



Assessing the Level of Awareness of the Importance of Corporate Social Responsibility in Business Organizations: A field study of the employees of Naftal corporation in Ghardaia.

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Abstract:

This study aimed to determine and Assessing the level of awareness regarding the importance of corporate social responsibility in business organizations among the employees of Naftal corporation based in the city of Ghardaia, A questionnaire was designed to collect data, and the sample included all 41 employees of the corporation. The data was analyzed using SPSS version 26.

The study arrived at several conclusions, the most important of which is that there is a high level of awareness regarding the importance of corporate social responsibility among the sample of employees of Naftal corporation city of Ghardaia,

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Especially after the negative impacts of the COVID-19 pandemic on businesses and communities in general. The results of the study also indicate that most of the corporation's employees are aware of the importance of corporate social responsibility through media outlets, institutes, and universities, while the role of the corporation itself in raising employee awareness was found to be weak.

✓ **Keyword:** Corporate social responsibility; business organizations; Naftal corporation.

✓ **Category JEL:** M1, M14, M140.

1. INTRODUCTION

As an open system, business organizations are affected by all changes and events in business environment, including economic, social, political, and cultural changes, as well as changes related to the industry in which these organizations operate. However, this influence does not end at the boundaries of the organization; it extends to the organization's impact on society. Today, business organizations need to play a fundamental economic and social role in the community in which they operate. This community is a source of the organization's most important inputs and it's also a channel for the distribution of its products and services, making it a source of wealth for the organization.

Through the foregoing, social responsibility has become a prominent feature of business organizations. Most organizations compete to demonstrate their adoption of social responsibility in their programs and plans. However, despite these efforts, many organizations have not fulfilled the various requirements of society and their responsibility towards it. This may be due to a gap in adoption and implementation, or it may stem from a lack of awareness of the importance of social responsibility in business organizations and, therefore, the human element. We may find organizations that embody social responsibility within their strategic plans at the highest level of importance and interest, but their human resources suffer from a lack of awareness of social responsibility and its significance.

1.1. The problem statement of the study: In light of the above, the main problem can be posed as follows: To what extent do employees of the Naftal company in the city of Ghardaia perceive the importance of corporate social responsibility?

Based on the main question and for the purpose of understanding the subject, the

following sub-questions will be posed:

- What is the level of awareness among employees of Naftal company in the city of Ghardaia regarding the importance of corporate social responsibility in its dimensions (economic, legal, ethical, and philanthropic)?
- What is the source of awareness among the study sample regarding the importance of corporate social responsibility in business organizations?

1.2. Study hypotheses:

1- the First Main hypothesis: Employees of Naftal company in the city of Ghardaia do not perceive the importance of corporate social responsibility in business organizations.

2- the Second Main hypothesis: There is no high level of awareness among employees of Naftal company in the city of Ghardaia regarding the importance of corporate social responsibility in business organizations.

1.3. Study Objectives: The study tries to achieve the following objectives:

1- Attempting to measure the level of awareness of the importance of corporate social responsibility among employees in the upper and middle management of the studied organization through a quantitative scientific methodology.

2- Identifying the source of awareness of the importance of corporate social responsibility among the sample members in the studied organization.

3- Providing proposals and recommendations that help the management of the studied organization, especially, and other organizations in general, to achieve the correct awareness of the importance of corporate social responsibility and, therefore, adopt and embody it in practice and achieve the desired goals of corporate social responsibility.

1.4. The significance of study:

The importance of this study lies in its attempt to add to the research related to the concept of social responsibility. The study results will provide decision-makers in the institution being studied with important information about the level of awareness of the prevailing social responsibility in Naftal company in the city of Ghardaia. This will help them take appropriate measures to improve its efficiency and effectiveness

and include it among the strategic priorities of the company.

1.5. The scope of study: In order to control the subject and study the problem, we set the limits and dimensions of the study as the following:

1- Objective limits: The research is limited to studying the level of awareness of the importance of social responsibility among the employees of the institution being studied in all its dimensions and the source of their knowledge about the study variable. Therefore, the research does not address the aspect of adoption and response to social responsibility.

2-Spatial boundaries: To drop the theoretical side on the ground, we chose Naftal company in the city of Ghardaia, which was established in 1998 in accordance with the reforms initiated by the state at that time.

3-Time limits: This study is determined by the time frame in which it was conducted in the season of **2022/2023**.

4-Human Borders: The study included administrative employees of Naftal company in the city of Ghardaia.

