

The Role of Corporate Social Responsibility Programs for Saudi Corporations in Sustainable Development "An applied Study on a Sample of Corporations in Jeddah"

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Abstract: This study aims to identify the role of corporate social responsibility programs for Saudi Corporations in sustainable development, and by comparing these programs with programs of corporate social responsibility in advanced countries, and also by applying the questionnaire on a sample size of 90 individual staff departments corporate social responsibility in some Corporations in Jeddah to identify the their vision of social responsibility programs implemented by their Corporations. This study belongs to descriptive studies based on social survey sample and comparative method. Among the most important results of the study, the low awareness of the personnel departments corporate social responsibility Saudi companies sense the real social responsibility and its role in sustainable development, and societal difficulties ranks first as the most important obstacles and difficulties that hinder the implementation and application of corporate social responsibility programs, and administrative difficulties which reflects the failure of the many parties, such as the media and the authorities of educational and cultural role in the publication of a culture of corporate social responsibility which hinders the implementation of social responsibility programs. The respondents gave a number of suggestions for activate the role of companies in the field of social responsibility of the most important laws setting binding big corporations act as a community, and to participate in seminars and conferences, and to provide financial and moral support for corporations implementing social responsibility programs.

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1. The problem of the study

It has become recognized that undermine poverty and achieve sustainable development cannot be achieved only through government institutions, policy makers directing attention to the growing role of the private sector in achieving the objectives of the community. So the concept of Corporate Social Responsibility (CSR) is sometimes used as a synonym for the contribution of business and industry in sustainable development. Also, a large number of key development issues are a pivotal concerns for the agenda of the international cooperative corporate social responsibility, those that include labor and human rights and levels of education, health, childhood and undermine poverty, and environmental impact (Kivuitu and Yambayamba, 2005, pp.1 -3).

If profit is a key target for private companies as long as these corporations are operating according to economic bases it is a way to keep corporations in the field of activity, but this situation has become a traditional target of influencing changes in the social and environmental conditions in the status of this goal is no longer an end in itself but another job for corporations and private institutions emerged a function corporate social responsibility, Which is in the interest of some social aspects, such as workers,

consumers, and citizens, and the surrounding environment and society in general, and this will lead to the Corporate funded by some of the activities that may not come from behind, a direct return, but it can be said that to ensure the continuation of the company's business in the long term must be some sacrifice on the rapid revenue to fund social activities to get sustainable revenue for long periods as the goal of sustainable development goals (Ismail, 1991, p. 96).

So in the corporate social responsibility business and industry to help strengthen the credibility and trust in their work, which is the key to retain the best and brightest employees, corporate social responsibility also helps in getting a reputation among consumers and investors (Diamantopoulou, 2005, p.v). Also, the importance of corporate social responsibility from the fact that the corporate sector or Business is the most important sector at present, where statistics show that more than 500 economic institution controlled 25% of global economic output, as the most important (300) multinational company that owns 55% of the productive assets to the world (Petkoski, 2005, p.12).

Many theories suggest that the company should not be spent most of their attention to increasing shareholder wealth. Along the lines of what the world

has witnessed always. In the United States especially - from the state of tension between the interests of shareholders in exchange for broader groups affected by this action. Not so new, in 1917, he was "Henry Ford" criticized by shareholders who invest their money in the company, "Ford Motors" where criticized him for exploiting the corporation's profits in planting greenery rather than distributing profits to them. It was felt that Ford entrusted large corporations to serve their communities and their role is limited to collecting money for shareholders (Kolodinsky, 2009).

It is noted that talk about corporate social responsibility has a long history, and this history has been linked in the modern era the main events witnessed by the world in the twentieth century, such as the First and Second World Wars, the Great Depression in the thirties. Scientists are three basic phases and dating have affected the relationship between the community and business, which is the industrial revolution, and the welfare state in the mid-twentieth century, globalization (Michael Blowfield and Alan Murray, 2008, p.43).

The corporate social responsibility as an area of research has been almost began six decades ago, at least when Fortune magazine published an article expressing his editors that corporate social responsibility means "that entrepreneurs are responsible for the consequences of their actions, a responsibility beyond the vocabulary of profit and loss," and then came to be regarded social responsibility for corporations as is an important consideration trade, as (9305) of businessmen who have been conducting the survey in the article and agreed to this theory. And benchmarks in this field book "Bowen" in 1953, "the social responsibility of business" "Social Responsibilities of the Businessmen who put the question president" awaited of social responsibility by the business to shareholders? (Kolodinsky, op.cit). And then it expanded corporate social responsibility than just charitable activities carried out by businessmen to contribute to solving the problems of society through the hospitals, schools and housing construction in order to contribute to the achievement of social peace, which will benefit them and society as a whole (Nassar, 2000, pp. 23-24). That has been associated with the emergence of a modern development trend calls that development in which private corporations contribute with the state to be compatible with the environment and environmental considerations after it ignored the literature of traditional development environment and dealt with only as a means to achieve development which separated the literature between what is normal and what is the social were ignored natural and environmental development dimension, a dimension

that became clear now on the whole impact of development paths and social order (Haughton, 1999, p.62).

Thus is incumbent on the business a large part of the responsibility in this area. This happens through their interest in environmentally clean industry, or from participation in the protection of the environment from pollution effectively activities.

Based on what has already been identified, the research topic to discuss and analyze the role of corporate social responsibility programs for Saudi corporations in sustainable development, and compare these programs with corporate social responsibility in some developed countries.

2. The reasons for choosing the subject of the study

Consisted reasons for choosing this subject as follows:

1. Scientific importance and scarcity of studies on this subject from the perspective of sociology, especially since most of the previous studies on the subject belongs to the scientific field of economics and management.

2. The societal importance of several points, including:

- a. The importance of studying the issue of social responsibility programs for Saudi corporations and their role in helping to achieve the developmental requirements of Saudi society.

- B. Importance of access to a future strategy to ensure the activation of social responsibility programs for corporations and their role in achieving sustainable development.

3. The aims of the study

The main objective in this study is "to discuss and analyze the role of social responsibility programs for Saudi corporations in sustainable development" and the ramifications for this goal several sub-goals are:

1. Identify the concept, objectives and motives of social responsibility programs.

2. Study the nature and role of social responsibility programs for Saudi corporations in achieving sustainable development requirements of Saudi society, and compared with those of some developed countries.

3. Identifying characteristics and features of corporate social responsibility programs in Saudi corporations through the visions of a sample of departments staff of social responsibility to these corporations.

4. Submission of proposals for how to activate the role of corporate social responsibility programs in Saudi corporations to achieving sustainable development.

4. Questions of the study

Based on previous aims study was launched to try to answer the following questions:

1. What are the objectives and motives of social responsibility programs?
2. What is the role of social responsibility programs for corporations in achieving sustainable development of Saudi society?
3. What is the difference between social responsibility programs for Saudi corporations and similar in developed countries?
4. What vision of departments staff of social responsibility to the characteristics and features of corporate social responsibility programs in Saudi corporations?
5. How can activate the role of social responsibility programs for Saudi corporations in achieving sustainable development?

5. Procedural definitions

1. Corporate Social Responsibility (CSR):

The study launched from following definition of social responsibility: the corporate social responsibility means the corporation's commitment to making a balance between financial performance and contributions to improve the quality of the life of their employees, communities and society as a whole.

as Social Responsibility also means doing business with sustainable progress in response to the needs of the society and its growth and development.

2. Sustainable development:

Sustainable development means implementation of development where several elements are available from most important to be multidimensional economic, social, cultural, political and administrative, psychological, environmental, and aims to satisfy the basic social needs of individuals, and aims to meet the needs of the present without compromising future requirements, and that is based on equality and participation full of all individuals, and protection of human rights and give more individual freedom, and to try to achieve progress with minimal consumption of natural resources, and minimal pollution and damage to the environment, and to be self-reliant development.

