EDUMALSYS
Journal of Research in Education Management

e-ISSN : 2988-1188
p-ISSN : 2988-1196

Index : Dimensions, Scilit, Crossref, Garuda, Semantic, Google Scholar, Base, etc

https://doi.org/10.58578/edumalsys.v3i3.7442

Assessment of Corporate Social Responsibility Strategies by Telecommunications Companies in Federal Capital Territory, Abuja

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Article Info:

Submitted:	Revised:	Accepted:	Published:
Aug 10, 2025	Sep 3, 2025	Sep 15, 2025	Sep 20, 2025

Abstract

Amid growing expectations for corporate social responsibility (CSR) in emerging markets, this study assesses CSR strategies implemented by telecommunication firms in Nigeria's Federal Capital Territory (FCT), Abuja, and their effects on relationships with host communities. The research objective is to identify the dominant CSR practices of Globacom and 9mobile and evaluate their perceived relevance and outcomes in local communities. Using a descriptive survey design, data were gathered from respondents in FCT host communities to capture perceptions of CSR initiatives. Key findings indicate that "bonanza" promotions and discounted product sales are the most common and popular CSR strategies, followed by community building projects; additional activities include internships, sponsorship of community events and projects, and infrastructure support. While these strategies have been implemented with visible breadth, their depth and quality require enhancement; nevertheless, respondents report a notable improvement in telecom–community relations. The study concludes that CSR by the two firms

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is present and relationship-enhancing but uneven in strategic alignment with community needs. The contribution lies in evidencing the predominance of sales-driven CSR and underscoring implications for stakeholder engagement and policy: telecom providers should prioritize needs-based, high-quality CSR co-designed with community leaders, while policymakers should develop and enforce tailored CSR frameworks with periodic monitoring to prevent community exploitation and strengthen accountability.

Keywords: Corporate Social Responsibility; Telecommunications; Host Communities; Stakeholder Engagement; Abuja (FCT)

Introduction

Corporate Social Responsibility an essentially American phenomenon has over the years become a major concern in Western Europe and other countries of the world following the Western model of development. According to Drucker, (1986:66). The genesis of the debate on the concept of corporate social responsibility has been traced to the wave of crisis in social values that engulfed America in the post-World War II period and most especially in the sixties. The Chief Executive of General Motors who observed the changing trend could not help observing: "I am concerned about a society that has demonstrably lost confidence in its institutions in the government, in the press, in the church, in the military, as well as in business".

Business in America has had a unique history. Its development growth and impact on social life in America since the civil war II is almost common knowledge. What may not be common knowledge, however, is the fact that business which has hitherto shaped and controlled the lives of millions of Americans some two hundred years ago is today being threatened by a wave of protests from various publics it uses to serve. The crisis of confidence in the social role of business as made explicit in debates on corporate social responsibility points to the fact that America sees big business as a big powerful machine gone out of control. And efforts to control and at least re-orientate its directions form the core of the argument of all who urge businesses to change with the times. In other words, to deemphasize its so much vaunted profit maximization dogma and pay attention to the human lives and environment which it is subtly, ruthlessly and almost surely grinding out of existence. As one of the protagonists has viewed the concept of corporate social

responsibility it is a crude blend of long-run profit-making and altruism, a doctrine that fuses social values with profit maximization goals.

In the early years of the American Republic and especially in the post-civil War reconstruction era, business in America played an almost indispensable role as a powerful social tool for harnessing resources and ensuring material progress. Ducker (1986:66). But as the years rolled on and business began to concentrate and centralize capital, its role in the economy became expansive and pervasive. At the height of prosperity, the captains of industry were heralded as heroes of society. The later years of the post-World War II era harbored a different story. The boom period following the end of World War II soon gave way to a periodic wave of depressions and crises that was to rock every foundation of society on which business existed. The frustrating economic situation characterized by inflation, unemployment, failing profit, declining investment, pollution of the external environment, etc., pushed Americans to re-examine almost every old value and the assumptions behind them.