1.6. The study method: Based on the problem, objectives, hypotheses, and information sought to identify the employees' opinions on the extent of awareness among the employees of Naftal Company for the importance of the social responsibility of organizations, a descriptive approach was used. This approach relies on studying the phenomenon as it exists in reality and two methods were adopted for this purpose:

7-1-Theoretical method: The descriptive approach was also used to build and formulate the theoretical framework of the study and present the theoretical basis for social responsibility and business organizations.

7-2-Applied Method: The descriptive approach was utilized to diagnose, describe, and analyze the problem of the study, which relied on distributing a questionnaire to the employees of Naftal Company in Ghardaia city.

1.8. Previous Studies: As part of the theoretical framework building, we encountered several previous studies that addressed the study variables. However, there was a scarcity of studies that combined the study variables. We benefited greatly from these

studies in constructing the questionnaire paragraphs and selecting the dimensions of social responsibility. The following are the most important studies in chronological order:

- The Study (Adel Nekmouche, 2021), an article titled "The extent of awareness among users of economic institutions of the elements of social responsibility: the case of the Hodna Mills institution".

This study addressed the importance of the concept of corporate social responsibility in economic institutions, and analyzed the level of awareness among the users of the Hodna Flour Mills regarding the elements of corporate social responsibility, using survey tools and data analysis.

The study found that the users of the Hodna Flour Mills have an average level of awareness of corporate social responsibility, and that there is a need to increase awareness of the importance of corporate social responsibility in economic institutions.

This study is useful in the context of our research as it relates to the same topic and provides useful information about the level of awareness among users of corporate social responsibility in economic institutions.

- The study (Amina Sadiki, 2020) is an article titled: "The extent of awareness among employees of the National Company for Electricity and Gas Distribution of the importance of the legal and environmental dimensions of corporate social responsibility - a field study in the Medea unit".

The aim of this study was to investigate the level of interest and awareness of employees in the National Company for Electricity and Gas Distribution - Medea Unit - towards corporate social responsibility and their Awareness of the importance of the legal and environmental dimensions of CSR in the organization. To achieve the study objectives, a questionnaire was used to collect, analyze, and distribute information to the employee group, which included 74 workers. The study distributed 50 questionnaires and concluded the following results:

- The employees of the National Company for Electricity and Gas Distribution are aware of the importance of the legal and environmental dimensions of corporate social responsibility.
- There is clear coherence and a lack of dispersion among the sample responses

in the studied organization.

- The study (M. Suto and H. Takehara, 2018) is an article titled: " Corporate Social Responsibility Awareness and Practices of Japanese Corporations".

The aim of this study was to investigate the alignment between the awareness of corporate social responsibility (CSR) among Japanese companies and actual responsible business practices and financing since the early 21st century, before providing empirical analyses to explore related issues. It is necessary to provide the theoretical approach to CSR and draw the context of awareness of CSR and the practices of Japanese companies. The following results were obtained:

- There are existing gaps between the managers' awareness of CSR and the CSR activities practiced by Japanese companies in the late 21st century.
- There has been a significant improvement in the awareness of CSR among companies since the late 21st century.

- The study (Norhayah Zulkifli and Azlan Amran, 2006) is an article titled: " Realizing Corporate Social Responsibility in Malaysia: A View from the Accounting Profession".

The aim of this study was to assess the level of awareness and Awareness among professional accountants in Malaysia regarding the concepts, elements, and basic functions of corporate social responsibility (CSR). The study included a sample of 14 professional accountants who were interviewed to obtain their perspectives on the level of awareness and Awareness of CSR. The study yielded the following results:

- Professional accountants in Malaysia have a general awareness and Awareness of CSR and its contents, including concepts, elements, and basic functions.
- There is a positive attitude towards emphasizing the corporate social responsibility of companies.

"The current study's position in relation to previous studies: After reviewing the previous studies, we conclude that:

- "The current study is similar to (Adel Nekmouche, 2021) in terms of choosing to conduct a field study, as Nekmouche's study selected an economic institution, but it

differs in approach. The current study has one variable, which is the importance of social responsibility awareness, whereas Nekmouche's study focused on the extent of the sample's awareness of the concept and dimensions of social responsibility."

- "The current study closely resembles the study conducted by (Amina Sadiki, 2020) in terms of the sector of the study, which is the energy field, and also examines the sample's interest in social responsibility. However, it differs from it since the current study examines the importance of social responsibility in all its dimensions in business organizations, whereas Sadiki's study is limited to only two dimensions, the legal and environmental dimensions of social responsibility."

