

Mobile Telecommunication Network (MTN) and Corporate Social Responsibility in Benue State: An Assessment of Socio-Economic Impact.

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Abstract

This study assessed Mobile Telecommunication Network (MTN) and Corporate Social Responsibility in Benue State, 2005-2020 with particular references to an assessment of socio-economic impact. The specific objectives of the study were to (a) examine the economic responsibility of Mobile Telecommunication Network (MTN) in Benue State and (b) assess the social-cultural responsibility of Mobile Telecommunication Network (MTN) in Benue State. A survey research design was adopted, and a total of 400 respondents were sampled out of the population of 2,901,500. Data was analysed using descriptive statistical tools of percentages, frequency tables and column charts to establish the contributions of MTN to the Corporate Social Responsibility (CSR) in Benue State. The study found that in Benue MTN has contributed to revenue generation (through indirect employment), the sales of MTN products (recharge cards, SIM Cards) creates employment, it generates revenue for government through payment of taxes, MTN undertakes advertisement activities (radio and television jingles) thereby contributing to revenue generation too. Furthermore, MTN in Benue State is involved in academic and educational programmes, facilitates specialised education and training (enhancing literacy level), providing scholarship to indigent and brilliant students, execution of educational projects (classrooms, laboratories and libraries), supports women empowerment as well as encouraging sports development. It was therefore, recommended that MTN should set up functional mechanism that will facilitate a good level of partnership with the host community so that members will maximally benefit from it by generating income/revenue, employment among others. Efforts should be made on the part of the government to domesticate the provisions of the International Corporate Responsibility Instrument. For instance, MTN should approach the indigenous stakeholders so as to identify vital aspects of culture so to incorporate it in their Corporate Responsibility Instrument.

Keywords: Corporate Social Responsibility, Economic Responsibility, Mobile Telecommunication Network (MTN), Social-cultural responsibility and Benue State

Introduction

Corporate Social Responsibility (CSR) is the process by which corporate companies voluntarily incorporate environmental and social upliftment into their business philosophies and activities. An organization is primarily established to add value by creating products and providing services that the community need. One of the ethical concerns surrounding business behaviour and decision-making is the idea of Corporate Social Responsibility (CSR). A key problem is whether an organization

should engage in particular activities or refrain from doing so because they are beneficial to or harmful to humanity (Davis, 2000).

Corporate Social Responsibility (CSR) is gaining importance for organizations both domestically and internationally. Also, Corporate Social Responsibility (CSR) is recognized as an organization's reaction to environmental, social, and economic challenges (Purna, 2000). Organizations that subscribe to this theory of corporate social responsibility comply with the law and the expectations of its host community. International organizations with a profit-driven orientation did not prioritize corporate social responsibility until recently (Jatana and Crowther, 2007). However, in today's society, well-known organizations like multinational corporations must conduct their business in an ethical manner in order to avoid public backlash. In order to do this, businesses are becoming so concerned about the unfavorable client feedback that they are compelled to carry out their regular business operations within the bounds of international law. In many cases, firms are expected to perform well in non-financial areas such as business ethics, environmental policies, corporate contributions, community development, human rights, corporate governance, and workplace difficulties" (Sorsa, 2008). Some examples of corporate social responsibility include good employee working conditions, contributions to community groups and charities, and environmental stewardship. Moser and Miller (2001) reveal that "the problem with corporate social responsibility is that many organizations, which assert to be socially responsible often, do not live up to the expected ethics". Since corporate social responsibility has become an essential marketing tool for many multinational companies, there exist worries that certain organizations carry out corporate social responsibility as an approach to securing their client base remaining profitable. Kapoor and Sandhu (2010) argue that transparency and accountability are essential to carrying out business an approach that is ethically responsible.