The telecommunication industry is one of the fastest-growing sectors in Nigeria. There are so many telecommunication companies owned by foreign and local corporate bodies in Nigeria. These telecommunication industries have covered a large area in Nigeria from urban to rural areas in the country. As a result of this, the researcher has selected one out of the many telecommunication companies to take a look at its corporate social responsibility project. The researcher has decided to pick on Globacom Nigeria Limited, Enugu Zone, and has decided to look into its corporate social responsibility activities, to see how the company has gone in performing its social responsibility in the host community.

In order for organizations to survive in the competitive marketing environment, they need to note that their long term survival partly depends on their ability to confront social and environmental issues by being socially responsible (Collier & Esteban, 2007). In recent years, research has revealed the importance of Corporate Social Responsibility (CSR) and its significant impact on organizational performance (Dixon, Ogebechi, Aiyeku, Haran & Jarutirasarn, 2011).

Statement of the Problem

Corporate organizations which operate in any society owe the society the responsibility of contributing to the development of that society. Such developmental

programmes which may include provision of social amenities, sponsorship of education, health facilities/programmes, socio-cultural events, economic empowerment, among others, are usually embedded in the corporate social responsibility strategies of organizations to mitigate the effect of their operation in the society. The absence of such programmes usually generates rancour and conflict between corporate organizations and the society in which they operate. Since they began their operations in Nigeria, GLOBACOM for instance have successfully carried out their business activities with relative ease and can thus be said to be successful telecommunications service providers. The success recorded by telecommunication companies mostly can be attributed to the favourable operational environment offered to them by the society and the communities hosting their base stations. In addition to the above is the high subscriber patronage by GSM users in Nigeria who are willing to pay for the services provided by these companies. The success recorded by the telecommunication companies also comes with grave consequences on their operational environments and the society in general. One of which is the health and safety challenges posed to their operational environments resulting from electromagnetic fields from the base transceiver stations (BTS) and which have resulted in emission of gas into the ozone layer, air, noise and ground pollutions of the operational environments. Having had such tremendous support, patronage and sacrifice from the society in which they operate, one therefore wonders whether the companies themselves have had commensurate social investment on the well-being of the host communities and the society in which they operate. It is against this premise that this study therefore seeks to assess the corporate social responsibility strategies of Globalcom and 9mobile.

Objectives of the Study

The overall objective of the study is to assess Corporate Social responsibility strategies by telecommunication companies in Federal capital territory, Abuja. However, the specific objectives are;

1. To ascertain the nature of corporate social responsibility strategies done by Globacom and 9mobile in host communities.
2. To examine the effectiveness of corporate social responsibility strategies of host communities by Globacom and 9mobile.
3. To identify other corporate social responsibility strategies that can be used by Globacom and 9mobile in host communities.

Review of Concepts

The major concept captured in the research topic has been reviewed in this section to guide the study within the defined context.

Concept of Corporate Social Responsibility

Corporate social responsibility had also been commonly described as "a demonstration of certain responsibility behaviour on the part of public and the private government and business) sectors towards society and the environment". Business for social responsibility (BSR), leading Global Business partner, in a forum held in 2006 defined CSR as achieving commercial success in ways that honours ethical values and respect people, community, and the natural environment for business for social reasonability, corporate social responsibility also means addressing the legal, ethereal, commercial and other expectations society has for business and making decisions that fairly balance the claim of all key stakeholder. In its simplest terms, it is; "What you do", how you do it and when and what to say": In the series, CSR is viewed as a compressive set of practices and programmes that are integrated into business operation, supply champ, and decision making process throughout the company and wherever the company dries business that are supported and rewarded by the top management. It is also includes responsibly for current and past action as well as future impacts.

Socially responsible companies will consider the full scope of their impact on, communities and the environment when making decision, balancing the need of stakeholders with their need to make profit. Corporate social responsibility is concerned with treating the stakeholders of the firm ethically or in a socially manner, since stakeholders exist both within a firms and outside a firm, hence, behaving socially and responsibly increase the human development of stakeholders both within and outside the corporation" (Clarkson, 1995).