- The current study is similar to the study by (M. Suto and H. Takehara, 2018) in terms of the variable of corporate social responsibility, but it differs in its objective. Takehara's study aimed to understand the concept of corporate social responsibility itself and link it to practices within companies, unlike the current study, which aims to study the Awareness of the importance of corporate social responsibility among employees. Additionally, the location of the study differs as it was conducted in the commercial and finance sector.

- Most of the previous studies focused on understanding and perceiving social responsibility in terms of the concept itself and its dimensions. However, the current study focused on employees' Awareness of the importance of social responsibility in the study setting, in addition to being conducted during the post-COVID-19 pandemic period, which will undoubtedly have a significant impact on the concepts and importance of social responsibility.

2. Concept and Characteristics of Business Organizations.

2.1. Concept of Business Organizations

Let's briefly discuss the concept of an organization. According to Daft "an organization is a social entity with a directed material and moral goal, a deliberate structure, and coordinated activity systems linked to the external environment" (Daft et Noe 2001, 04), Gareth defines it as "a tool used by individuals to coordinate their activities in order to obtain something they desire or value (Gareth R 2001, 02) " Saleh Ali sees "that organizations, in general, differ according to the ideological pattern under which they operate and according to the way in which they interact and adapt to the environment, as well as the conflicting and creative environmental changes" (Saleh 2001, 160).

2.2. Characteristics of business organizations: Despite the multiple types of organizations, their legal forms, and the diversity of their activities as a juristic personality or an economic unit, they have a set of characteristics that distinguish them, including:

-Legal capacity: it refers to the fact that the organization cannot carry out its normal activities unless it meets the legal and procedural conditions. Administrative leadership: administrative leadership is considered one of the characteristics that must be present in a business organization. Any organization needs a qualified administrative person to carry out this task, and the success or failure of the organization largely depends on the ability and efficiency of the manager or the administrative body.

-Division of labor: the division of labor is an essential characteristic of any business organization. The work is divided among the various departments, and each department performs a specific task, and the coordination between the departments is necessary to ensure the integration of the organization's activities.

-Hierarchy of authority: the hierarchy of authority is another characteristic of business organizations. The positions in the organization are arranged according to the level of authority and responsibility, and each employee is subject to the authority of the higher-ranking employee.

-Goal-oriented: business organizations are goal-oriented, and they operate with a specific purpose in mind. The goals of the organization are usually related to the production of goods or services, the achievement of profits, or the satisfaction of customers.

-Continuity: business organizations have continuity, meaning that they continue to exist even after the departure of some of their members or leaders, and their activities continue to be carried out according to the established system and procedures.

-Social responsibility: We can liken a business organization to a living organism, which lives in an environment from which it derives the necessary elements for survival and continuity. It is difficult for any organization to achieve growth and success without the satisfaction of the community it operates in. The organization must realize that this community has rights that must be respected, and that the organization has obligations that must be fulfilled. This includes a package of

benefits provided to the community as a social responsibility, such as contributing to the development and support of social activities and economic growth (Al-Seef 2015).

In our current research, we will focus on the characteristic of **social responsibility** as one of the characteristics of business organizations. We will elaborate on this characteristic in detail in our subsequent discussion.

3. Concept and Dimensions of Corporate Social Responsibility.

3.1. Concept of Corporate Social Responsibility:

There are multiple definitions of Corporate Social Responsibility (CSR) among thinkers and writers due to the increasing importance of the topic. Here are some of these definitions, where the World Bank defined the concept of CSR as "the commitment of business activities to contribute to sustainable development by working with their employees, their families, the local community, and society as a whole to improve the standard of living of people in a way that serves both business and development at the same time" (Medhat 2015, 33).

The International Chamber of Commerce defined Corporate Social Responsibility (CSR) as "all voluntary attempts by companies to achieve development due to ethical and social considerations." Therefore, CSR relies on the initiatives of businessmen without legally binding procedures, and thus CSR is achieved through persuasion and education (Al-Asraj 2011, 03). The Organization for Economic Cooperation and Development (OECD) defines "Corporate Social Responsibility (CSR) as the commitment of the enterprise to contribute to economic development, while preserving the environment and working with employees, their families, the local community, and society as a whole, aimed at improving the quality of life for all parties" (GUYONNAUD et WILLARD 2004, 05).

