high as 84% of the respondents indicated that GLO had sponsored sports in their communities with only 6% of the respondents indicating that MTN sponsored sports in their communities. In the same vein, 79% of the respondents agreed that GLOBACOM sponsored socio-cultural events in Rivers State whereas only 9% of the respondents agreed that MTN sponsored socio-cultural events in Rivers State.

The above result agrees with [29] study in which he notes that “GLOBACOM Nigeria Limited loves giving back to the host community through sponsorship of cultural activities, historical events and sporting events” (p.34). He added that GLOBACOM’s corporate social responsibility practice is tailored more towards

sports and entertainments. The study also aligns with [30] earlier postulation that event sponsorship is a viable means of enhancing the visibility of any corporate organization in its host community.

## V. CONCLUSION

On the basis of the findings of the study it is evident that MTN and GLO have corporate social responsibility programmes in Rivers State. However, the overall performance of the two companies in the execution of development projects and the sponsorship of socio-cultural events fall short of the expectations of their host communities in Rivers State hence the need to improve on their current efforts.

The study also established that the CSR practices of MTN and GLOBACOM differ in some ways while it is similar in some ways. While MTN's performance in the provision of health care services was acknowledged in the state, GLOBACOM was highly rated in the sponsorship of sports and socio-cultural events.

The companies under study performed below average in the provision of educational support but MTN had a minimal edge over GLOBACOM in this regard even as both companies featured poorly in the provision of other social amenities in Rivers State.

Finally, MTN and GLOBACOM should step up their CSR initiatives in order to cultivate acceptable image in their operational environment in Rivers State.

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IOSR Journal Of Humanities And Social Science (IOSR-JHSS) is UGC approved Journal with SI. No. 5070, Journal no. 49323.

Emmanuel Anayo Wokemezie. " A Study of the Corporate Social Responsibility Practices of MTN and Globacom in Rivers State, Nigeria." IOSR Journal of Humanities and Social Science (IOSR-JHSS). vol. 24 no. 10, 2019, pp. 56-67.