

Running just to stand still by bertels and peloza

Sociology



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The sample size chosen is 16 people from positions of leadership only. A general view of the employees and executives should have been collected in order to judge the awareness towards CSR even at the base level in the industries. Rules and policies are easily formulated but the implementation is brought about through the proper level of awareness and responsibility. The empirical study conducted here simply points out a region-specific case study involving some managers from certain chosen sectors. Fourthly it may be noted that the interviews were perhaps not conducted in a systematic manner with the same set of questions asked to each respondent. Rather different respondents seem to give opinions from various angles and the reader has little idea about what questions were asked. Fifthly, a chance of bias arises owing to the purposive sampling method. The researchers seem to have obtained a sample in order to prove their predetermined notion. My experience in Saudi Arabia shows that the country's domestic businesses are not concerned or affected by the global standards of CSR management. Rather they give most stress on the local society and look into their interests first. The company where I worked did provide goods at low cost/ discounts to the local buyers and absorbed local people as their employees especially for the low skilled positions. Saudi Arabia has thus escaped the influence of international standards of CSR, which might not be feasible against the economy of Saudi. The company also provided vocational courses to the students in exchange for a low charge since the building social and human capital is the prime focus of Saudi in the context of their CSR responsibilities. This issue does not gain as much focus on international standards compared to issues like labor rights, etc. Yet Saudi follows its own style in this respect. Here we find another level of commonality within a certain geographic

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community, which has its self-defined set of CSR goals and objectives unmoved by the impact of international standards. Here we may find that the basic theoretical view presented in the article is validated, but what still needs to be clarified is whether the industrial borders ceases to hold any importance as far as CSR is concerned. This might be verified only through a cross-sectional and longitudinal study.

I would like to carry the study presented in the article further by choosing 10 different geographic communities from different ethnic backgrounds. The sectors chosen will be the same but some new introductions will be made. A method of stratified sampling will be followed. The sample choice will be randomly done from the sectors identified. This will help in making the research somewhat unbiased in nature and also give us valid grounds to put forward the propositions.