6. The theoretical approach to the study

There are two theories form the basic fundamental premise of the current study is:

1. Structural functional theory:

From the perspective of theory "structural functional" that society is a social structure, social structure is not only a group of "social systems" that interact with each other within the framework of the overall total construction (Colomy, 1990, pp.20-30).

The function they are part of the role played in all of any system in the overall social structure. This means that the degree sustainability and regularities in the construction is investigating unity and entity and

can only be carried out to perform the function of this structure any dynamic movement of the role played by each system or system inside the structure, where everything has a particular function should be on every system of the systems society to be carried out, and that of all of these functions have general system or Big Society is also able to do his job (Bourricaud, 1981, pp.15-23).

2. The role theory:

The role is a set of specifications define what should be the person that has emerged as a particular center is doing on the small group or large community level, and there are three procedural definitions of the role are (Alsahty, 2003, pp. 85-86):

(A) Normative role: a set of specifications or emanating from the community or from the general culture, which draw people to their roles in the range of positions differing requirements.

(B) The expected role: a set of specifications required by the ego of the other and vice versa in the position of sub-culture is influenced by the interaction of each.

(C) Job Role: which is the actual role of the behavior of any role or actually performed?

Role theory characteristics and more concerned with the importance of social behavior, a difference in the behavior of human beings and predictability based on their hobbies and social situation in which the behavior occurs (Biddle, 1986, p. 68).

Accordingly, the social responsibility programs for Saudi corporations have a role and function of the task in helping to achieve the developmental requirements of Saudi society. As well as the role and function of corporations is integrated with the rest of the other official institutions in achieving sustainable development in Saudi society.

7. Programs of corporate social responsibility in advanced countries and Saudi corporations:

Comparative study:

a. Corporate Social responsibility programs of Western and American corporations: With global interest in growing the policies of privatization and increase private sector participation in economic and service activity in the society, the higher the frequency of the controversy over the issue of withdrawal of the state from the field services- particularly education and health - and increased the pace of the debate on the issue of corporate social responsibility. By studying and analyzing the international experience of the systems of private sector participation in the provision of social services, notes that most developed countries (UK - Japan - Canada - South Korea) based in the Department of Social Services - for example health services - on the following:

- Decentralized system: depending on where the private sector in the provision of health services

represents the private sector more than 90% of health care institutions in Korea, about 80% of the total number of hospitals in Japan.

- The limited role of the Ministry of Health on the strategic planning of the National Health and oversee the funding, and contribute to the development of quality standards.

- The contribution of individual's fraction of the cost of health services when you get them, according to income level.

- The existence of an independent body to oversee the quality of health service delivery.

- Provide family doctor for primary care services and the conversion to a therapeutic level top (secondary) in hospitals when needed.

- Reliance on market mechanisms to create competition and provide better health services (Center for Information and Decision Support "IDSC", 2005, p. 22).

The following are some of the corporate social responsibility carried out by a number of corporations in the United States and Western countries programs:

1. Microsoft Corp: is one of the largest software corporations in the world, the company was ranked 22 in the list of the top 100 corporations practicing corporate social responsibility activities in the world for 2011."Bill Gates" founder and chairman of Microsoft Corp. was founded by Foundation (Bill and Melinda Gates Foundation Bill & Melinda Gates Foundation), an international charity, founded by Bill and Melinda Gates in 2000 and doubled in size accession "Warren Buffett Warren Buffet" - head of Berkshire Hathaway Inc. and the second richest a man in the world after Jats- of the institution in 2006, and his announcement that he would give US \$ 44 billion of the total wealth of the Gates Foundation charity. The main objectives of the institution at the global level in the promotion of health care and the reduction of extreme poverty; and in the United States to expand educational opportunities and access to information technology (Gates and Melinda, 2015).

The foundation was initially funded by Bill Gates for US \$ 126 million in 2000. The organization has grown during the first two years of funding through a \$ 2 billion (Microsoft Announces Plans, 2014). Bill and Melinda Gates Foundation also announced that within fifty years after the death of Gates family will be the Foundation has spent all financial assets, the Foundation aims to financial assets - in excess of fifty billion spending Dollar- in this century to improve and develop institutions and address the problems in preparation for the next century, she said, the institution that this century will be a great emphasis on addressing several problems including poverty, AIDS and other (Gates and Melinda, op.cit).

2. "GM General Motors Crop": in the annual report for GM to disclose a lot of things such as:

- Departments responsible for environmental issues the corporation and the structure of these departments and policies relating to the conservation of the environment.

- Policies to get a deal with the raw materials and ways of minimizing the use of quantities of these materials.

- For reducing the use of toxic substances and harmful to the health of human beings in the production policies, and ways of managing the damaged materials and the disposal of waste, conservation of the environment and control.

- Ways and methods of energy use and ways to reduce and supplied as well as the use of green environmental policies.

- Policies and systems of safety and security in the workplace, and emergency systems and public disclosure, as well as ways and policies of public health and safety.

- Policies and how to develop products, relationships with suppliers (Hussain, 2004, p. 30).

"JF.Smith" Chief Executive Officer of General Motors Corporation, also pointed out that "the growth of global corporations that could affect the largest number of people in a growing number of countries than any other force emerged in the past." However, there are also problems. He says that for companies "holds the global economy with it a set of commitments." He admits, "Kenneth Port," Chief Executive Officer of the corporation, "Chevron," the existence of a new economic environment, he says, "When you respect diversity, and are helping economies to grow, and you help the environment and education in the country, you are born a cycle of prosperity." He adds, "it was not this debate to put in the past years response; new" (World Summit for Social Development, 2000).

3. Lawrence Mills Crop" Massachusetts": This company operates in the field of textiles, owned by US industrial capitalist "Aaron Verstein ", which provided an example to shoulder social responsibility, while the occurrence of any crisis, with completely burned equipment factory at the end of autumn 1993, having decided to "Aaron" immediately pay the usual wages for workers until after the New year holiday, despite the fact that the majority of users no longer have any work done until the re-construction of the plant. it also promised to restart all workers while being returned construction, which has already been achieved with the end of 1997, when he returned to work both wanted to return. In this he says, "Aaron," that "the responsibility of the corporation for me already imply the need to take into account the interests of shareholders, but that's not all the

responsibility. That responsibility includes workers and staff and the neighborhood and the city, and the employer has to balance wisely between these different responsibilities, and to seek justice to take into account the interests of both the shareholder and the worker. "He adds," Aron "We feel responsibility towards humans and worry about them, and usually try and successfully reduce labor while expanding in other sections while technological progress requires a reduction in the number of employees, so we can ease the pain. We focus less on reducing the cost of labor, and more on research and development in order to innovate and produce goods more quality to excel in the market, and achieve higher profits, and share with the well-being of our workers "(Feuerstein, 2014).

4. The Sainsbury Family Charitable Trusts create Sainsbury is due to the economic group in 1869 at the hands of "John James Sainsbury" and his wife "Mary" in London, England. The Foundation has experienced rapid growth in the Victorian era until it became the largest retail stores in the grocery store in 1922 and continued to grow until it became one of the pillars of the British economy at the moment. And a charitable endowments of the Sainsbury family, is operating office for eighteen (18) endowment donor Foundation, created by three generations of the Sainsbury family. The voluntary contributions made by the group through its various institutions Endowment for charity and one of the most striking examples of philanthropy in Britain (The Sainsbury Family Charitable Trusts website, 2011)). Among the most important foundations of the Group:

- Ashden Trust: a charity donor focuses on climate change and sustainable development issues and improves the quality of life and quality in poor communities. And so that they can bring about permanent changes in the UK and on an international level, it offers small donations (ranging from 1000-20000 pounds) for organizations with a successful record in the implementation of innovative and effective projects. It does so based on the conviction that her role contribute to the awareness of the environmental cost resulting from the aircraft and the absorption of organic materials and the importance of recycling and enables many individuals to participate effectively in the development of the environment and society.