Peter Drucker defined Corporate Social Responsibility (CSR) as "the commitment of an organization towards the society in which it operates" (Medhat 2015, 31). Sundra Holmes has referred to Corporate Social Responsibility (CSR) as "nothing but an organization's commitment towards the society in which it operates by contributing to a wide range of social activities such as poverty reduction, improving services, combating pollution, creating job opportunities, solving housing and transportation problems, and others" (Fellague 2019, 45).

Therefore, researchers believe that corporate social responsibility in business organizations is the ethical commitment and responsible behavior towards a group of stakeholders. Among the most important stakeholders who benefit from social responsibility programs are both society and the environment. This reflects that the concept of social responsibility has come to enhance the role and position of organizations in society, not only as an economic entity but also as a social entity that contributes to solving social problems and preserving the environment in which it operates.

3.2 Dimensions of Corporate Social Responsibility:

Researchers have differed in defining the dimensions of social responsibility based on the diversity of research areas and objectives. However, in recent years, the classification developed by Carroll in 1991 has been widely adopted. It includes four dimensions of social responsibility as follows: (Azouz et Goraice 2019, 48).

- **The economic dimension:** as the enterprise generates profits, this fulfills a fundamental requirement for meeting other responsibilities.
- **The legal dimension:** by complying with the laws, as they reflect what is right or wrong in society and represent the basic rules of operation.
- **The ethical dimension:** when the enterprise considers ethics in its decisions, it acts in a way that is right, just, and fair, and avoids harming different groups.
- **The philanthropic dimension:** acting as a good citizen contributes to enhancing community resources and improving the quality of life.

Comprehensive social responsibility is the sum of these four dimensions and can be expressed in the form of an equation: **Comprehensive social responsibility = Economic responsibility + Legal responsibility + Ethical responsibility + Philanthropic responsibility** (Yahiaoui 2015, 42).

It should be noted that the perspectives of the primary stakeholders regarding the social responsibility of the business organization according to these four components vary in terms of their prioritization, reflecting their interests. For example, owners primarily focus on the economic dimension in general, while customers focus first on the ethical dimension. As for employees, what concerns them most is the legal dimension primarily, but the local community places greater importance on the

philanthropic dimension of responsibility (Bastami 2023, 65).

4. Perceiving the Importance of Social Responsibility in Business Organizations:

In this paragraph, we will initially attempt to answer the previously posed question (To what extent is the awareness of the importance of social responsibility in business organizations available among the employees of Naftal company in the city of Ghardaia?) in terms of theoretical grounding, while waiting for the results of the field study conducted in the company under study.

Awareness is one of the human personality traits and is considered a process of it, and a determinant of individual behavior. It can be defined as "a cognitive knowledge in which the individual receives information related to stimuli, organizes it, interprets it, and gives it special meanings that may differ from reality, and then acts according to this meaning" (Jawad 2014, 10).

Often in practical situations, there is a misconception about social responsibility, as it is believed to be a mere voluntary initiative. That is, financial and material factors prevail over the individuals related to the business. The importance of understanding social responsibility for business organizations can be summarized in a set of values that can be obtained by the economic institution, in case of its awareness and importance given to social responsibility, as follows: (Adel 2019, 15).

1. Building strong and positive relationships with the community, where it contributes to improving the reputation of the economic institution in front of its product seekers.
2. Realizing the importance of social responsibility allows the community itself to have the ability to obtain the services it needs in various necessary aspects, such as the shortage of educational or cultural services, and economic services in the community.
3. Giving importance and value to social responsibility by the economic institution allows it to reduce operating costs, improve the overall image of products and their quality, thereby increasing sales, customer loyalty, productivity and quality.
4. Realizing the importance of social responsibility allows the institution to create a sense of teamwork and cooperation among all those who have a relationship with the institution to achieve its goals.

Through the above, the importance of ensuring the correct Awareness of concepts in the field of business management, and especially for the current study variable, becomes apparent. Emphasis should be placed on the fact that correcting human understanding of concepts is very necessary before organizations strive to adopt and embody them within their plans.

5. RESULTS AND DISCUSSION: Analysis of Field Study Results at Naftal Company in Ghardaia City:

5.1. Study Sample: (45) questionnaires were distributed to the employees of the studied institution, and 41 questionnaires were retrieved with a retrieval rate of 91%. In addition, the questionnaire was presented to some experts and reviewers to correct and modify it and ensure its validity for distribution.

