

**Self Satisfaction of the Entrepreneurs in relation to the CSR Practices across Peshawar KPK Pakistan**Dr. Shahid Jan<sup>1</sup>, Kashif Amin<sup>2</sup>, Dr. Muhammad Tariq<sup>1</sup>, Dr. Zahoor Ul Haq<sup>3</sup>, Dr. Nazim Ali<sup>4</sup><sup>1</sup> Assistant Professor, Department of Management Sciences, Abdul Wali Khan University Mardan<sup>2</sup> PhD Scholar Quataba University of Science and Information Technology, Peshawar<sup>3</sup> Professor, Department of Management Sciences, Abdul Wali Khan University Mardan<sup>4</sup> Assistant Professor, Department of Management studies, University of Malakand[shahidjan@awkum.edu.pk](mailto:shahidjan@awkum.edu.pk), [kasheeamin@yahoo.com](mailto:kasheeamin@yahoo.com)

**Abstract:** As the time goes on people are becoming more and more materialistic and everyone is busy in making more and more money, but the thing which is missing is the self satisfaction which makes a person relieved from materialistic thinking, tension and egoism, this study is helpful in finding out the level of self satisfaction by carrying out different CSR activities, and the findings can be generalized for the rest of the entrepreneurs. This paper is about the self satisfaction of the entrepreneurs across Peshawar KP Pakistan in relation to the CSR practices. The paper has highlighted the impact of three CSR activities namely environmental concerns, health concerns, and the literacy concerns, for this purpose a questionnaire was developed and the findings were based on the feedback of these questionnaires. The paper concludes that the said CSR activities are significantly related to the self satisfaction of the entrepreneurs across Peshawar KP Pakistan.

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**1. Introduction**

As the time goes on people are getting more and more aware about the issues related to Corporate Social Responsibility (CSR). CSR practices influences both the firm as well as the stakeholders. The stakeholders expects higher concerns from the firm towards them and they want that their concerns to be addressed appropriately. On the other hand the firm wants that their image in the society regarding CSR practices should be recognized and accepted among the stakeholders, but regardless of the acceptance and recognition among the stakeholders there is one other influence of CSR practices on the entrepreneur / owner of the firm, which is not related to any social or legal obligation of the firm towards the stakeholders, it is the self satisfaction of the entrepreneur. Whenever we perform any activity which is in the favor of the society at large, we feel ourselves internally satisfied and we feel ourselves relieved.

In this paper an attempt is made for finding out the level of self satisfaction of the entrepreneurs across Peshawar KP Pakistan when they perform any corporate social responsibility activity. In this paper the effect of three CSR activities namely environmental concerns, health concerns, and literacy concerns are tested for its relationship with the self satisfaction of the entrepreneurs across Peshawar KP Pakistan.

For this purpose a questionnaire was developed and distributed among the randomly selected 100 registered entrepreneurs belonging to almost every sector of Peshawar KP Pakistan, the findings are based on the feedback of these questionnaires.

Based on the data collected it is found that the said variables i.e. environmental concerns, health concerns and literacy concerns have significant relationship with the self satisfaction of the entrepreneurs across Peshawar KP Pakistan.

**2. Objectives of the Study**

The objectives of the study are outlined as follow,

- To investigate the impacts of environmental concerns on the self satisfaction of the entrepreneurs.
- To analyze the relationship between health concerns on the self satisfaction of the entrepreneurs.
- To find the impacts of literacy concerns on the self satisfaction of the entrepreneurs.

**3. Literature Review**

Usually the concept of satisfaction has two dimensions, the intrinsic and extrinsic satisfaction. Intrinsic satisfaction refers to the social relations and nature of job, while extrinsic satisfaction refers to the materialistic approach, like package, career development and stability of tenure (Rose, 2003). Our focus in this paper is on the extrinsic satisfaction of the entrepreneurs.

Entrepreneurial satisfaction comes from self employment rather than employment with others (Schneider et al., 1992), but this choice of an individual is based on the cognitive evaluation of the individual's current job status, this evaluation shapes the direction of an individual that where he / she should go? (Spector, 1997).

Well established firms are under constant pressure by several stakeholders to fulfill social and environmental obligations (Stern, 2006), for this purpose the managers should take measures to overcome the issues in society, environment, and economics in society (Baron, 2001).

Some schools of thoughts considers maximization of shareholders wealth to be a prime concern of CSR (Friedman, 1970; Jensen; 2002, Levitt, 1958), others consider CSR an integrated typology of ethical, legal, discretionary and legal obligations (Carroll, 1979).

### Theoretical Framework

The study aims to analyze the impact of environmental concerns, health concerns, and literacy concerns on the self satisfaction of the entrepreneurs. There are four variables in the study with the self satisfaction of the entrepreneurs as the dependent variable and the environmental concerns, health concerns, and literacy concerns as the independent variables. The relationship is demonstrated by figure 1.

#### Self satisfaction of the Entrepreneurs

This is the dependent variable of the study. The study aims to investigate the self satisfaction of the entrepreneurs through different CSR activities. There are many different variables which can have impact on the self satisfaction of the entrepreneurs.