Review of Related Literature

Benefits of incorporating Corporate Social Responsibility to an Organisation

Quite a number of benefits may accrue to any organisation that incorporates corporate serial responsibilities. Some of these are increased brand value, greater access to finance, a healthier and safer work place, stronger risk management and corporate government, motivated people and community, customer loyalty, enhanced confidence and

trust of stakeholder an enhanced public image and economic success (EFMQ 2004; Asa 2007, Reimers,2009; Andrew, 2009; Tuddolo 2009; Elizaveta 2010). Any organisation incorporates corporate social responsibilities as a core business is not doing any special favour to the society but indirectly creating more avenues for a greater growth, sweets and profitability for its business. Reputational damage may occur for failure to incorporate CSR. Mirfazli (2008) developed in his research that failure to carry out serial responsibilities will cause more harm to a business than any good. Ethical responsibilities do attract and retain the best workers in an organisation. Researches also revealed according to Diffey(2007) that consumers prefer to patronize who are alive to corporate social responsibilities practiced.

Elizaveta (2010) claimed that corporate serial responsibilities business attracts the best workers and bring more customers to any organisation, she went further to add that companies without corporate social responsibilities most often failed sooner or later and that big organisation appear to understand this, thereby setup strategies to assure stakeholders of being society responsible. Companies with CSR policies get the best workers, shareholders, customers, and a happier community and society. The economy and the capital market also recognised that sustainable companies are business of the future.

The question as to whether CSR enhances business performance has been the center of many debates over the past years and to date no real consensus has been reached on the topic. This is because, although many companies in developed countries claim CSR has taken their businesses to a whole new level and therefore swear by it, others (especially in the emerging countries) on the other hand view it as a way of wasting organizational resources. But the fact of the matter is, CSR has helped improve business performance at various levels, and in the long-term. In other words, CSR and business performance are so correlated that it will be difficult to dissociate them. Having said that, the researcher looked at "business performance" in five (5) angles (though other angles maybe exploited); financial, organizational performance; employee's commitment, corporate reputation and brand differentiation; which can be used to measure the success or otherwise of CSR activities (Baofa & kokuma, 2016).

Corporate Social Responsibility Theory

Friedman's Theory of CSR explains how firms are not only legal units with responsibilities but also moral units that have ethical obligations similar to those

populations in a society (Friedman, 1993). The proponents of this theory point out that CSR has two meanings one being a overall term for any theory of a business, that stresses the need responsibility to register profits and the responsibility to interact in an ethical approach with the surrounding societies. William and Siegel (2001) cited in Ezekiel (2018) infer that "CSR is also a specific conception of that responsibility to profit while playing a role in broader questions of community welfare". Further to the above, William and Siegel (2001) cited in Ezekiel (2018) suggest, "As a specific theory of the means by which companies interact with the surrounding community and larger world, CSR is comprises of four responsibilities. One of the obligations is the economic responsibility to make money. The other obligation is legal responsibility to adhere to rules and regulations. The third obligation is ethical responsibility that involves doing what is right even when not required by the letter or spirit of law. The fourth responsibility is the philanthropic responsibility to contribute to society's projects even when they are independent of the given a business endeavor". Even among individuals promoting a strong sense of corporate responsibility for the surrounding community, there may have been no clear answer to the question about the proper course of action.

Regardless, corporate social responsibility means every corporation or business establishment holds four kinds of obligations and should respond to them in order: first the economic, then the legal, next the ethical, and finally the philanthropic. Therefore, Globacom and 9Mobile just like every other telecommunication company owe the aforementioned obligations to their host communities.

METHODS

Descriptive survey method was adopted for this research because the study will be conducted among a cross-section of a group of people where data will be retrieved at a point in time, with the use of the questionnaire. The population of this study therefore, shall be the residents of Federal Capital Territory, Abuja. The projected population of FCT Abuja as given by National Bureau of Statistics (2021) is 3,564,100.

The sample of this research was calculated by using Taro Yamane (Yamane, 1967) formula with 95% confidence level and 0.5 margin error in order to avoid sampling error. The calculation formula of Taro Yamane is presented as follows.

$$n = \frac{N}{1 + N(e)2}$$

Where :

n= sample size required

N = number of people in the population

e = allowable error (%)

Substitute numbers in formula:

$n=\frac{3,564,100}{(1+3,564,100(0.05)2)}$

$$n = \frac{3,564,100}{(1 + 3,564,100(0.0025)}$$

$$n = \frac{3,564,100}{(1 + 8910.25)}$$

$$n = \frac{3,564,100}{8911.25}$$

$$\frac{3,564,100}{(1 + 3,564,100(0.05)2)}$$

$$n = 399.95$$

$$n = 400(approximately)$$

After calculating the sample size by substituting the numbers into the Yamane formula, the numbers of sample is 399.95 persons. In order to obtain reliable data, researcher has approximated the sample size to 400 persons.