In Nigeria, the idea of corporate social responsibility found its expression from the concerns for individuals' basic civil liberties. This indicated that business would have to take into account public interest if free enterprise was to survive in Nigeria, which was rife with legislation intended to regulate business and industry (Onwuchekwa 2000). What and to whom are businesses accountable when conducting business has been a topic that has been discussed frequently throughout the years? This is due to the widespread misconception that an organization's sole duty is to maximize profits for its owners, who then decide how to spend resources (Andriof and McIntosh, 2001).

The storm of economic liberalization that propelled across Africa in the early 1990s was embraced by Nigeria. The telecommunication sector of the economy was not left out. Mobile Telecommunication Network (MTN) Nigeria was granted licence to operate in Nigeria in 2000 and it started its operations in 2001. Since the advent of mobile telecommunication into Nigeria arising from deregulation and liberalisation of the economy in 2001, the Global System for Mobile Communication (GSM) industry have been responsible for the employment of millions of Nigerian citizens, either as distributors or retailers of GSM phone operators, recharge card sellers or GSM phone repairers. There is high expectation by Nigerians for the telecommunications sector to provide Corporate Social Responsibility for the citizenry. According to Altschuller and Smith (2011), stakeholders expect companies to manage the social and environmental impacts of their operations. In response to these agitations, many organisations have adopted Corporate Social Responsibility (CSR) programmes. Many of such

programmes are not integrated into the organization's operations but are merely taken as philanthropic gestures, public reporting through newspaper and television media so as to give the notion that they are practicing CSR. Occasionally, some apply environmental and labour standards that suit them to satisfy basic requirements of the laws of the land.

In 2004, the Mobile Telecommunication Networks established the MTN Nigeria Foundation mainly responsible for handling Corporate Socio Investments (CSI). From this point, MTN Nigeria began its contribution to health, education, and economic empowerment by donating 1% of its profit annual revenue to the MTN Foundation to execute corporate social investments projects based on the stated focus areas across Nigeria. MTN Nigeria operates in the 36 states of Nigeria and the Federal Capital Territory, Abuja and has carried out her projects in all the states of the federation. However, its specific corporate social responsibility such as ethical, environmental and philanthropic responsibility in Benue State seems not to be visibly ascertained. It therefore, becomes imperative to investigate and ascertain the specific contributions of MTN Nigeria to corporate social responsibility in Benue State from 2005 to 2020.

Statement of the Problem: Since its establishment and entry into Benue State, Mobile Telecommunication Network (MTN) has enjoyed robust patronage and has spread to almost every part of the state with wide coverage of its services. With the gains and profit it has recorded in the state, it is also expected that it should have a Corporate Social Responsibility (CSR) rating that is commensurate to its patronage and profit. However, practical evidence on ground do not seem to rate its Corporate Social Responsibility (CSR) in Benue State high as compared to other states. It seems the outfit has either neglected its environmental protection, community development and needs of the host communities CSR on the Benue community or it has consciously refused to meet its CSR as it concerns the state.

Notwithstanding the considerable income generated by MTN in Benue State, it is expected that its philanthropic social responsibility efforts should have had a more significant socio-economic effect on the host communities' employment opportunities, health care and educational facilities. Thus, the problem of this study is to assess the Mobile Telecommunication Network (MTN) and Corporate Social Responsibility (CSR) in Benue State from 2005 to 2020.

Objectives of the Study. The main objectives of this study is to assess Mobile Telecommunication Network (MTN) and Corporate Social Responsibility (CSR) in Benue State from 2005 to 2020. The specific objectives of this study were to: (a) Examine the economic responsibility of Mobile Telecommunication Network (MTN) in Benue State. (b) Assess the social-cultural responsibility of Mobile Telecommunication Network (MTN) in Benue State. (c) To assess the impact of Mobile Telecommunication Network (MTN) corporate social responsibility in Benue State

Research Questions (a) What is the economic responsibility of Mobile Telecommunication Network (MTN) in Benue State? (b) What is the social-cultural responsibility of Mobile Telecommunication Network (MTN) in Benue State? (b) What is the level of the impact of Mobile Telecommunication Network (MTN) in Benue State?

