

Topics for corporate social responsibility in saudi arabia

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TOPICS IN CORPORATE SOCIAL RESPONSIBILITY IN SAUDI ARABIA

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CSR is an important activity that organisations often use in giving back to the community. According to Jamali (2012), companies try to look for activities that they take part in doing their CSR programs. For the research on CSR activities in Saudi Arabia, the following topics can be applied:

First topic: How can CSR be used to enhance the competitiveness of firms

Aim: the aim of this topic is to establish some of the activities that companies can use in giving back to the community while creating their brand image. The main objective will be assisting CSR managers to align their activities for achieving the above stated aim. The research methodology should be expected to be both qualitative and quantitative for collecting and analyzing data.

Second topic: Current trend in CSR in Saudi Arabia

The main aim of this topic will be to establish how companies are developing new ways to manage their CSR activities in Saudi Arabia and the entire Middle East. In terms of key objectives, the research will be set to establish how companies are undertaking their CSR activities. This understanding will seek to address how innovations can be used to enhance a company's CSR activities in Saudi Arabia

Third topic: Can CSR be used as a marketing tool in multicultural societies?

The aim of this topic is to establish an understanding of CSR activities can be used to market an organization's brand. The objective of the topic is to identify some of the CSR activities that an organization can use in marketing its brand. Just like the previous topics, research on this topic can also be both

qualitative and quantitative

Fourth topic: What are the different CSR activities that companies can engage in Saudi Arabia?

The aim of this topic can be to identify the different activities that companies operating in Saudi Arabia can engage in. The objective for the topic is to educate companies on some of the CSR activities that can give them a competitive edge in Saudi Arabia and the larger Middle East. Just as the other topics, the research will involve a lot of quantitative techniques to find out how the research can achieve its expected outcomes

Bibliography

Jamali, D. (2012). CSR in the Middle East fresh perspectives. Basingstoke: Palgrave Macmillan.