RESULTS

The analysis and presentation is based on the data obtained from the questionnaire administered from the field work through the instrument of questionnaire. Below is a tabular presentation of the data obtained.

Table 1 Globacom and 9mobile carry out Corporate Social Responsibility via building projects in FCT Abuja host communities.

Responses	Frequency	Percentage
Strongly Agree	258	65.3%
Agree	76	19.2%
Neutral	12	3.1%
Disagree	29	7.3%
Strongly Agree	20	5.1%
Total	**395**	**100 %**

Data on the table above shows Globacom and 9mobile carry out Corporate Social Responsibility via building projects in FCT Abuja host communities. 258 respondents represented by (65.3%) say they strongly agree and 76 respondents represented by (19.2%) say they agree that Globacom and 9mobile carry out Corporate Social Responsibility via building projects in FCT Abuja host communities, and 12 respondents represented by (3.1%) say they are neutral about Globacom and 9mobile carry out Corporate Social Responsibility via building projects in FCT Abuja host communities, and 29 respondent represented by (7.3%) say they disagree while 20 respondent represented by (5.1%) say they strongly disagree that Globacom and 9mobile carry out Corporate Social Responsibility via building projects in FCT Abuja host communities. This implies that majority of the respondents strongly agree that Globacom and 9mobile carry out Corporate Social Responsibility via building projects in FCT Abuja host communities as shown by 258 respondents represented by (65.3%) of the entire respondents.

Table 2 Globacom and 9mobile carry out Corporate Social Responsibility via Bonanza and discount sales of products in FCT Abuja host communities.

Responses	Frequency	Percentage
Strongly Agree	247	62.7%
Agree	93	23.5%
Neutral	18	4.5%
Disagree	29	7.3%
Strongly Agree	8	2.0%
Total	**395**	**100 %**

Data on table 2 shows Globacom and 9mobile carry out Corporate Social Responsibility via Bonanza and discount sales of products in FCT Abuja host communities. 247 respondents represented by (62.7%) say they strongly agree and 93 respondents represented by (23.5%) say they agree that Globacom and 9mobile carry out Corporate Social Responsibility via Bonanza and discount sales of products in FCT Abuja host communities, and 18 respondents represented by (4.5%) say they are neutral about Globacom and 9mobile carry out Corporate Social Responsibility via Bonanza and discount sales of products in FCT Abuja host communities, and 29 respondents represented by (7.3%) say they disagree while 8 respondents represented by (2.0%). This indicates that majority of the respondents strongly agree that Globacom and 9mobile carry out Corporate Social Responsibility via Bonanza and discount sales of products in FCT Abuja host communities, as shown by 247 respondents represented by (62.7%) of the entire respondent.

Table 3 Globacom and 9mobile carry out Corporate Social Responsibility via provision of scholarship opportunities in FCT Abuja host communities.

Responses	Frequency	Percentage
Strongly Agree	229	58.0%
Agree	88	22.3%
Neutral	11	2.8%
Disagree	32	8.1%
Strongly Agree	35	8.8%
Total	**395**	**100 %**

Source: Field Survey (2023)

Data on the table above shows Globacom and 9mobile carry out Corporate Social Responsibility via provision of scholarship opportunities in FCT Abuja host communities. 229 respondent represented by (58.0%) say they strongly agree and 88 respondents represented by (22.3%) say they agree that Globacom and 9mobile carry out Corporate Social Responsibility via provision of scholarship opportunities in FCT Abuja host communities, and 11 respondent represented (2.8%) say they are neutral about Globacom and 9mobile carry out Corporate Social Responsibility via provision of scholarship opportunities in FCT Abuja host communities, and 32 respondents represented by (8.1%) say they disagree and 35 respondent represented by (8.8%) say they strongly disagree that

Globacom and 9mobile carry out Corporate Social Responsibility via provision of scholarship opportunities in FCT Abuja host communities. This indicates that majority of the respondent strongly agree that Globacom and 9mobile carry out Corporate Social Responsibility via provision of scholarship opportunities in FCT Abuja host communities, as shown by 229 respondent represented by (58.0%) of the entire population.