Literature Review

Corporate Social Responsibility Corporate Social Responsibility (CSR) is concern with achieving commercial success in ways that honor ethical values and respect people, communities, and the natural environment. Furthermore, he asserted that Corporate Social Responsibility also means addressing the legal, ethical, commercial and other expectations society has for business, and making decisions that fairly balance the claims of all key stakeholders. The World Business Council for Sustainable Development (2010) defines CSR as a business' commitment to contribute to sustainable economic development, working with employees, their families, the local community, and society at large to improve their quality of life. Under this point of view, the CSR rests on the fundamental pillars of both the economic growth and the quality of life as an engine for sustainable development. Finally, Forstater et al. (2002) defines Corporate Social Responsibility as a company's actions that contribute to sustainable development through the company's core business activities, social investment and public policy debate. The underlying cause of expanded social responsibility is the historical force of economic growth, which has spawned in its wake, increased impacts of corporate activity on society.

There are three modes of expressing CSR and reporting from the social contract lenses, viz: (a) Philanthropic, (b) Economic Support and (c) Compensatory (Mordi et al., 2012). The philanthropic CSR mode involves "humanitarian and charitable service" in the host community; the economic support entails provision of social amenities that enhances social and economic wellbeing of the society; while the compensatory CSR mode is designed as compensation for appeasing communities that suffer the impact of environmental degrading activities of corporations. The medium by which these three modes of CSR are communicated to the multiple stakeholders is social reporting. Tsang (1998) explains that social reporting is the medium through which corporations communicate the social and environmental impacts of their operations to the stakeholders as required by laws.

Corporate Social Responsibility therefore involves an organization identifying its stakeholder groups and putting in their desires and values inside the strategic and day-to-day decision-making process of the organization.

Typologies of Corporate Social Responsibility (CSR) Scilly (2004) has succinctly discussed four types of corporate social responsibility, such as seen below: (a) *Economic responsibilities*: A company's first liability is its economic responsibility that is to say that an organization needs to be primarily anxious with turning a profit. This simply means that if an organization does not make money, it won't last, workers will lose their jobs and the company won't still be able to think of taking care of its social responsibilities. Before an organization think of being a good corporate citizen, it should first of all need to make sure that it can be profitable. (b) *Legal responsibilities*: A company's legal responsibilities are the obligations that are positioned on it by the law. Subsequently to ensuring that company is gainful, the organizations should ensure that it obeys all necessary laws this is the most important responsibility, according to the assumption of Corporate Social Responsibility. Legal responsibilities vary from labour law to securities regulations, environmental law and even criminal law.

Others are (c) *Ethical responsibilities*: Economic and legal responsibilities are the two giant obligation of company. A company can concern itself with ethical responsibilities

when it has met these basic conditions. Ethical responsibilities are those responsibilities that a company places on itself since its holders believe it's the right thing to do, not because they have an obligation to do so. Ethical responsibilities could comprise being environmentally cleanliness, paying fair wages employees or reject doing business with oppressive countries. (d). *Philanthropic responsibilities*: If an organization is able to meet all of its other responsibilities, it can start on meeting philanthropic responsibilities. Philanthropic responsibilities are those responsibilities that go above and beyond what is merely required or what the organization considered right. They involve making an effort to benefit society- for instance, by providing services to community organizations, attracting developments to assist the environment or donating money to the less privilege.

Drucker (1975) highlights the importance of the exercise of social responsibility by business enterprises and managers. This responsibility can no longer stand on the postulation that the self-interest of the owner of assets will lead to the public good, or that self-interest and public good can be reserved apart and measured to have nothing to do with each other. On the other hand, it requires of the manager that he presume responsibility for the public good, that he subordinate his exploits to an ethical standard of conduct, and that he hold down his self-interest and his authority wherever their exercise would violate upon the common weal and upon the liberty of the individual.