5.2. The validity and consistency of the questionnaire: The reliability of the research tool (questionnaire) was established, which means ensuring that the answer will be the same if it is repeated on the same individuals. To measure the reliability of the research tool (questionnaire), we used Cronbach's alpha coefficient, which is considered the best method for indicating the reliability estimate, we calculated the reliability coefficient for the entire study tool as well as for each variable separately, and then calculated it for each dimension of the study. The results are presented in the following table:

Table (01): Alpha-Cronbach equation for measuring the stability of the study tool

Variable	Number of paragraphs	Stability coefficient
Economic dimension	4	0.837
Legal dimension	4	0.786
Ethical dimension	4	0.865
Philanthropic dimension	4	0.889
Macro social responsibility	16	0.910

Source: Prepared by researchers, based on outputs SPSS.

It is evident from the table (01) above that the overall stability coefficient in the study has reached a value of (0.910), indicating that the study enjoys very good stability. From this, we can conclude that the study tool we have prepared to address the

problem at hand is valid and stable in all its paragraphs, and it is ready to be applied to the study sample.

5.3. Normality Distribution Test: In order to deal with the study data and conduct tests using either parametric or non-parametric methods, we first need to perform normality tests on the study variables. The SMIRNOV-KOLMOGOROV test will be used to verify the normality distribution as follows:

Table (02) : Tests de normalité (SMIRNOV-KOLMOGOROV)

Variables	Test Value	Degrees of Freedom	Statistical Significance
Economic dimension	0.151	16	0.203
Legal dimension	0.136	16	0.126
Ethical dimension	0.176	16	0.114
Philanthropic dimension	0.119	16	0.101
Social responsibility	0.085	16	0.110

Source: Prepared by researchers, based on outputs SPSS.

From table (02), it can be noticed that the study data is close to a normal distribution for all study variables, where the statistical significance in the (SMIRNOV-KOLMOGOROV) test was higher than (0.05). Based on this result, the distribution of the study is considered normal.

5.4. Presentation and Analysis of the Results of the First Main Hypothesis Test: The aim of this test is to examine the first main hypothesis, where the One Simple T-Test was used. It should be noted that the hypotheses related to availability have been converted into statistical hypotheses as follows:

Analysis of the First Main Hypothesis: There is no Awareness of the importance of social responsibility in business organizations among the employees of Naftal company in the city of Ghardaia.

This hypothesis becomes statistically as follows:

-H0: There is no Awareness of the importance of social responsibility in business organizations among the employees of Naftal company in the city of Ghardaia at a significance level of $\alpha \leq 0.05$.

-H1: There is a Awareness of the importance of social responsibility in business organizations among the employees of Naftal company in the city of Ghardaia at a

significance level of $\alpha \leq 0.05$.

To conduct this test, we use the significance test for the importance of social responsibility among employees in organizations, which is illustrated in the following table:

Table (03) Significance test for dimensions of social responsibility.

	T	Degrees Freedom	of Significance level	Deviation difference	confidence interval	
					Min	Max
Social responsibility	3.006	40	0.000	0.334	0.256	0.412
Economic dimension	3.546	40	0.000	0.401	0.303	0.485
Legal dimension	3.059	40	0.000	0.374	0.300	0.460
Ethical dimension	2.866	40	0.000	0.373	0.258	0.487
Philanthropic dimension	2.055	40	0.000	0.202	0.076	0.314

Source: Prepared by researchers, based on outputs SPSS.

According to the results presented in Table (03), the level of significance is less than (0.05), and the value of t is equal to (3.006) at (40) degrees of freedom. Considering the positive sign of t, it indicates that the opinions of the sample individuals are focused on agreeing on the availability of awareness of the importance of social responsibility among the employees of the studied establishment. Therefore, the null hypothesis H0 is rejected, and the alternative hypothesis H1 is accepted, which states that:

"The awareness of the importance of social responsibility in business organizations is available among the employees of the NAFTAL company in the city of Ghardaia at a

significance level of ($\alpha \leq 0.05$)."

This can be interpreted as a positive reading of the questionnaire results, which supports the concern of the employees of the studied establishment for social responsibility in general, and this is what the researchers observed in the field.

5.5. Presentation and Analysis of the Results of the second Main Hypothesis

Test: Analysis of the second main hypothesis: There is no high level of awareness of the importance of social responsibility in business organizations among employees of Naftal company in Ghardaia city.

Statistically, this hypothesis can be formulated as follows:

-H0: There is no high level of awareness of the importance of social responsibility in business organizations among employees of Naftal company in Ghardaia city.

