

EMPLOYING CORPORATE SOCIAL RESPONSIBILITY (CSR) TO PROMOTE OPEN AND DISTANCE EDUCATION IN ICDE COUNTRIES

Ganiyat AdejokeAdesina-Uthman*

*ACMA, PhD. FCE, Economics Unit, National Open University of Nigeria, almiqdad@gmail.com

Abstract

Engaging resources of business organisations in profit generating activities in order to increase the worth of the organisations' shareholders is mostly a major concern of business managers and entrepreneurs. However, the need to give back to the society where such profit is generated led to Corporate Social responsibility (CSR) debates among business managers and academia as well as policy makers. CSR is part of business ethical behaviour of profit making organisations, as businesses must not only continue to generate profits for survival but should also comply with laws in their countries of operation. Using Secondary data on CSR policies and their contributions to economic development in some countries from Europe, Asian and African continents; the paper found that CSR has contributed and is still contributing to development in different sectors including education. Albeit, Open and Distance Learning (ODL) education is not a priority. It also found that CSR in some International Council for Distance Education (ICDE) member countries is more of philanthropy support rather than governmental legislation or policy. This paper therefore advocates for enforcement of CSR legislation in ICDE member countries requiring business organizations to set aside certain percentages of mandated CSR contribution from their profits for scholarship schemes for ODL students and sustainable developments for knowledge-based economies.

Keywords: Corporate Social Responsibility; Open and Distance Education; Knowledge Based Economy; Business Ethics, Philanthropic Support