There are some benefits accruing to business organization that are involved in social responsibility initiatives to include the following. (a) *Increased ability to recruit, develop and retain staff*: These can be direct or indirect. This explicatively indicated that employees are more liable to be loyal when they believe their place of work has ethical practices. An organization that involves in corporate social responsibility will have enthusiastic and productive employees. (b) *Better relations with Government*: The formal and informal license to function is a key subject for many companies looking to broaden their business persistence in meeting social and environmental concerns can result in a decrease in red tape and a more cooperative relationship with government subdivisions. A good association with government can give a company important competitive benefit in terms of gaining a social license to function from local community, particularly in the resource segment with regard to gaining access to limited reserves. (c) *Enjoying preferred business partner status*: Given the chance to choose among several bidders for a possible project, some governments are more liable to choose a company with the best status with admiration to indigenous relations and human rights practices.

Review of Empirical Studies

This section is concerned with a review of empirical studies conducted by other researchers that are related to the topic under investigation. One of the studies is the study conducted by Genty, Kabiru, Abioro, Matthew Adekunle, Shofowora & Oluwatobiloba (2020). The research is on Employment Crafting and Employees' Performance in MTN Nigeria Plc. This research makes use of a survey design and analysis based on primary data generated through a structured questionnaire. Two research hypotheses were formulated and tested at 0.05 level of significance. The findings revealed that there was a statistically significant influence of task crafting on employees' task performance in MTN Nigeria, Plc ($R^2 = .088$, $F = 17.844$, $p < 0.050$).

Similarly, there is a significant positive relationship between relational crafting and organizational citizen behaviour ($r_p=0.331$, $n=187$, $p < 0.050$). From the study, it was concluded that workers require a high degree of autonomy and independence on their employments to perform more efficiently and effectively in order to improve their performance. It was recommended amongst others that organization should provide a flexible employment design and structure as well as interpersonal relationship for its employees' so as to enable them to better perform on the task and create organizational citizen behavior among the employees. The relationship between the previous study and the present study is that both researchers based their study on MTN Nigeria, both used structured questionnaire. The difference between the previous studies and the present study is that, the previous study is based on employment crafting and employees' performance in MTN Nigeria. While the present study is based on accessing the impact of MTN service delivery on assessing the impact of MTN's corporate social responsibility, to identify the contribution of MTN to wealth creation in Benue State, to identify the challenges faced by MTN in network service delivery and Corporate Social Responsibility (CSR) in Benue State. The two studies also differ in their area of study.

In another review Abdulkadir and Abdulkadir (2015), carried out a research on the topic: Multi-National Corporations and Socio-Economic Development in Nigeria: An Assessment of MTN's Corporate Social Responsibility in Bauchi Metropolis of Bauchi State. Globalization particularly in the 21st century has aided the proliferation of countless Multinational Corporations and business enterprises across National borders and in some instances, it poses ripple effect on the economies of the host countries. In Nigeria, the liberalisation of the telecom industry led to the opening-up of the market and increase competition among the network service providers which is considered as a healthy development considering the country's drive to woo Foreign Direct Investment (FDI) to stimulate economic growth and the contributions of the telecom industry on the socio-economic development of Nigeria today. This study assessed the MTN's corporate social responsibility in Bauchi metropolis of Bauchi State. The study sets out two research questions and two hypotheses. Similarly, the study used both primary and secondary sources of data. Furthermore, the study espouses modernisation theory as theoretical guide for the study. The study found out that MTN Corporate Social Responsibility (CSR) programmes does not translate into socio-economic development. The relationship between the previous study and the present study is that both researchers based their study on MTN Nigeria. Both studies used structured questionnaires. The difference between the previous studies and the present study is that, the previous study is based on Multi-National Corporations and Socio-Economic Development in Nigeria: An Assessment of MTN's Corporate Social Responsibility in Bauchi Metropolis of Bauchi State while the present study is on Mobile Telecommunication Network (MTN) and Corporate Social Responsibility (CSR) in Benue State.