Out of axes inherent interest of the institution, they have committed a number of measures sponsored and funded a lot of programs in the UK and on an international level, including international environmental projects, where the Foundation invests in support of renewable energy-based projects on the basis of the nature of the local community, which aims to help people to be helpful themselves permanent and environmentally healthy manner. These projects

focused on poverty reduction through the use of renewable energy technologies to increase the income of individuals and the development of agriculture and educational activities, health care, (Ashden Trust website, 2011).

- The Gatsby Charitable Foundation: It is one of a family institutions Snespory charitable and led by "David Sainsbury" David Sainsbury, who retired from his ministerial post in November 2006, where David Sainsbury announced in 2005 its intention to donate one billion pounds, at least in his life spending on grants and contributions provided by "Jazbay" institution. This institution is active in a number of areas of the most important field of agricultural sciences, and increase spending on research in neuroscience Neuro Science in the United Kingdom, and the donation of many small foundations in Africa, and the education of science and engineering. The Foundation also focuses on mental health in the criminal justice system and in the field of employment, through the integration of research and legal skills in the context of an effective network of relations with political circles (The Gatsby Charitable Foundation Website, 2012).

- The Kay Kendall Leukemia Fund: This organization interested in providing prizes and research grants to research in blood diseases and cancer studies related malignant blood disease. Where care research and innovative proposals from first-class-related disease, and particularly welcomes applicants who take care of patients with leukemia or working in the prevention of disease or related diseases programs. The Foundation also donates to projects of direct benefit or care for patients with leukemia. The Foundation also provides grants for research programs or projects (for 3-5 years) related to leukemia and related diseases disease (The Kay Kendall Leukemia Fund Website, 2011).

- The Linbury Trust: a charity that was established in 1973 at the hands of "John Sainsbury" Foundation has made since this time donations amounted to 100 million pounds. Foundation grants and donations to organizations and progress in many areas and a variety of targets, including literature, education, environment, medicine and social care (The Lansbury Trust Website, 2014).

- The Woodward Charitable Trust: one of the Sainsbury group of enterprises, was founded in July 1988, and the total awarded in 2006/2007 reached 395.861 pounds were donated to 92 charitable organization and many of the projects (The Woodward Charitable Trust Website, 2011).

5. Ford Foundation: " Edsel Ford" is the son of "Henry Ford", who became chairman of the corporation, "Ford Motor" Ford Motor and Ford Foundation established in January 15, 1936 an initial

donation reached US \$ 25,000. In its early years, it operates in Michigan under the leadership of members of the Ford family. Since its early years, its founders decided to enterprise resources must be used for charitable purposes, scientific and educational public interest, where the Foundation provides donations to many organizations. The Foundation has released a report - published in 1950 - it set the directions and activities around the world, and it was the most important:

- make an effective contribution with regard to international peace and establish a world order based on law and justice.

- securing commitment to the fundamental principles of freedom and democracy in solving the fundamental problems of society.

- improve the economic situation of people everywhere and promote economic institutions for more recognition of the democratic goals.

- strengthen and improve and expand the ways and means education to enable individuals to recognize and benefit from the mental and spiritual abilities, and to support more equal access to education and the preservation of knowledge and enrich.

- increase knowledge of the factors that affect or limit the production and the expansion of human knowledge that maximizes the benefit of the individual and society (Ford foundation Website, 2014). Up capital of the Ford Foundation now to US \$ 3.7 billion, of which \$ 530 million targeted for donations for projects that focus on the promotion of democracy and societal development, economic, education, media, arts and culture, human rights values (Ford foundation, from Wikipedia, 2014).

There is no doubt that the previous models of Western organizations and the US reflect the change in the vision of the American West and the importance of corporate social responsibility programs. This trend was supported by the US State Department - for example - honoring conscious corporations socially through the "Award for Corporate Excellence" (ACE) Annual, where GE General Electric won this award in 2007 for programs and large-scale in the areas of housing, education, and other programs to help recovery in Indonesia after the tsunami disaster. In the previous year, it was awarded the prize for the corporation, "Sambazon " also awarded the company "Goldman Sachs Goldman Sachs" giant contributions to the establishment of a wildlife sanctuary vast space in the Chile region of the island "Tierra del Fuego Tierra del Fuego", and General Motors Corp. General Motors for its to assist in the reintegration of forces for militant factions in the civil society in Colombia (Innovative Firms Change, 2007).

Corporate social responsibility programs in Saudi Corporations:

Seen since the first step of development in Saudi society for its view of the importance of the role of the private sector. In that plan, mandated by the implementation of infrastructure projects, especially in the construction sector, which has seen rapid growth, and took over the implementation of public works projects such as roads, water systems, sewage and electrical networks (evolution of the role the private sector and Tname through development plans in Saudi Arabia, 2002).

Increasing trend of the private sector in the implementation of programs and projects of social responsibility has been observed as announced in May 2008 bloc that would include Saudi investors in Jeddah from the start in the establishment of the first specialized Saudi corporation in the design and management of programs and projects of social responsibility of the business sector and the beneficiaries, in order to contribute effectively to the civil service of society and promoting sustainable development projects (Elaf Journal, 2008).

There is no doubt that there are aware of the many Saudi corporations for social responsibility, and successful experiences in this context include:

1. Saudi Telecom corporation: Aware of Saudi Telecom for its responsibilities to the community in which it operates, the company launched several social responsibility programs, and the most important of these programs, "Health fulfillment" program launched by the company in order to create and equip 22 health centers in various regions of the Kingdom at a cost of SR 100 million. As well as "the fulfillment of the educational" program launched by Saudi Telecom for the purposes of education and rehabilitation and training for the people of the Kingdom of the sexes, the company has so far contributed to the training of 1300 students in various faculties of the Kingdom. Saudi Telecom also launched to fulfill the sports program, which has supported through sports clubs Arabia, and recorded so the world record in the care of all the Saudi Premier League football clubs across the "meet Sport" Believing in the importance of supporting sports activities that maintain the vitality of the community, and a continuation of the program for its commitment in support of the sports renaissance (STC, social responsibility, 2013).

2. Sabic: (SABIC) have achieved excellence in the field of international trade, but also contribute significantly to society service through the support of social bodies and vocational training institutes and charities by providing financial support and sponsorship activities. Donations amounted SABIC charitable causes in 2005 amounted to \$ 21 million riyals (US \$ 5.6 million) as well as 80 million riyals

(US \$ 21.3 million) provided by the Corporation (SABIC) for the Centennial Fund to support small and medium enterprises through a program that will create nearly 4,000 jobs for Saudis during the past five years.

Among other charitable activities that receive support from the Corporation (SABIC); Society for Handicapped Children, and submitted in support of an estimated one million riyals for charitable endowment project in Riyadh, and participate in the Prince Sultan campaign for social welfare and health education, as well as their contributions to the many internally and externally donation campaigns, and support for a number of centers such as Prince Sultan Center for disability Research, in addition to supporting some of the Charitable Society of the Ministry of social Affairs Arabia. Thus, SABIC got Prince Mohammed bin Fahd bin Abdul Aziz Award for Philanthropy in 2005.

The corporation has worked on the financing of a number of scientific chairs in the universities, along with spending on the care of several courses and conferences. As well as supporting and providing scholarships for students Saudis - in 2005 it sponsored about 100 students to enable them to pursue their studies in the United States and Canada - and through academic another scientific program, SABIC also sponsored a visit by six Saudi students from King Fahd London Academy of costs to the North pole (SABIC, our social, 2014).