Table 4 Corporate Social Responsibility strategies of FCT Abuja by Globacom and 9mobile is need based.

Responses	Frequency	Percentage
Strongly Agree	85	21.5%
Agree	217	54.9%
Neutral	9	2.3%
Disagree	57	14.4%
Strongly Agree	27	6.9%
Total	**395**	**100 %**

Source: Field Survey (2023)

Data on the table above shows Corporate Social Responsibility strategies of FCT Abuja by Globacom and 9mobile is need based. 85 respondents represented by (21.5%) say they strongly agree and 217 respondents represented by (54.9%) say they agree that Corporate Social Responsibility strategies of FCT Abuja by Globacom and 9mobile is need based, and 9 respondents were neutral about Corporate Social Responsibility strategies of FCT Abuja by Globacom and 9mobile is need based, and 57 respondent represented by (14.4%) say they disagree while 27 respondents represented by (6.9%) say they strongly disagree that Corporate Social Responsibility strategies of FCT Abuja by Globacom and 9mobile is need based. This shows that a good number of respondents agree that Corporate Social Responsibility strategies of FCT Abuja by Globacom and 9mobile is need based, as shown by 217 respondents represented by (54.9%) of the entire respondents.

Table 5 Corporate Social Responsibility strategies of FCT Abuja by Globacom and 9mobile is satisfactory.

Responses	Frequency	Percentage
Strongly Agree	96	24.3%
Agree	223	56.5%

Responses	Frequency	Percentage
Neutral	14	3.5%
Disagree	38	9.6%
Strongly Agree	24	6.1%
Total	**395**	**100 %**

Source: Field Survey (2023)

The data above shows Corporate Social Responsibility strategies of FCT Abuja by Globacom and 9mobile is satisfactory. 96 respondents represented by (24.3%) say they strongly agree and 223 respondent represented by (56.5%) say they agree that Corporate Social Responsibility strategies of FCT Abuja by Globacom and 9mobile is satisfactory, and 14 respondents represented by (3.5%) say they are neutral about Corporate Social Responsibility strategies of FCT Abuja by Globacom and 9mobile is satisfactory, and 38 respondents represented by (9.6%) say they disagree while 24 respondent represented by (6.1%) say they strongly disagree that Corporate Social Responsibility strategies of FCT Abuja by Globacom and 9mobile is satisfactory. This indicates that a good number of respondent agree that Corporate Social Responsibility strategies of FCT Abuja by Globacom and 9mobile is satisfactory, as shown by 223 respondent represented by (56.5%) of the entire population.

Table 6 Corporate Social Responsibility strategies of host communities by Globacom and 9mobile have improved community's relationship with the organisations.

Responses	Frequency	Percentage
Strongly Agree	88	22.3%
Agree	222	56.2%
Neutral	17	4.3%
Disagree	38	9.6%
Strongly Agree	30	7.6%
Total	**395**	**100 %**

Source: Field Survey (2023)

Table 6 above shows Corporate Social Responsibility strategies of host communities by Globacom and 9mobile have improved community's relationship with the

organisations. 88 respondents represented by (22.3%) say they strongly agree and 222 respondents represented by (56.2%) say they agree that Corporate Social Responsibility strategies of host communities by Globacom and 9mobile have improved community's relationship with the organisations, and 17 respondent represented by (4.3%) say they are neutral that Corporate Social Responsibility strategies of host communities by Globacom and 9mobile have improved community's relationship with the organisations, and 38 respondents represented (9.6%) say they disagree while 30 respondent represented by (7.6%) say they strongly disagree that Corporate Social Responsibility strategies of host communities by Globacom and 9mobile have improved community's relationship with the organisations. This implies that majority of the respondents agree that Corporate Social Responsibility strategies of host communities by Globacom and 9mobile have improved community's relationship with the organisations, as shown by 222 respondents represented by (56.2%) of the entire respondents.

