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AN ANALYSIS ON THE EFFECTIVENESS OF CORPORATE SOCIAL RESPONSIBILITY AS A COMMUNITY DEVELOPMENT ALTERNATIVE. A CASE STUDY OF ECONET’S CAPERNAUM TRUST EDUCATIONAL SCHOLARSHIP PROGRAMME IN MATABELELAND NORTH PROVINCE

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ABSTRACT
This study focused on analyzing the effectiveness of corporate social responsibility as a community development alternative using a case study of Econet’s Capernaum Trust social responsibility programme. The researcher used both qualitative and quantitative approaches in the research design. The research was aimed at understanding from the programme clients the challenges that affect orphans and vulnerable children resulting in their low academic performance. Questionnaires, interviews and focus group discussions were used to collect data. Findings revealed that there are multiple challenges that have contributed to the academic performance of the beneficiaries. The findings of the study also revealed that the corporate social responsibility programme by Econet was effective as it has gone a long way in complementing government efforts of achieving the millennium development goals as an instrumental development indicator. The data gathered was presented in the form of pie charts, tables, graphs and figures. The study concluded that corporate social responsibility is effective as a community development alternative. Among the recommendations made was that Econet should engage in community awareness campaigns aimed at educating communities on the importance of education for children and also advocate for the legislation of corporate social responsibility in Zimbabwe.