3. Savola Group: Launches Savola Group in its programs of social responsibility through its commitment to approach (the way the Balanced) which emphasizes the balance between financial goals and objectives of non-financial related to fulfilling the rights of stakeholders and take care of covenants list and contributing to the community service). otdam Savola many groups programs, most notably:

- Abesar- Savola program, with eyesight charity.
- support the Jeddah Center for Speech and Hearing (Gish), through its own funding programs for hearing and evaluation of speech and language program and qualifying for the pronunciation of the Arabic language for the whole year skills.
- Recent graduates trained citizens, contributing to their employment.
- Education project through community service.
- Support and assistance program for poor families.
- Support small projects programs.
- Program after graduation: Savola Group undertakes a number of graduate students and provides them with specialized training courses (Savola Group, Annual Report, 2014).

It is worth mentioning that Savola Group has won the award for corporate social responsibility to contribute to the public in 2007, one of the awards given by the National Research Institute of the Middle

East IIR Middle East Saudi Arabia for companies that are committed to social responsibility to the community in which it operates. The award to strengthen the principle of piety adopted by the group within the culture of institutional, as the group also won the Arabian Business magazine Saudi business sector for 2008 Award (Arabian Business) for the best Saudi corporation to adopt strategies and plans of investment and smart acquisitions (e economic.2008).

4. The National Commercial Bank: The field of providing employment opportunities of the most important areas of corporate social responsibility. In this context, the National Commercial Bank programs to provide job opportunities for young Saudis within a full range of community service programs implemented by the bank in serving the community, and that reflect an awareness of social responsibility by offering innovative, diverse and non-targeted programs for profit to support various Saudi society and social aspects come. The National Bank offers through its programs to provide jobs programs are three basic civil program of training and employment, and civil program for small businesses, and civil Program for Productive Families (Riyadh Economic, 2012).

5. Abdul Latif Jameel Society Services Programs: Abdul Latif Jameel Society Services Programs in July 2003 was established, which is the multiple roles within Saudi society, with the aim of youth and young Saudis rehabilitation to meet the labor market challenges. Until the end of 2005, 7,880 programs has provided since its inception in 2003, a job opportunity. Including young women and young people have benefited from the various regions of the Kingdom. Abdul Latif Jameel programs and supports a number of areas, including: (Abdul Latif fund professional and vocational rehabilitation - leadership - development programs Abdul Latif Jameel to support institutions and small businesses - programs of health and social services - Abdul Latif Jameel to serve the international society (Abdul Latif Jameel Society Services Programs 0.2013).

As are some of the major Saudi corporations and family to establish a specialized institution endowment charity given to a family or a specific figure like Al Rajhi Charitable Foundation, Sherbatly charity, and several institutions of some of the princes and princesses of the royal family proceeds back to support the needy in the community, and the spread of these institutions in all parts of the Kingdom (Attar, 2009).

Comment: From the previous presentation notes, that in spite of all what they offer and implemented by corporations in the Kingdom of programs of social responsibility, but this can contribute to venerate and elevate it by organizing efforts based on the planned

deliberate and working partnership among all sectors of society.

If Saudi corporations show in response to social issues are beyond the rumors reported in general. What is clear is that they do so out of a sense of individual responsibility for its leaders who spend a lot of social giving, but often in secrecy, so motivated to be moral and religious belief firm. So Volunteering is based on individual initiative interactively influence towards some social issues, and does not have the status of sustainability because it ends at the demise of the driving causes him or persons interested actors and face. But the private sector and from the importance of integration with its popular base demands the adoption of social responsibility programs that adopt new activities based on organized labor in support of the activity of the basic corporation, which was caused by the positive results to the community and the company and the government sector at the same time, and on the private sector to contribute to the implementation of future plans development projects within the major strategies and directions governments leading to a useful and successful results, through the development of a new product is included in the social responsibility programs of these evils consumer benefit and investor and stakeholders.

That distinction must be made between social responsibility and philanthropy and volunteerism, although the two concepts based on voluntary initiatives, but that social responsibility is based on the importance of society development with the private sector development thread in order to achieve sustainable development (Sheikh, 2007), especially the idea of social responsibility issue with ancient roots in the Islamic religion heritage. Examples of this are many; the Islamic endowment is one of the highest economic systems that have contributed to the construction of Islamic societies throughout the ages, and the stay was the most important means of scientific, intellectual and cultural progress of Muslim countries, where shares in building the edifices of science and disseminated through mosques, schools and institutes, as newly Shares by traders and business owners contributions off the endowments educational institutions, hospitals, and building bridges and paving roads.

9. Methodology

(A) Method used in the study: The study used the methodology and techniques represented in; the descriptive analytical method, and the statistical method, in addition to the comparative method.

(B) Data collection tools: The study applying the questionnaire on a sample size of 90 individual staff departments corporate social responsibility in some Corporations in Jeddah to identify their vision of

social responsibility programs implemented by their Corporations.

The stability of questionnaire has been checked by re-test by applying the questionnaire to a prospective sample of individual staff departments corporate social responsibility, and two weeks after re-application questionnaire on the same sample, was the correlation coefficient is calculated using the program SPSS and for each question from the questionnaire questions, was reached as a result of about the link (0.75) for most of the questions which indicates that the relatively constant resolution questions. It has been deleted questions that had little correlation coefficient of 60%. To check the veracity of the identification of the interview, was sentenced by the number of arbitrators with expertise in this area, and based on their feedback has been some statements not related to the context of the questionnaire excluded, it was used phrases that highlighted the arbitration process and the existence of an agreement by 90% or more. And then they put the questionnaire in its final form containing the (33) element revolved around four main themes: the general characteristics of the study sample, and awareness of the concept of social responsibility, private companies and social responsibility programs, in addition to Saudi corporate, and the extent of disclosure about its activities towards social responsibility.

(C) Fields of study:

-The spatial area: study has been applied on purpose sample of individual staff departments corporate social responsibility in some corporations in Jeddah, where the application has been on the following corporations:

1. Savola Group companies
2. ALJ
3. Dallah Al Baraka Group
4. The National Commercial Bank
5. Budget Car Rental
6. STC
7. Pilot Plastics Company
8. Arabian Cement Company
9. Bank Al Jazira
10. Saudi Dairy and Food - SADAFCO
11. Saudi Industrial Development
12. Materials Corporation Holding ages

- The time domain: field study lasted for three continuous months starting from the beginning of the month of March 2015 and until the end of the month of May 2015.

- The human field: The field study was applied to the purpose sample of (90) individual staff departments corporate social responsibility

10. Field data analysis

The following presentation of the results of field data analysis:

First: General characteristics of the study sample:

The gender and age and scientific characteristics and income and social study sample were as follows:

- Gender characteristics:

It reached the proportion of males in the sample is 56.7%, while the proportion of females stood at 43.3% in the sample. There is no doubt that this reflects social change in Saudi society, which is an increase of the manifestations of women working in the private sector rates, as it is linked to the female tendency to work in departments that operate in humanitarian fields significantly.

- Age characteristics:

Through field study turned out to be the largest proportion in the sample is in the age group "35-45" as such (33.3%) of respondents, followed by the age group that lies between "25-35" and representing about (27.7%), then following these age group of "45-55" by (22.3%), then the age group of "55-60" by (11.1%), and finally the age group of "20-25" by (5.6%). This point to the existence of different age groups, each bearing his ideas and experience, coupled with a large proportion in the intellectual maturity, which will have no doubt their responses to questions.

- Scientific characteristics:

Such as obtaining a Bachelor representing about (57.7%), while holding the highest degrees of bachelor representing the proportion (42.3%) of the sample. The sample in this way allows the identification of the views of a distinct segment of society, has the scientific competence required for the performance of its duties as required.