Table 8 Globacom and 9mobile should employ regular "Black Friday" promo of company's goods and services as a Corporate Social Responsibility strategy in Abuja.

Responses	Frequency	Percentage
Strongly Agree	263	66.6%
Agree	63	15.9%
Neutral	16	4.1%
Disagree	30	7.6%
Strongly Agree	23	5.8%
Total	**395**	**100 %**

Source: Field Survey (2023)

Data on the table above indicates that Globacom and 9mobile should employ regular "Black Friday" promo of company's goods and services as a Corporate Social Responsibility strategy in Abuja. 263 respondent represented by (66.6%) say they strongly agree and 63 respondents represented by (15.9%) say they agree that Globacom and 9mobile should employ regular "Black Friday" promo of company's goods and services as a Corporate Social Responsibility strategy in Abuja, and 16 respondents represented by (4.1%) say they are neutral about Globacom and 9mobile should employ regular "Black Friday" promo of company's goods and services as a Corporate Social Responsibility

strategy in Abuja, and 30 respondent represented by (7.6%) say they disagree while 23 respondent represented by (5.8%) say they strongly disagree that Globacom and 9mobile should employ regular "Black Friday" promo of company's goods and services as a Corporate Social Responsibility strategy in Abuja. This implies that a good number of respondents strongly agree that Globacom and 9mobile should employ regular "Black Friday" promo of company's goods and services as a Corporate Social Responsibility strategy in Abuja, as shown by 263 respondent represented by (66.6%) of the entire population.

Table 9 Globacom and 9mobile should employ provision of internship opportunities and skill acquisition programme as a Corporate Social Responsibility strategy in Abuja.

Responses	Frequency	Percentage
Strongly Agree	267	67.4%
Agree	83	21.2%
Neutral	9	2.3%
Disagree	10	2.5%
Strongly Agree	26	6.6%
Total	**395**	**100 %**

Source: Field Survey (2023)

The table above shows Globacom and 9mobile should employ provision of internship opportunities and skill acquisition programme as a Corporate Social Responsibility strategy in Abuja. 267 respondent represented by (67.4%) say they strongly agree and 83 respondent represented by (21.2%) say they agree that Globacom and 9mobile should employ provision of internship opportunities and skill acquisition programme as a Corporate Social Responsibility strategy in Abuja, and 9 respondents represented by (2.3%) say they are neutral about Globacom and 9mobile should employ provision of internship opportunities and skill acquisition programme as a Corporate Social Responsibility strategy in Abuja, and 10 respondent represented by (2.5%) say they disagree while 26 respondents represented by (6.6%) say they strongly disagree that Globacom and 9mobile should employ provision of internship opportunities and skill acquisition programme as a Corporate Social Responsibility strategy in Abuja. This implies that majority of the respondent strongly agree that Globacom and 9mobile should employ

provision of internship opportunities and skill acquisition programme as a Corporate Social Responsibility strategy in Abuja, as shown by 267 respondent represented by (67.4%) of the entire population.

Table 10 Globacom and 9mobile should employ host community empowerment programme as a Corporate Social Responsibility strategy in Abuja.

Responses	Frequency	Percentage
Strongly Agree	87	22.0%
Agree	249	63.0%
Neutral	22	5.6%
Disagree	30	7.6%
Strongly Agree	7	1.8%
Total	**395**	**100 %**

Source: Field survey (2023)

The data on table above shows Globacom and 9mobile should employ host community empowerment programme as a Corporate Social Responsibility strategy in Abuja. 87 respondents represented by (22.0%) say they strongly agree and 249 respondents represented by (63.0%) say they agree that Globacom and 9mobile should employ host community empowerment programme as a Corporate Social Responsibility strategy in Abuja, and 22 respondents represented by (5.6%) say they are neutral about Globacom and 9mobile should employ host community empowerment programme as a Corporate Social Responsibility strategy in Abuja, and 30 respondent represented by (7.6%) say they disagree and 7 respondent represented by (1.8%) say they strongly disagree that Globacom and 9mobile should employ host community empowerment programme as a Corporate Social Responsibility strategy in Abuja. This implies that majority of the respondent agree that Globacom and 9mobile should employ host community empowerment programme as a Corporate Social Responsibility strategy in Abuja as shown by 249 respondents represented by (63.0%) of the entire population.