#### Environmental Concerns

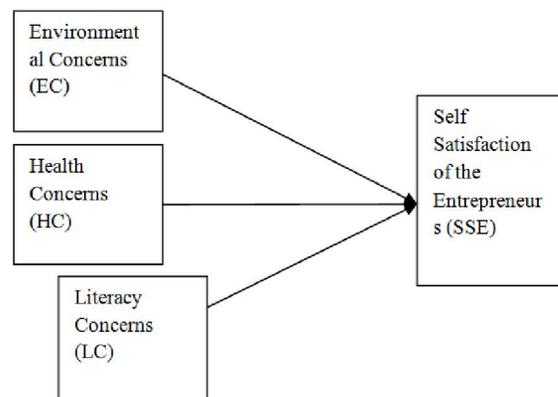
Environmental concerns is an independent variable of the study and represents the attitude of the entrepreneurs towards the environment and the steps being taken for addressing these concerns.

#### Health Concerns

Health concerns is the second independent variable of the study and represents the attitude of the entrepreneurs towards the health of the people and the steps being taken for addressing these concerns.

#### Literacy Concerns

Literacy concerns is the third independent variable of the study and represents the attitude of the entrepreneurs towards the literacy of the people and the steps being taken to enhance the literacy rate in the society.



**Figure 1:** Theoretical Framework

In the light of above discussion we can draw the following hypothesis;

H1: Self satisfaction of the entrepreneurs is significantly related with the environmental concerns.

H2: Self satisfaction of the entrepreneurs is significantly related with the health concerns.

H3: Self satisfaction of the entrepreneurs is significantly related with the literacy concerns.

The literature presented above suggests that the CSR is an emerging trend on the global arena because of its very attractive features and its ability to replace the conventional ways of doing business in a more efficient and productive manner. CSR believes in the socio economic development of the society which has increased its acceptance for the brighter future of the society.

The literature although identifies many important determinants of CSR in different parts of the world however there is still a need of work to be done on the self satisfaction of the entrepreneurs in Peshawar KP Pakistan.

### 4. Research Methodology

The purpose of the study is to investigate the impacts of the CSR activities on the self satisfaction of the entrepreneurs of Peshawar KP Pakistan. The following design is followed to answer the outstanding questions of the study.

#### Data Collection

The data for all the variables of the study was collected through the self administered questioners distributed in the entrepreneurs across Peshawar KP. The questioners include some statements and ask questions about the perception of the customers regarding the different aspects of the study the questioners were distributed among the final sample of the study and the data collected from the sample was analyzed using different statistical tools for analyzing of the data.

### Population of the Study

The population of the study consists of all the registered entrepreneurs across Peshawar city

### Sample and Sampling Technique

The population of the study consists of all the registered entrepreneurs in Peshawar KP however it is not possible to study all these entrepreneurs for the purpose of the study. The sample selected for the collection of data for the purpose of the study consists of 100 participants who are the registered entrepreneurs. These 100 participants are selected based on convenience based sampling technique and questioners were distributed among the entrepreneurs who are available at the time of survey.

### Instrument of the Study

The self administered questioner of the study was distributed among the final sample of the study. The instrument of the study consists mainly of four parts. The first part of the questioner consists of four questions regarding the environmental concerns. These questions were ranked on a five point scale with 1 for strong agreement and five for a strong disagreement with the statements of the query. The second part of the questioner also consist of four questions relating to the health concerns, these statements were also ranked on a five points scale with 1 for strong agreement and five for strong disagreement with the statements. Third part of the questioner consists of three questions regarding the literacy concerns. These questions were also ranked on a five point scale. The last part of the questioner consists of three questions regarding the self satisfaction of the entrepreneurs across Peshawar KP Pakistan.

### Data Analysis

The data collected regarding all the variables of the study is analyzed using different statistical tools and measures. The objective of the study is to find the relationship between the variables of the study. The multiple regression model is used to analyze the impacts of the independent variable over the dependent variable of the study.

### Self Satisfaction of the Entrepreneurs

The self satisfaction of the entrepreneurs was analyzed for its relationship with the environmental concerns, health concerns, and literacy concerns. A multiple regression model was used to analyze the relationship. The following equation presents the regression model for the relationship,

$$SSE = \alpha + \beta_1(EC) + \beta_2(HC) + \beta_3(LC) + \varepsilon$$

In the above equation the SSE stands self satisfaction of the entrepreneurs. Alpha presents the intercept term for the relationship of the SSE with the independent variables. Beta one presents the slope coefficient of the environmental concern with the self

satisfaction of the entrepreneurs, EC stands for environmental concerns. Beta 2 stands for the slope coefficient of the health concerns with the self satisfaction of entrepreneurs, HC stands for the health concerns. Beta 3 stands for the slope coefficient of the literacy concerns with the self satisfaction of the entrepreneurs, LC stands for literacy concerns.

## 5. Results And Analysis

### Results and Discussion

The questioners of the study were distributed among 100 participant selected for the sample of the study. Out of these 100 respondents 94 questioners were properly filled and the data provided by them was appropriate for use in the analysis of the study. The remaining six questioners were either not properly filled or they were not returned. The response rate of the study is 94%.