- Monthly income:

It turned out through the field study that the largest percentage of respondents (48.9%) with an income of between (8000-12000) riyals per month, followed by income group (5000-8000) by (18.9%), then the income category (12000- 15000) by (17.8%), and finally the income category (15,000 or more) by (14.5%). This reflects the departments for social responsibility to workers adequate income allows them to devote themselves to perform their job functions to the fullest.

- Functional characteristics:

Represented the percentage administrator projects, the highest proportion in the sample (24.4%), then specialists Marketing category by (22.2%), then working class in customer service (20%), then the category of workers as administrator programs by (17.8%), and finally the category of executives by (15.6%). And members of the sample as such represent them are characterized by different functional groups in the social responsibility departments.

- Years of Experience:

It represented the proportion of those with experience (15-20 years) the highest among the respondents (33.3%), then the class of (25+ years) (20%), then the category (5-10 years), and category (20-25) the year increased by one (17.8%), and finally the class of (5-10 years) by (11.1%). And members of the sample in this way is characterized by mostly possess the experience was not bad at work in social responsibility. The question that arises is whether the experience possessed by the majority of respondents said that the theory of practical experience or expertise? There is no doubt that the answer to this question will appear in the following parts of the field study.

Second: awareness of the concept of social responsibility:

- Vision of the respondents' perception of members of the society to the concept of social responsibility:

The opinion of the majority of the respondents (68.9%) that members of the society are unaware of the concept of social responsibility, and in return there (31.1%) of respondents think otherwise. There is no doubt that this reflects the vision of respondents said that the novelty of the concept of social responsibility, and therefore not to spread awareness of this concept among members of society.

- The concept of corporate social responsibility from the perspective of respondents:

Opinion (33.3%) of respondents said that the concept of corporate social responsibility means "the preservation of the environment and do not pollute," while "the moral responsibility to corporations variable came towards consumers" by (25.6%), then the variable "providing material assistance to charities" by (12.2%), then the variable material aid for workers in the corporations "by (6.7%). The variable" all of the above "was the rate (22.2%). Previous and ratios shows blurred the concept of social responsibility adequately have a large proportion of respondents, where most of them on the one aspect of social responsibility focused in exchange for losing sight of the other aspects.

- Sources of knowledge to the concept of social responsibility:

the majority of the respondents (63.3%) confirmed that "the employer" is the source of their knowledge of social responsibility, while there was "media" in second place (10%), then self-diligence variable rate (7.8%), then the "friends and colleagues" by (7.7%), then the "educational institutions, and all of the above" and one by each of them (5.6%).

Previous ratios reflect the low rate of media significantly, reflecting the importance of activating the role in this area. Ratios also reflect the low rate of self-diligence and adoption of the majority of

respondents to the employer as the only source of knowledge about social responsibility.

- The extent of the programs implemented by Saudi corporations in the field of social responsibility efficiency:

The majority of the respondents (74.4%) believe that the programs implemented by Saudi corporations in the field of social responsibility are not enough. In contrast, the view (25.6%) that these programs are insufficient to some extent. These views reflect the vision of the respondents to the Non-Proliferation of social responsibility programs adequately.

- The extent of social responsibility programs:

Opinion (62.2%) of respondents said that social responsibility programs is widespread, and in return there (37.8%) of the respondents believe it spread to some extent. These ratios are associated with the outcome of the previous figure about the inadequacy of social responsibility carried out by Saudi corporations programs.

- The sample vision of the obstacles and difficulties that hinder the implementation and enforcement of social responsibility programs:

(45.6%) of respondents believe that "societal difficulties" represent the most important obstacles and difficulties that hinder the implementation and enforcement of social responsibility programs, and administrative difficulties by (11.1%), then the difficulties associated with the institution (10%). The "all of the above" was a variable rate (33.3%). Previous and ratios illustrate the failure of many destinations such as the media and the authorities of educational and cultural role in the dissemination of a culture of social responsibility which hinders the implementation of social responsibility programs.

Third, corporate social responsibility and sustainable development programs:

- Sample vision of the meaning of social responsibility for the organization in which they work:

Opinion (38.9%) of respondents said that the meaning of social responsibility for the organization they work for is "attention to the social dimensions of the corporation's activities," while there (10%) chose the variable "taking into account the environmental requirements," and (8.9%) chose the variable "support charities," and (7.8%) chose the variable "into account ethical considerations." Finally chose (34.4%) variable all of the above.

The percentages reflect the previous belief that corporate interest in social dimensions in the corporation is the main activities is on the activities of social responsibility, and in that clear faulty and the omission of the rest of the aspects of social responsibility related to sustainable development, such as the ethical and environmental aspects.

- Respondents vision of how to deploy the idea of corporate social responsibility:

Confirmed (18.9%) of respondents said that he can spread the concept of corporate social responsibility to corporations through workshops and training courses, while opinion (12.2%) that can be accomplished through conferences, seminars, and confirmed (11.1%) to integrate into the network of the Board of Social Responsibility local and confirmed (5.6%) on the joint cooperation with other corporations. Finally, the majority chose (52.2%) variable all of the above, the variable of integration in the International Council of Social Responsibility Network did not confirm it one of the respondents.

Notes on the previous proportions do not choose integration variable in the International Council of Social Responsibility network independently. This reflects the lack of awareness of the majority of the respondents of the importance of benefiting from the experiences of international corporations with a head start in this regard.

- The most important aspects of social responsibility for the corporation:

For the aspects of social responsibility the most important for the corporation and achieved sustainable development from the standpoint of respondents implement programs for the benefit of the environment variable in the lead came (30%), then the variable implementation of programs for the benefit of the local community by (27.8%), then the variable implementation of programs for the benefit of workers and in favor women are by one (5.6%), then the variable implementation of programs for children and people with special needs is increased by one (3.3%), then the variable implementation of programs for the benefit of consumers by (2.2%). Finally chose (22.2%) do not know a variable (Fig. 16).

Previous and ratios reflect the lack of clarity of the social responsibility aspects of sustainable development for a large number of respondents said that in spite of their work for a period not too bad in this area.

- Get the corporation on the certificates of recognition in the area of social responsibility, and the type of these certificates:

Confirmed (52.2%) of the sample (Fig. 17) to get their corporation on the certificates of recognition in the area of social responsibility, while stressing (47.8%) not to get their corporation on the certificates of appreciation. As for the type of these certificates respondents also said are as follows:

- o Quality Certificate.
- o Arab Council to volunteer certificate.
- o Human Resources Development Fund Award.
- o the Arab Union for Voluntary Work certificate.

- Sample vision of the interest of the corporation to join the network of local Council of Social Responsibility:

Confirmed (34.4%) of respondents said that their corporation's great interest in joining the network of local social responsibility, while stressing the majority of respondents (65.6%) on the lack of knowledge about it.

There is no doubt that these percentages reflect the lack of adequate publicity of the Council of the local social responsibility, requiring the authorities concerned to work to clarify the objectives of the Council and the benefits of accession.

- Sample vision of the expected advantages of joining a network of local Council of Social Responsibility:

The main benefits expected from joining the network of local council social responsibility as the opinion of the respondents in the sense of social responsibility (23%), and joint cooperation between the factories and corporations (12.3%), thus contributing to the development of society, and to attend workshops by one training courses (10 %), then get the economic benefits and the exchange of experiences by one (7.8%), to obtain administrative privileges, and access to information on the subject by one (5.6%), then obtain certificates social responsibility (3.4%), and finally chose (14.5%) variable I do not know.

- The expected revenue from the viewpoint of the respondents to the efforts of the application of social responsibility in the environmental and social fields:

Came to contribute to the achievement of sustainable development in the first place by a variable (45.6%) as the most important revenue projected for the efforts of the application of social responsibility in the environmental and social fields, and then came the two variables to reduce the prices of products, and improve product quality in second place by one is (12.2%), while variable "I do not expect any return," it has got to the rate (30%).