Nsikan, Umoh and Bariate (2015) studied corporate social responsibility and mobile telecommunication competitiveness in Nigeria. The study examined the extent of the relationship between CSR and mobile telecommunication competitive advantage using MTN Nigeria as a case study and staff welfare, environmental wellbeing, and community wellbeing as the subscales of CSR. It had a population of 1326 comprising of all staff of MTN Nigeria and adopted the survey design, making

use of random sampling to select the sample size of 200 participants. Structured questionnaires were deployed to collect relevant primary data and analysis was carried out through regression analysis and Chi-square technique. The result of the study showed that except the staff welfare, a significant relationship existed between environmental awareness, community wellbeing and competitive advantage. This indicates that the firms CSR can lead to competitive advantage which is achieved by being environmentally conscious, awarding scholarships, funding charitable causes, adopting transparent recruitment practices and striking a balance between work and family roles. The study recommended enhanced competitiveness; further, as the firm's social responsibility to its workforce should be improved upon by introducing flexible working hours, facilitating work/life balance, ensuring the prompt promotion and considering internal advancement as a strategic option. The operations, products and services of the firm should be environmentally friendly by recycling waste products and other by-products that may no longer be useful for sale and public consumption. At the design stage, products should be planned and produced considering environmental degradation to support the government in its drive towards a cleaner, greener and sustainable environment. The firm should also increase its priority actions that improve community wellbeing given its high degree of positive association with competitive market successes; as well as implementing workplace safety initiatives, enhancing the health of community dwellers and reduced operational impact on air pollution and workplace hazard. The relationship between the previous study and the present study is that both researchers based their study on CSR of Mobile Telecommunications in Nigeria. Both used structured questionnaire. The difference between the two studies is that, the previous study is based on corporate social responsibility and mobile telecommunication competitiveness in Nigeria while the present study is on Mobile Telecommunication Network (MTN) and Corporate Social Responsibility (CSR) in Benue State of Nigeria.

Methodology

This study adopted and utilized descriptive survey research design. The design was chosen because it allows study of a sample of the population and helps to simplify large amounts of data in a sensible way. The population of the study is 2, 901, 500 (Two million, Nine Hundred and One Thousand five hundred). The population is the sum of the 2016 projected population figures for Makurdi, Gboko, Gwer-East, Katsina Ala, Kwande, Vandeikya, Otukpo, Oju and Okpokwu Local Government Areas of Benue State.

A sample size of 400 respondents was derived from the study population of 2, 901,500. The sample size was determined according to some pre-assigned degree of precision. The degree of precision is the margin of permissible error between the estimated value and the population value. The margin of error adopted for this study is 0.05. However, given the variation in the projected populations of the nine local governments (three each from the three Senatorial Districts of the State) from which the population of the study and sample size of 400 were derived, and to ensure that structured questionnaires administered in each Local Government Area were proportional to their respective populations. The Bowley's (1967) proportional allocation formula was adopted and applied to determine the actual number of

respondents to be drawn from each local government. This has been worked out and summarized in Table 1.

Table 1: PROPORTIONAL ALLOCATION OF SAMPLE TO LOCAL GOVERNMENTS

S/No	Local Government Area	Population	Proportion of Sample for LGA
1	Makurdi	405, 500	56
2.	Gboko	487, 700	67
3.	Gwer-East	227, 700	31
4.	Katsina Ala	304, 400	42
5	Vandeikya	316, 600	44
6.	Kwande	335, 600	47
7	Otukpo	359, 600	50
8	Okpokwu	237, 000	32
9	Oju	227, 400	31
	Total	2, 901, 500	400

Sources: National Population Commission Projected Population (2016); Compiled by the Researchers (2020).