-H1: There is a high level of awareness of the importance of social responsibility in business organizations among employees of Naftal company in Ghardaia city.

Table (04): Arithmetic averages and standard deviations of organizational culture variables.

Variables	Arithmetic average	Standard deviation	Direction
Economic dimension	0,467	4,402	High
Legal dimension	0,438	4,374	High
Ethical dimension	0,601	4,373	High
Philanthropic dimension	0,614	4,202	High
Social responsibility	0.400	4.334	High

Source: Prepared by researchers, based on outputs SPSS.

According to the table (04) above, we find that the arithmetic mean of the total score for the answers of the employees of the institution under study on the social responsibility questionnaire items was (4.334), with a standard deviation of (0.400).

The table also indicates that the level of social responsibility Awareness of the employees of the institution under study was high.

Based on the analysis outputs shown in the above table, the null hypothesis H0 is rejected, and the alternative hypothesis H1 is accepted, which states that:

"There is a high level of Awareness of the importance of social responsibility in business organizations among the employees of Naftal institution in the city of Ghardaia at a significance level."

5.6. The distribution of the study sample according to the method of identifying the concept of social responsibility: The following table summarizes the results obtained regarding the distribution of the study sample according to the method of identifying the concept of social responsibility.

Table (05): The distribution of the study sample according to the method of identifying the concept of social responsibility.

Method of Recognition	Frequency	Percentage
Workplace Institution	2	%4.9
Internet Networks	5	%12.2
Magazines and Newspapers	2	%4.9
Media Outlets	18	%43.9
Universities and Institutes	12	%29.3
External Conferences	2	%4.9
Total	41	100%

Source: Prepared by researchers, based on outputs SPSS.

According to table (05), it is evident that (43.9%) of the study sample learned about the concept of social responsibility through the media, followed by universities and institutes at (29.3%), then the internet at (12.2%), followed by the workplace institution at (4.9%), then magazines and newspapers at (4.9%), and lastly, external

events and conferences at (4.9%). These figures indicate that audio-visual media played a prominent role in acquainting employees with the importance of social responsibility, emphasizing the need to utilize audio-visual media to solidify these necessary concepts in the business field. The significant role of various universities and institutes in clarifying the importance of social responsibility, and consequently the resulting awareness among employees, cannot be overlooked, especially since the difference in understanding the importance of social responsibility among employees according to researchers will necessarily be more specialized and detailed through universities, as they provide academic training based on officially recognized scientific methods, compared to general and specialized audio-visual media, which are not obligated to present information in its official academic form.

6. CONCLUSION: In order to address the main problem of the study, which is to investigate the extent of awareness of the importance of corporate social responsibility (CSR) through a field study of employees of the NAFTAL company in the city of Ghardaia, we started by studying the theoretical aspect to set the theoretical framework. We reviewed the theoretical literature on the concept of CSR and business organizations. Based on the theoretical framework and the field study, we arrived at the following results:

6.1. RESULTS:

- There is awareness among the employees of Naftal company in the city of Ghardaia of the importance of social responsibility, Especially after the negative impacts of the COVID-19 pandemic on businesses and communities in general;
- There is a high level of awareness among the employees of Naftal company in the city of Ghardaia of the importance of social responsibility and its dimensions;
- The study results show that the majority of the employees' awareness of the importance of social responsibility was through media, institutes, and universities, while the role of the studied institutions in raising employee awareness of social responsibility was weak;

- The study reveals that around 30% of the study sample became aware of social responsibility through universities, while the rest of the percentages were through various other means, especially since a significant percentage of the employees are university graduates;
- The study shows that the economic dimension of social responsibility outweighs the other dimensions, due to the nature of the institutions and the tendency of their employees who work in the economic sector.

6.2. Recommendations: Based on the results, the study recommends the following:

- Strengthening the prevailing dimensions of social responsibility among the employees of the company and utilizing them in actual practices of social responsibility through Naftal, while addressing the deficiencies recorded in the other dimensions;
- Using media outlets to disseminate correct concepts of social responsibility, as they are an important source of awareness for employees of the studied company;
- Encouraging economic institutions to recognize the importance of social responsibility in corporate governance;
- Utilizing conferences, seminars, workshops, and media outlets on issues related to social responsibility, including encouraging various government and private sectors to participate effectively;
- Leveraging the high awareness of social responsibility among the employees of the studied company and promoting it within its strategic plans and putting it into practice.

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