It is noted that for a variable contribution to the achievement of sustainable development for first place reflects an awareness of the required personnel departments of social responsibility.

- Sample vision of consumers about the importance of knowledge of the activities of the corporation in social responsibility:

He confirmed the majority of the respondents (70%) of consumers on the importance of knowledge of the activities of the corporation's social responsibility. In contrast, he stressed (30%) of respondents to the contrary.

There is no doubt that consumers know the corporation's activities in social responsibility contributes significantly to increase the credibility of

the corporation's clientele, also supports the corporation's reputation among consumers and contribute to increased sales dramatically.

- Vision of respondents to the question dealing with the corporation about its activities in corporate social responsibility, and the reasons for this:

He confirmed the majority of the respondents (83.3%) their agreement to the dealers with their corporations asking about their activities in the field of social responsibility, and the reasons for it from their perspective are:

- As this has a significant impact on the public interest.

- Increase consumer acceptance of the corporation and its products.

- Development of belonging to this corporation in the minds of consumers.

- Stimulate consumers to buy the company's products.

- So be honest dealing between the parties.

- So take advantage of them.

In contrast confirmed (16.7%) of the members of the sample that they do not approve of the dealers with their corporations asking about their activities in the field of social responsibility, because from the point of view has nothing related with social responsibility.

Fourth: The Saudi corporations and disclosure of CSR activities:

- Sample vision about the information on Saudi corporations must disclose and on their performance toward achieving economic aspects of social responsibility:

For information on Saudi corporations must disclose and on their performance toward achieving economic aspects of social responsibility, came the responses of the respondents as follows:

- To disclose the information about the fines and penalties imposed on the plant, approval by a majority (94.4%).

- Information on loans and advances majority approval by (100%).

- Information on their contribution to GDP (national economy), approval by a majority (100%).

- Information about the outlook for sales and profits and losses for next year, approval by a majority (76.7%) compared to the proportion of non-approval (24.4%).

- Information on antitrust and no harm to consumers, the approval by a majority (88.9%), compared to the proportion of non-approval (11.1%).

- Information on the respect for the rules of competition and no harm to competitors, the majority approval by (100%).

Previous ratios and reflect the importance of the economic aspects of the corporations own profit, considering that it is an essential objective, but this

does not preclude its shoulder its responsibility towards the society, which has allowed it to good climate for investment. In this context comes what he did, "Bill Gates" as an example and a clear understanding of the true meaning of social responsibility.

- Sample vision about the information on Saudi companies must disclose on their performance and to achieve the environmental aspects of social responsibility:

For information on Saudi companies must disclose on their performance and to achieve the environmental aspects of social responsibility, the responses of the respondents were as follows:

- Information on the volume of consumption of natural resources, approval by a majority (88.9%), as opposed to rejecting the proportion (11.1%).

- Information on the extent of their contribution to increasing the green space, the approval by a majority (88.9%), as opposed to rejecting the proportion (11.1%).

- About the size of its efforts to reduce the negative impact on the environment as a reduction of the size of emissions and toxic substances, approval by a majority (88.9%), as opposed to rejecting the proportion (11.1%).

- Information on the extent of the obligation to apply environmental regulations, approval by a majority (88.9%), as opposed to rejecting the proportion (11.1%).

- Information on how to dispose of environmentally harmful waste such as restoring Manufacturing (recycling), approval by a majority (91.1%), as opposed to rejecting ratio (8.9%).

- Information on the extent of receiving awards or certificates of appreciation in the field of environmental protection, the majority approval by (100%).

- Information regarding the extent of its contribution in promoting the prevention of pollution noise and beautify the environment of the majority approval by research (88.9%), as opposed to rejecting the proportion (11.1%).

There is no doubt that the high approval rates in this aspect belonging to link the concept of social responsibility in the mind of the respondent's worthwhile environmental aspect.

- Sample vision about information on Saudi corporations must disclose and on their performance toward achieving social aspects (public contributions) of social responsibility:

For information on Saudi corporations must disclose and on their performance toward achieving social aspects (public contributions) for Social Responsibility, came the responses of the respondents as follows:

- Information on contributions to associations and charitable activities in the form of cash or in kind, by the consent of the majority (100%).

- Information on the extent of their contribution in supporting small businesses, the majority approval by (100%).

- Information on the extent of their contribution to solving some of the social problems of housing and marriage, approval by a majority (86.7%), as opposed to rejecting the proportion (13.7%).

- Information on the extent of their contribution to the prevention of drugs, approval by a majority (88.9%), as opposed to rejecting the proportion (11.1%).

- Information on their contribution in crisis and disaster management in the community majority approval rate (92.2%), as opposed to rejecting ratio (7.8%).

- Information on the extent of their contribution to the care of orphans, the majority approval by (81.1%), as opposed to rejecting the proportion (18.9%).

- Information on the extent of their contribution in providing jobs for people with special needs and training, approval by a majority (88.9%), as opposed to rejecting the proportion (11.1%).

- Information on the extent of their contribution in providing employment opportunities to tackle unemployment, approval by a majority (88.9%), as opposed to rejecting the proportion (11.1%).

- Information on the extent of their contribution in providing employment opportunities for women, approval by a majority (88.9%), as opposed to rejecting the proportion (11.1%).

- Information on the extent of its contribution to the reduction of traffic jams, approval by a majority (94.4%). In exchange for rejecting ratio (5.6%).

- Information on the extent of its contribution to supporting and encouraging volunteer work, approval by a majority (88.9%), as opposed to rejecting the proportion (11.1%).

- Information on the extent of its assessment of the needs of customers and their satisfaction with the product / service, quality approval by the majority (88.9%), as opposed to rejecting the proportion (11.1%).

- Information on the extent of receiving awards or certificates of appreciation in quality and safety, the majority approval by (100%).

The social aspects of social responsibility are of great importance for direct association with members of the society, so the more contributions of corporations in this aspect whenever led to growing Consumer Corporation's confidence, and thus provided a favorable climate and good environment for the work of these corporations.

- Sample vision about the information on Saudi corporations must disclose and on their performance toward achieving the social aspects of social responsibility (human resource development):

For information on Saudi corporations must disclose and on their performance toward achieving the social aspects of social responsibility (HRD), the responses of the respondents were as follows:

- The corporation's policy in the recruitment, approval by a majority (88.9%), as opposed to rejecting the proportion (11.1%).

- The proportion of radiation in the corporation, majority approval by (100%).

- The extent of its contribution to the programs and educational and scientific institutions to support both inside and outside the company, majority approval by (100%).

- Incentives for employees to develop their skills and complete their education, the majority approval by (100%).

- Missions granted by the corporation to the Saudis from inside or outside the corporation's employees, the majority approval by (100%).

- And there are plans for the development of human resources and development, approval by a majority (94.4%), as opposed to rejecting ratio (5.6%).

- The existence of policies for employee involvement and listening to them, by the consent of the majority (88.9%), as opposed to rejecting the proportion (11.1%).

- Contribute to the reduction of harassment and procedures for complaints and remedies, approval by a majority (88.9%), as opposed to rejecting the proportion (11.1%).

- The company's spending on health insurance for its employees and their families, the majority approval by (100%).

- Reducing the rate of accidents because of the work efforts of staff, the majority approval by (100%).

- Index of staff morale average absenteeism or turnover, the majority approval by (100%).

- The presence Gym staff, approval by a majority (100%).

- Support the education of the children of workers, the majority approval by (100%).

There is no doubt that the high approval rates on the side of human resource development is linked to one of the important aspects of social responsibility, the corporations responsibility towards employees who are in the end, members of the society, and thus interest in the development of their skills and provide services to them in the interest of corporations and society at the same time.