DISCUSSION

Nature of corporate social responsibility strategies done by Globacom and 9mobile in host communities

This objective aimed to identify the nature of Corporate Social Responsibility strategies done by Globacom and 9Mobile in host communities. The study found out that 84 respondents represented by (21.3%) said they strongly agree and 244 respondents represented by (60.0%) said they agree that Globacom and 9mobile carried out Corporate Social Responsibility via provision of job opportunities in FCT Abuja host communities; 258 respondents represented by (65.3%) said they strongly agree and 76 respondents represented by (19.2%) said they agree that Globacom and 9mobile carry out Corporate Social Responsibility via building projects in FCT Abuja host communities; 247 respondents represented by (62.7%) said they strongly agree and 93 respondents represented by (23.5%) said they agree that Globacom and 9mobile carry out Corporate Social Responsibility via Bonanza and discount sales of products in FCT Abuja host communities. The study also revealed that majority of the respondent strongly agree that Globacom and 9mobile carry out Corporate Social Responsibility via provision of scholarship opportunities in FCT Abuja host communities, as shown by 229 respondent represented by (58.0%) of the entire population. Among the various corporate social responsibility strategies carried out by Globacom and 9mobile in the FCT, Bonanza and discounted sales of products were found to be the most common strategies in FCT Abuja host communities, followed by building projects by the telecommunication service providers in the host communities.

This is corroborates the study of Wokemezie, Okon and Udoudo who also found out that the CSR practices of MTN and GLO in education, provision of pipe borne water and building of market stalls were similar as both companies performed poorly in those areas. Findings of the study further showed that GLO performed well in sponsorship of sporting and socio-cultural events. This shows that the nature of corporate social responsibility strategies carried out by telecommunication industries in Nigeria is almost the same which mostly border on education, provision of pipe borne water and building of market stalls, provision of health care services and sponsoring of community projects and events. However, the quality was found to be poor and not commensurate enough to appreciate the kind gesture of the host communities from the related empirical studies.

Effectiveness of corporate social responsibility strategies of host communities by Globacom and 9mobile

This research objective sought to examine the effectiveness of Corporate Social responsibility strategies of host communities by Globacom and 9mobile. Findings from the study revealed that 85 respondents represented by (21.5%) said they strongly agree and 217 respondents represented by (54.9%) said they agree that Corporate Social Responsibility strategies of FCT Abuja by Globacom and 9mobile is need based; 96 respondents represented by (24.3%) said they strongly agree and 9mobile is satisfactory, and 223 respondents represented by (56.5%) said they agree that Corporate Social Responsibility strategies of FCT Abuja by Globacom and 9mobile is satisfactory; 88 respondents represented by (22.3%) say they strongly agree and a good number of the respondents agree that Corporate Social Responsibility strategies of host communities by Globacom and 9mobile have improved community's relationship with the organisations, as shown by 222 respondents represented by (56.2%) of the entire respondents. Additionally; 93 respondents represented by (23.5%) said they strongly agree and 209 respondents represented by (52.9%) said they agree that Corporate Social Responsibility strategies of host communities by Globacom and 9mobile have improved community's patronage of the organisations' products and services. In determining the effectiveness of Corporate Social Responsibility strategies of Globacom and 9mobile, the study established that an overwhelming majority of the respondents opined that Corporate Social Responsibility strategies of Globacom and 9mobile in the FCT is satisfactory followed by another high percentage who stated that Corporate Social Responsibility strategies of host communities by Globacom and 9mobile have improved the host community's relationship with the sponsoring organisations.

This is in tandem with Ogunsanwo and Ajayi (2018), who has shown that consumers have a favourable attitude towards companies that engage in Corporate Social Responsibility(CSR) (Beckmann, 2012) and that Corporate Social Responsibility (CSR) activities can create emotional bonds between consumers and organizations' brands and products this study applied the analytic hierarchy process (AHP) model to determine whether consumers have preference for certain Corporate Social Responsibility (CSR) activities of organizations. This is of essence because knowledge of the relative importance of the factors that affect customers' decisions is of optimal importance in the allocation of organizational resources and development of appropriate Corporate Social Responsibility

(CSR) strategies. They averred that in order for organizations to survive in the competitive marketing environment, they need to note that their long term survival partly depends on their ability to confront social and environmental issues by being socially responsible (Collier & Esteban, 2007). In recent years, research has revealed the importance of Corporate Social Responsibility (CSR) and its significant impact on organizational performance (Dixon, Ogebechi, Aiyeku, Haran & Jarutirasarn, 2011).