Structured questionnaires and interviews were used as instruments to generate primary data from the field survey supported by documented evidence from telecommunication industries in Benue State. The justification for the choice and use of structured questionnaires and documented evidence stems from the fact that they ensured that only the data required for the systematic analysis of the MTN and its contributions to CSR in Benue were generated. The use of questionnaires also accorded the respondents some modicum of independence while answering the questions. The use of documented evidence enabled the researcher assessed the nature of MTN telecommunication corporate social responsibility in Benue State. Data was analysed using descriptive statistical tools of percentages, frequency tables and column charts to establish the contributions of MTN to the Corporate Social Responsibility (CSR) in Benue State.

Results

Presentation and analysis was based on the questionnaire returned as presented below.

Demographic Attributes of Respondents

Table 2: SEX (*GENDER*) DISTRIBUTION OF RESPONDENTS

Sex	No. of respondents	%
Male	180	45
Female	220	65
Total	400	100

Fieldwork: 2020.

Sex distribution shows that the respondents were inclusive of both male and female as the subject matter of women educational empowerment requires the informed opinions of both. A total of 400 respondents were sampled for this study out of which 180 representing 45% of the sample were male while 220 representing 65% were female. The number of female was therefore more than that of male.

Table 3: AGE DISTRIBUTION OF RESPONDENTS

Age range	No. of respondents	%
18-25	29	7.25
26-35	140	35
36-45	122	30.5
46-55	70	17.5
56-65	23	5.75
66-75 and above	16	4
Total	400	100

Fieldwork: 2020.

This study sampled adult male and female in Benue State who fell into six different age brackets. The table shows that 29 (7.25%) of respondents were within the age bracket of 18-25 years, 140(35%) were within the age range of 26-35 years while 122 (30.5%) were within the age range of 36-45 years of age. Furthermore, 70(17.5%) fell within the age bracket of 46-55 years, 23(5.75%) were within the ages of 56-65 while 16 (4%) respondents were within the ages of 66-75 years and above. The age distribution shows that the sampled respondents fell within different ages from early adulthood to late adulthood who have either used MTN telecommunications services and are aware of the contributions of the company to the development of its host communities.

Table 4: EDUCATIONAL ATTAINMENT OF RESPONDENTS

Qualification	No. of respondents	%
SSCE	73	18.25
NCE/ND/OND	100	25
HND	76	19
First Degree	102	25.5
Masters	34	8.5
PhD	13	3
Total	400	100

Source: Fieldwork 2020

This study sampled respondents who attained various educational qualifications. This ranged from those with secondary education to those who had Doctor of Philosophy Degrees (PhD). The breakdown shows that 73(18.25%) had Senior School Certificate Examination (SSCE), 100 (25%) had Nigerian Certificate in Education or equivalent, 102(25.5%) were holders of Bachelor’s Degrees, 34(8.59%) were holders of Masters Degrees while 13 (3%) respondents had Doctor of Philosophy Degrees (PhD).

Table 5: OCCUPATIONAL DISTRIBUTION OF RESPONDENTS

Occupation	No. of respondents	%
Public/civil service	75	18.75
Business	83	20.75
Student	80	20
Legislators	115	28.75
Farming	47	11.75
Total	400	100

Source: Fieldwork 2020

The sample for this study was drawn from individuals who belong to five diverse occupations. A total of 75(18.75%) respondents were in the public service, 83(20%) were in school, 115(28.75%) were into legislators while 47(11.75%) were into farming.

Economic Responsibility of Mobile Telecommunication (MTN) in Benue State

This section discusses the economic responsibility of Mobile Telecommunication Network (MTN) in Benue State. It is a presentation of both the questionnaire results as collected from the respondents in the extant literature and records from MTN, thus:

Table 6: THE ECONOMIC RESPONSIBILITY OF MTN IN BENUE STATE

S/n	Item description	SA		A		U		D		SD		Remark
		Fre	%	Fre	%	Fre	%	Fre	%	Fre	%	
1	MTN Nigeria has contributed to revenue generation of Benue State through indirect employment	163	41	183	45.75	24	6	30	-	-	-	Accepted
2	The sales of MTN products such as SIM Cards, Recharge cards, among others have created employments and have increase the revenue generation in Benue State	170	42.5	194	48.5	-	-	16	4	20	5	Accepted
3	MTN generates revenue for Benue State Government through the payment of taxes	138	34.8	179	44.75	13	3.25	41	10.25	29	7.25	Accepted
4	MTN undertakes advertising activities on radio and television stations which also contribute to revenue generation of Benue State Government	116	29	168	42	27	6.75	45	11.25	44	11	Accepted
5	MTN services have encourage the setting up of business centres such as sport betting, sport viewing centres amongst others thereby enhancing the revenue generation of Benue State	121	30.25	172	43	20	5	37	9.25	40	10	Accepted

Source: Fieldwork, 2020.

A total of 163(41%) and 183(45.75%) agreed and strongly agreed that MTN Nigeria has contributed to revenue generation of Benue State through indirect employment. Only 24(6%) and 30(7.5%) of respondents disagreed and strongly disagreed, respectively. A total of 170(42.5%) and 194(48.5%) agreed and strongly agreed that the sales of MTN products such as SIM cards, recharge cards, among others have created employments and have increase the revenue generation in Benue State. Only 16(4%) and 20(5%) of respondents disagreed and strongly disagreed, respectively.

A total of 138(34.8%) and 179(44.75%) of respondents agreed and strongly agreed respectively that MTN generates revenue for Benue State Government through the payment of taxes. On the contrary 13(3.25%) were undecided while 41(10.25%) and 29(7.25%) disagreed and strongly disagreed, respectively. In the same vein, 116(29%) and 168(42%) of the respondents agreed and strongly agreed that MTN undertakes advertising activities on radio and television stations which also contribute to revenue generation of Benue State Government. Only 27(6.75%) were undecided while 45(11.25%) disagreed and 44(11%) strongly disagreed. A total of 121(30.25%) and 172(43%) of the respondents agreed and strongly agreed that MTN services have encourage the setting up of business centres such as sport betting, sport viewing centres amongst others thereby enhancing the revenue generation of Benue State.

Social-Cultural aspect of Mobile Telecommunication Network (MTN) in Benue State

This section discusses the Social-Cultural responsibility of Mobile Telecommunication Network (MTN) in Benue State. It is a presentation of both the questionnaire results as collected from the respondents in the and extant literature and records from MTN, thus:

Table 7: The SOCIAL-CULTURAL ASPECT OF MOBILE TELECOMMUNICATION NETWORK (MTN) IN BENUE STATE

s/n	Item description	SA Fre	%	A Fre	%	U Fr e	%	D Fre	%	SD Fre	%	Remark
1	MTN gets involved in academic and education programmes in Benue State.	128	32	143	35.75	37	9.25	42	10.5	50	12.5	Accepted
2	MTN facilitates specialised education and training to increase society's literacy level in Benue State	136	34	192	48	13	3.25	29	7.25	30	7.5	Accepted
3	MTN supports educational projects like building classroom blocks, libraries, workshops and laboratories	135	33.75	25	6.25	5	1.25	220	55	20	5	Accepted
4	MTN provides scholarships to indigent and brilliant students in the formal school system in Benue State.	94	23.5	153	38.25	22	5.5	75	18.75	56	14	Accepted
5	MTN supports women empowerment and widow issues in Benue State.	100	25	144	36	13	3.25	66	16.5	77	19.25	Accepted
6	MTN provides sponsorship for different aspects of sports development in Benue State.	128	32	143	35.75	37	9.25	42	10.5	50	12.5	Accepted

A total of 128(32%) and 143 (35.75%) respondents agreed and strongly agreed respectively that MTN gets involved in academic and education programmes in Benue

State. However, 37(9.5%), 42(10.5%) and 50(12.5%) were undecided, disagreed and strongly disagreed respectively. Also MTN facilitates specialised education and training to increase society's literacy level in Benue State. Accordingly, a total number of 136 (34%) and 192(48%) of respondents agreed and strongly agreed while 13(3.25%) were undecided. A total of 29(7.25%) and 30(7.5%) disagreed and strongly disagreed, respectively. A total of 135(33.75%) and 25(6.25%) agreed and strongly agreed that MTN supports educational projects like building classroom blocks, libraries, workshops and laboratories. However, 3(1.25%), 220(55%), and 20(5%) were undecided, disagreed and strongly disagreed respectively.