- Sample vision about motives for Saudi corporations to disclose information on their performance toward achieving the programs of social

responsibility for multiple aspects of sustainable development:

For the motives for Saudi corporations to disclose information on their performance toward achieving the programs of social responsibility and sustainable aspects, it came the responses of the respondents as follows:

- Standard profitability is no longer the sole basis for making investment decisions and to judge the efficiency of the organization, approval by a majority (83.3%), as opposed to rejecting ratio (8.9%), and the percentage of neutral (7.8%).

- Improve the reputation of the corporation in the society, by the consent of the majority (88.8%), as opposed to rejecting ratio (5.6%), and the percentage of neutral (5.6%).

- Doing so is necessary for the possibility of continuity of work, approval by a majority (88.9%), as opposed to rejecting the proportion (11.1%).

- To do so religious and moral duty of the majority approval by (94.4%), as opposed to neutral ratio (5.6%).

Notes on the previous proportions and there is a small percentage of respondents neutral, this may be due to a lack of clarity on the social responsibility they have adequately.

- Sample vision about the appropriate location for disclosure of Saudi corporation on their performance with regard to the implementation of social responsibility programs:

For adequate disclosure of the site to Saudi corporations on their performance with regard to the implementation of social responsibility programs, it came the responses of the respondents as follows:

- In the annual report of the Board of Directors, approval by a majority (77.7%), as opposed to rejecting the proportion (16.7%) and the percentage of neutral (5.6%).

- Was posted on the organization via the Internet, by the consent of the majority (72.2%), as opposed to rejecting the proportion (22.2%) and the percentage of neutral (5.6%).

- In a separate special report of social responsibility, the majority approval by (100%).

- Neglect disclosed entirely, by rejecting the majority (100%). Notes on the previous proportions relative increase in the proportion of non-consenting to spread social responsibility was posted on the organization online reports, this is due primarily to the prevailing trend when a large number of business owners about the confidentiality of the plate of private aid what is offered to charities from the Islamic religious instruction favoring the need direct assistance to the needy in private rather than in public.

There is no doubt that this vision requires a significant effort to change them, and to clarify that

the social responsibility of the founders of the work does not aim to provide social welfare in the form of material aid, but is designed primarily for the development of society through sustainability activities.

- Sample vision about the benefits achieved in the case for Saudi corporation to disclose their performance towards the implementation of social responsibility programs:

For the benefits achieved in the case for Saudi corporations to disclose their performance towards the implementation of the social responsibility programs of achieving sustainable development, it came the responses of the respondents as follows:

- Will lead to increased awareness of the role corporations towards achieving sustainable development, approval by a majority (100%).

- Make financial reports for Saudi firms more comprehensive, approval by a majority (88.9%), and the percentage of neutral (11.1%).

- Increase the social acceptance of these companies, approval by a majority (94.4%), as opposed to neutral ratio (5.6%).

- Corporate response to environmental responsibility with respect to preserving the environment and natural resources, approval by a majority (83.3%), as opposed to rejecting ratio (5.6%) and the percentage of neutral (5.6%).

- Issuance of accounting standard for disclosure of social responsibility programs, approval by a majority (88.9%), as opposed to rejecting ratio (4.4%) and the percentage of neutral (6.7%).

- Sample vision about the reasons for the failure of the Saudi listed corporations to disclose their information on their performance towards the achievement of social responsibility:

Regarding the reasons for the failure of the Saudi corporations to disclose their information on their performance toward achieving social responsibility, came the responses of the respondents as follows:

- There are no legal requirements, approval by a majority (72.2%), as opposed to rejecting the proportion (11.1%), and the percentage of neutral (6.7%).

- Saudi Arabia is a claim under accounting standards, approval by a majority (61.1%), as opposed to rejecting the proportion (16.7%), and the percentage of neutral (22.2%).

- Convinced the factory management against its feasibility and its impact on the perception of interested parties, approval by a majority (61.1%), as opposed to rejecting the proportion (11.1%), and the percentage of neutral (27.8%).

- There is no demand for information related to social responsibility, approval by a majority (77.8%),

as opposed to rejecting the proportion (11.1%), and the percentage of neutral (11.1%).

- That the information is sensitive or confidential, the approval of the majority be increased by (66.7%), as opposed to rejecting the proportion (11.1%), and the percentage of neutral (22.2%).

- Avoid damaging in the plant in the minds of the masses, by the consent of the majority (77.8%), as opposed to rejecting ratio (5.6%), and the percentage of neutral (16.6%).

- Avoid exposure factory financial penalties according to the law, approval by a majority (88.8%), as opposed to rejecting ratio (5.6%), and the percentage of neutral (5.6%).

- Lack of prizes or incentives granted by the government stimulates corporations do not disclose their role in the implementation of social responsibility programs, neutral by the majority (44.4%), as opposed to approval rate (16.7%), and the proportion of rejecting (38.9%).

- The cost outweigh the interest, by rejecting the majority (44.4%), as opposed to neutral ratio (16.7%), and the approval rate (38.9%).

- Non- disclosure does not affect the value of shares in the factory stock market, approval by a majority (66.7%), as opposed to rejecting the proportion (11.1%), and the percentage of neutral (22.2%).

Former ratios reflect the importance of the existence of legal control on the implementation of corporations for social responsibility programs even for everyone to follow, with the need for the government to put concrete material incentives and privileges for businesses that are committed to the implementation of these programs.

- Respondents proposals to activate the role of corporations in contributing to the achievement of sustainable development:

Gave respondents a number of proposals to activate the role of corporations in contributing to the achievement of sustainable development, including the following:

- develop legislation requiring large corporations to commit with societal role.

- To provide material and moral support for corporations, implementing social responsibility programs.

- compel agency empowered to supervise the activity evaluation of the implementation of corporate social responsibility and social responsibility programs.

- develop incentives for corporations committed to implementing social responsibility programs, and impose sanctions on non-cooperative corporations in this area.

- continue the establishment of the annual conference of social responsibility to its importance in the exchange of experiences and view achievements, and stand on the obstacles, and try to find common solutions to them, and get out important recommendations are applied realistically during the year.

- Proposals respondents to spread and deepen the concept of corporate social responsibility in the society:

Gave respondents a number of proposals to spread and deepen the concept of corporate social responsibility in the society, including the following:

- increase the effectiveness of the role of the media role in this area.

- The establishment of a Supreme Council for Social Responsibility with the task of monitoring the performance of corporations in this aspect, and motivate, develop facilities that enable it to perform its role in the field of social responsibility.

- organize courses for corporations and institutions from the concept and objectives of social responsibility.

- implementation of awareness programs directed particularly to young people, including the religious aspect of social solidarity, and then ranging even up to the concept of social responsibility and the concept of sustainable development.

11. General Results of the study:

The field study results responded to the main questions that came from the study as follows:

1. The Field study revealed that the majority of respondents believe that the members of the society are unaware of the concept of social responsibility, reflecting the vision of respondents said that the novelty of the concept of social responsibility, and therefore not to spread awareness of this concept among members of society.

2. Field study showed the existence of a consensus among members of the sample on the fact that the social responsibility of a public-interest channels.

3. The field study evident the lack of clarity of the concept of social responsibility I have a sufficiently large proportion of respondents, with most of them focused on the aspects of a responsible socio-environmental conservation and do not pollute, ethical and corporate responsibility towards consumers - in exchange for losing sight of the other aspects.

4. The majority of respondents confirmed that "the employer" is the source of their knowledge of social responsibility, and then comes the media.

5. The majority of respondents said that the programs implemented by Saudi corporations in the field of social responsibility are not sufficient.

6. Field for the study revealed that the majority of respondents believe that social responsibility programs are widespread.

7. Societal difficulties came in first place as the most important obstacles and difficulties that hinder the implementation and enforcement of social responsibility programs, and administrative difficulties which reflects the failure of many destinations such as the media and the authorities of educational and cultural role in the dissemination of a culture of social responsibility which hinders the implementation of social responsibility programs.