Corporate social responsibility strategies that can be used by Globacom and 9mobile in host communities

This objective investigated Corporate social responsibility strategies that can be used by Globacom and 9mobile in host communities. The study found out that 263 respondents represented by (66.6%) said they strongly agree and 63 respondent represented by (15.9%) say they agree that Globacom and 9mobile should employ regular "Black Friday" promo of company's goods and services as a Corporate Social Responsibility strategy in Abuja; 267 respondents represented by (67.4%) say they strongly agree and 83 respondent represented by (21.2%) said they agree that Globacom and 9mobile should employ provision of internship opportunities and skill acquisition programme as a Corporate Social Responsibility strategy in Abuja; 97 respondents represented by (24.6%) said they strongly agree and 210 respondents represented by (53.1%) say they agree that Globacom and 9mobile should employ social welfare programme as a Corporate Social Responsibility strategy in Abuja; 87 respondents represented by (22.0%) said they strongly agree that Globacom and 9mobile should employ host community empowerment programme as a Corporate Social Responsibility strategy in Abuja, and 249 respondents represented by (63.0%) say they agree that Globacom and 9mobile should employ host community empowerment programme as a Corporate Social Responsibility strategy in Abuja. Among the various Corporate Social Responsibility strategies, majority of the respondents averred that Globacom and 9mobile should employ provision of internship opportunities and skill acquisition programme as foremost Corporate Social Responsibility strategy in Abuja followed by provision of host community host community empowerment programme as a Corporate Social Responsibility strategy.

This agrees with Adebesi and Taiwo (2014) whose findings indicated that good ethical and environmental CSR, should cater for appropriate delivery of societal focused corporate social responsibility and economic empowerment of the host community as it

will have significant effects on organizational performance of the mobile service provider. Tapang and Bassey (2020) also discovered that the typical areas and strategies for Corporate Social Responsibility intervention for organisations in Nigeria include education, health and physical infrastructure support. Such actions ensure that a firm enjoys a positive image and good neighborliness from its host community. Wokemezie, Okon and Udoudo also affirmed that the areas of Corporate Social Responsibility initiatives of MTN and GLOBACOM to include health care services, education, provision of social amenities, as well as sponsorship of sporting and socio-cultural events in Rivers State. It could be noted from the study and the related empirical studies that plethora of strategies abound that can be harnessed for Corporate Social Responsibility in host communities by telecommunication service providers.

CONCLUSION

Based on the result of the finding of this study, the study concludes that Corporate Social Responsibility has been carried out by Globacom and 9mobile in the Federal Capital Territory, Abuja. These strategies range from provision of internship opportunities, sponsoring of community events and projects as well as carrying out building projects for host communities. Consequently, the relationship of the telecommunication service providers with the hoist communities has improved significantly. In spite of the efforts made by the organisations, several challenges are being faced by these telecommunication service providers in executing their Corporate Social Responsibility in the host communities in the FCT. These include but not limited to poor cooperation from the host communities, poor patronage of the telecommunication service providers products and services and improper maintenance of the projects done by the service providers. This necessitates that community leaders should take serious measures to orient their community members on the need for proper maintenance of CSR projects for their continuous benefits. Punitive measures should be drafted to forestall recalcitrant behaviour. Telecommunication service providers need to also improve on ht equality of CSR projects they carry out in host communities.

Recommendations

Based on the conclusion of this study, the study does have the following recommendations as below;

1. Community leaders need to do a sensitisation and re-orientation programme for their community members to disabuse their minds from every hostility and adversarial disposition to telecommunication service providers and any other organisation in their community.
2. There is the need for telecommunication service providers to improve on the quality of Corporate Social Responsibility programmers they carry out in their host communities
3. Community leaders should be involved in deciding the appropriate CSR project to be executed in the host community so as to be based on the prevalent need.

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