Furthermore, 95(23.5%) and 153(38.25%) agreed and strongly agreed, respectively that MTN provides scholarships to indigent and brilliant students in the formal school system in Benue State. On the contrary, 22(5.5%), 75(18.75%) and 56(14%) were undecided, disagreed and strongly disagreed respectively. In a related vein, 100(25%) and 144(36%) agreed and strongly agreed that MTN supports women empowerment and widow issues in Benue State. A total of 131(32.75%) and 158(39.5%) agreed and strongly that MTN provides sponsorship for different aspects of sports development in Benue State.

Discussion of findings

The study revealed the economic responsibility of MTN in Benue State. It showed that MTN has contributed to revenue generation (through indirect employment), the sales of MTN products (recharge cards, SIM Cards) creates employment, it generates revenue for government through payment of taxes, MTN undertakes advertisement activities (radio and television) thereby contributing to revenue generation too, and MTN services encourage the setting up of business centres such as sport betting, sports viewing centres to enhance revenue generation in the State. The finding is consistent with previous studies that affirmed that CSR stimulates economic activities, financial performance, and longevity and guarantees a sustainable return on investment (Rivera, Muñoz, Moneva, 2017). In addition, CSR also enhances higher profit, better image, and legitimacy (Cho, Chung, Young, 2019). Moreover, Raimi et al (2015) found a significant positive relationship between gross domestic product and CSR in Nigeria. This finding is also consistent with the human capital theory that investment in education training, and capacity building by companies or governments is the most effective mechanism for making individuals and groups productive as entrepreneurs or employees and well-trained individuals are future catalysts for boosting economic growth, firms' productivity and technological development because of the transmission of useful knowledge, competencies, and skills (Becker & Woessmann, 2011).

The study also revealed the social-cultural responsibility of MTN in Benue State. It further revealed that MTN involved in academic and educational programmes, facilitates specialised education and training (enhancing literacy level), providing scholarship to indigent and brilliant students, execution of educational projects (classrooms, laboratories and libraries), supports women empowerment as well as encouraging sports development. This finding disagrees with Abdulkadir and Abdulkadir (2015) whose study found out that MTN Corporate Social Responsibility (CSR) programmes does not translate into socio-economic development.

Conclusion

The study concludes that in Benue State MTN has contributed to revenue generation (through indirect employment), the sales of MTN products (recharge cards, SIM Cards) creates employment, it generates revenue for government through payment of taxes, MTN undertakes advertisement activities (radio and television) thereby contributing to revenue generation too, and MTN services encourage the setting up of business centres such as sport betting, sports viewing centres to enhance revenue generation in the State and MTN involved in academic and educational programmes, facilitates specialized education and training (enhancing literacy level), providing scholarship to indigent and brilliant students, execution of educational projects (classrooms, laboratories and libraries), supports women empowerment as well as encouraging sports development.

Recommendations

Based on the findings of this study, the following recommendations have been made: (a) MTN should set up functional mechanism that will facilitate a good level of partnership with the host community so that members will maximally benefit from it by generating income/revenue, employment among others. (b) Efforts should be made on the part of the government to domesticate the provisions of the International Corporate Responsibility Instrument. For instance, MTN should approach the indigenous stakeholders so as to identify vital aspects of culture so as to incorporate it in their Corporate Responsibility Instrument. (c) Furthermore, MTN should fully integrate themselves with the host communities; this can be realized through performing their social responsibilities adequately and to the best of their abilities. The need for harmonious relationship between MTN and host communities is absolutely inevitable for smooth business operations and reciprocation of gesture.

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