8. The field study revealed that the majority of respondents believe that the meaning of social responsibility for the corporation they work for is the attention to the social dimensions of the plant's activities, and in this obvious defect and the omission of the rest of the aspects of social responsibility related to sustainable development, such as the ethical and environmental aspects.

9. Respondents opinion that it could spread the concept of corporate social responsibility through workshops and training courses, conferences and seminars into the local network of the Board of Social Responsibility, and cooperation with other factories.

10. It turns out from the field study that aspect of social responsibility the most important for the corporations they work for and achieved sustainable development comes in the forefront of implementing programs for the benefit of the environment, then the implementation of programs for the society, then the implementation of programs for the benefit of workers and in favor of women.

11. Half of respondents said their corporation to obtain the certificates of recognition in the area of social responsibility.

12. The majority of respondents confirmed that they do not know anything about the presence or lack of attention to their corporation to join the local network of social responsibility, reflecting the lack of adequate publicity for local council social responsibility, requiring the authorities concerned to work to clarify the objectives of the Council and the benefits of accession.

13. It the field study turns out that the most important anticipated benefits of joining the network of local council social responsibility as the opinion of the respondents is the order in the sense of social responsibility, and mutual cooperation between the corporations, and contributes to the development of society, and to attend workshops and training courses.

14. The respondents expected returns to the efforts of the application of social responsibility in the environmental and social spheres is in order to contribute to the achievement of sustainable

development, and to reduce the prices of products, and improve product quality.

15. The majority of respondents stressed the importance of consumer knowledge of the activities of the corporation's social responsibility.

16. The majority of respondents approved the dealers with their corporations asking about their activities in the field of social responsibility, the most important reasons for this from their point of view is as this has a significant impact on the public interest, and increasing consumer acceptance of the company and its products, and the development of belonging to this corporation in the minds of consumers.

17. The majority of respondents approved the Saudi corporations to disclose information on their performance toward achieving economic aspects of social responsibility, reflecting the importance of the economic aspects of corporations, considering that profit represents a fundamental her target, but this does not preclude its shoulder its responsibility towards the society that allowed it good climate for investment.

18. The majority of respondents said that their agreement to the Saudi corporations to disclose information on their performance toward achieving environmental aspects of social responsibility.

19-Field study revealed the approval of the majority of respondents to the Saudi corporations to disclose information on their performance toward achieving social aspects (public contributions) for social responsibility for direct association with members of the society, so the more contributions and factories of private corporations in this aspect whenever led to growing consumers trust corporations, and thus provided a favorable climate and good environment for the work of these corporations.

20-Field study showed approval of the majority of the respondents for Saudi corporations to disclose information on their performance toward achieving the social aspects of social responsibility (HRD) for the benefit of corporations and society at the same time.

21. The majority of respondents agreed on the establishment of Saudi corporations to disclose information on their performance toward achieving the programs of social responsibility for aspects of sustainable development.

22- The majority of respondents saw the appropriate location of the disclosure Saudi corporations on their performance with regard to the implementation of social responsibility programs is the order in a separate special report to social responsibility, and in the annual report of the Governing Council, then the site organization through the Internet.

23-Field study revealed that most of the benefits in the case for Saudi corporations to disclose their performance towards the implementation of social responsibility programs are in order to increase awareness of the role of corporations in achieving sustainable development, thereby increasing social acceptance of these corporations, and then make financial reports for corporations more inclusive.

24- The majority of respondents said that the main reasons for the failure of the Saudi listed corporations to disclose their information on their performance toward achieving social responsibility is in order to avoid exposure corporation financial penalties according to the law, and the lack of demand for information related to social responsibility, and to avoid damage in the plant in the minds of the masses, and the lack of legal requirements oblige corporations to do so.

25. The respondents gave a number of proposals to activate the role of corporations in the field of sustainable development, the most important setting legislation requiring large corporations commit a societal role, and to participate in seminars and conferences, and to provide financial and moral support for corporations, implementing social responsibility programs.

26. Respondents gave a number of proposals to spread and deepen the concept of corporate social responsibility in the society, the most important; increase the effectiveness of the role of the media role in this area, and the creation of a Supreme Council for Social Responsibility with the task of corporate performance monitoring in this aspect, and motivate, develop facilities that enable them to the performance of its role in the field of social responsibility, organizing courses for corporations and institutions from the concept and objectives of social responsibility.

Comment:

This study has been launched from a key objective was to identify the social responsibility programs for Saudi corporations and their contribution to sustainable development, and through the application of the questionnaire on a sample size of 90 individual staff departments corporate social responsibility in some corporations in Jeddah to learn about their vision of social responsibility programs implemented by their corporations. And by comparing their programs with programs of corporate social responsibility in advanced countries. The study found a number of results were displayed in the past. But there is a need to analyze and interpret these results in which the public and the kidneys. So we can supply The following are some concluding remarks in the light of the results of this study, in an attempt to explain these results in the societal frame:

- Social responsibility programs for corporations are not voluntary. It is the duty and imposes the dictates of belonging to a nation, so it is necessary to be part of the culture of the society and its institutions to reach the desired goals.

- CSR concept changing and evolving, organically linked to sustainable development, requires the corporations beside the search for profit, concern for the environment, and to participate in economic and social development.

- There is increasing evidence that corporate social responsibility activities that pose a legitimate and compelling way to attract and retain employees, as well as to attract and retain talent, where he noted that the world's leading corporations in this area contribute to encouraging employees to participate in corporate social responsibility as a "strategic necessity".

- The experiences of many countries such as Germany and Japan have shown that the most successful corporations are not limited goals only on profit-taking, but also on its social activities keep pace with the adoption of its good reputation among the general public and help in getting young cadres creativity necessary for its continuation and development and creative.

- The application of corporations to the principle of social responsibility and its commitment to be done through pilot projects achieved what it understood greatly the societies is giving a positive fruitful, and this is contributing as much usefulness to others, the utility return them through the corporation's image distinct mentality and build a good reputation are considered in the financial world and sectors of competitive advantage to attract them talent, and kept the human capacity located in the field of employment, it also direct them contribute to the integration of the key development sectors (public sector, and charitable, and private).

- Observed during the field study, the low awareness of Saudi corporations to the concept of social responsibility because of the spree, many of them in maximizing profits and increasing growth, without paying attention to their role in society and the rights of society to them.

- The concept of social responsibility in the Saudi corporations to take part of the interest in the recent period where private sector corporations realized that the financial capacity alone is no longer sufficient, and became aware of the importance of the role they can play in society and then began to expand its activities beyond what is more activities productivity by sponsoring events and gatherings and charity, and compete in the work environment and the pursuit of sustainable development in the country.

- In front of the Saudi corporations a golden opportunity to win the loyalty of the public and employees, and market their products better by following a social responsibility approach, which would be a double payoff, as it benefits the society it is beneficial for the corporation as well.

- It is important to develop social responsibility programs and according to the conditions of the Arab and Islamic societies and needs for development, meaning the development of special applications and are not derived templates from the West, given that every society is different in its application of the concept of social responsibility.

- The success of social responsibility plans to contribute to the achievement of sustainable development depends on the issuance of laws and regulations and the development of standards and to exercise control and deterrent mechanisms supports this concept in the private sector. We refer here to the role that could be the governmental sector plays in helping corporations to do its part in society programs including offer of facilities and moral support for these corporations to encourage them to launch social programs easily and smoothly, such as the provision of information and coordination of efforts and gathered under one umbrella and integrate them and encourage innovative initiatives and rewarded morally, and also to emphasize the need for corporations to involve youth in its initiatives and programs to raise awareness of the importance of volunteer work, as well as the important role of the media in raising society awareness of social responsibility and modify misconceptions.

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