### Self Satisfaction of the Entrepreneurs

The relationship of the self satisfaction of the entrepreneurs across Peshawar KP Pakistan with the independent variables was analyzed using a multiple regression model. The following tables present the results for the regression model of the study.

**Table 1: Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.776 <sup>a</sup>	.603	.590	.26358

a. Predictors: (Constant), Environmental Concerns, Health Concerns, Literacy Concerns.

Table 4 presents the model summary of the regression. The table shows that the value of .77 Which suggests that the self satisfaction of the entrepreneurs varies .77 times with a change in the, environmental concerns, health concerns and literacy concerns. This suggests that there is a strong positive correlation between the dependent and independent variables in the study. The R square presented by the table is .60 this implies that the EC, HC and the LC explain about 61% of the variation in the self satisfaction of the entrepreneurs. This 61% explanation means that these three variables are important determinants of the self satisfaction of the entrepreneurs. The adjusted R square also supports the same fact and suggests that 59% of variance in the dependent variable is explained by the EC, HC and LC.

Table 5 presents the Model summary for the relationship model between these variables. The ANOVA table tells about the fitness of the utilized model that weather it is accurate in its prediction or not? In the value for the F statistics of the study is 45 which is quite significantly greater than the required value for the significance of the model.

The p value is .000 which suggests that there is less than 1% possibility that the relationship predicted by the table may have occurred due to a

factor of chance and it can be concluded that the model is accurately predicting the relationship between the variables of the study.

**Table 2: ANOVAs**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	9.492	3	3.164	45.542	.000 <sup>a</sup>
	Residual	6.253	90	.069		
	Total	15.745	93			
a. Predictors: (Constant), Environmental Concerns, Health Concerns, Literacy Concerns						
b. Dependent Variable: Self Satisfaction of the Entrepreneurs						

Table 6 presents the coefficients for the relationship of the self satisfaction of the entrepreneurs with EC, HC and LC. The second column of the table shows the different coefficients for the model of the study. The first coefficient is the intercept term for the model. This value estimates the value of the self satisfaction of the entrepreneurs without the influence of the independent variables in other words it is the starting point of the relationship. The value for the constant in the model is .627 which suggests that the self satisfaction of the entrepreneurs among the sample of the study is .627 this value exists even without the influence of the EC, HC and the LC. T value for the constant is 2.56 which is significantly different than zero and is greater than the critical value therefore the constant term of the model is significant.

**Table 3: Coefficients**

Model		Un standardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.627	.244		2.569	.012
	Environmental Concerns	.099	.098	.175	1.76	.0317
	Health Concerns	.169	.108	.305	1.568	.120
	Literacy Concerns	.322	.097	.353	3.337	.001
a. Dependent Variable: Self Satisfaction of the Entrepreneur						

The slope coefficient for environmental concerns is .099 which suggests that the environmental concerns has a positive relationship with the self satisfaction of the entrepreneurs. The T value for this coefficient is 1.76 which is greater than the critical value for significance thus implying that the coefficient is significant and in reality such a relationship exist between these variables of the study.

The slope coefficient for the health concerns and the self satisfaction of the entrepreneurs is .169 which suggests that there is a positive relationship between the two variables of the study. However the T value in the results suggest that the value is insignificant suggesting that there is no relationship between the health concerns and the self satisfaction of the entrepreneurs.

The third slope coefficient for the literacy concerns is .32 which suggests that there is a positive relationship between the literacy concerns and the self satisfaction of the entrepreneurs. The T value for the coefficient is 3.33 and the p value is .001.

These values imply that the relationship between the literacy concerns and the self satisfaction of the entrepreneurs is significant and in reality such a relationship exist between the two variables.

## 5. Conclusion

The previous studies regarding the CSR practices across the world suggest that the entrepreneurs are affected by them, like wise environmental concerns, health concerns, and literacy concerns affects the entrepreneurs.

The impact of the environmental concerns is investigated for its impacts on the self satisfaction of the entrepreneurs. The slope coefficient for the environmental concerns is positive and significant suggesting that the environmental concerns has positive impacts over the self satisfaction of the entrepreneurs across Peshawar KP Pakistan. The second slope coefficient for the health concerns with the self satisfaction of the entrepreneurs is statistically insignificant thus resulting in the rejection of the alternate hypothesis that there is a positive relationship between the health concerns and

self satisfaction of the entrepreneurs and accepts the null hypothesis that the slope value is not significantly different from zero.

The last coefficient for the relationship between literacy concerns and the self satisfaction of the entrepreneurs is positive and is statistically significant suggesting that the relationship is positive and leads to the acceptance of the alternate hypothesis that there is a positive relationship between the health concerns and the self satisfaction of the entrepreneurs and thus rejects the null hypothesis.

The overall results of the study suggest that the independent variables of the study are strong determinants of the self satisfaction of the entrepreneurs and suggest that a very decent explanation of the variation in the self satisfaction of the entrepreneurs is influenced by these variables.

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