

2/010/1pm/TP

BTEP

TO INVESTIGATE THE IMPACT OF A COMPANIES CORPORATE SOCIAL
RESPONSIBILITIES ON ITS TARGET GOALS

(A CASE STUDY OF SAFARICOM LIMITED AND NEW K.C.C. LIMITED)

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A PROJECT SUBMITTED IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE
AWARD OF DIPLOMA IN PERSONNEL MANAGEMENT TO THE KENYA NATIONAL
EXAMINATION COUNCIL (KNEC)

NOVEMBER 2010 EXAM SERIES

ABSTRACT

The research study is based on the investigation of job satisfaction in relation to job performance. It has five main chapters as expounded below.

Chapter one

Chapter one contains the following key areas; Background of the study, Statement of the study, Objectives of the study, research questions, hypothesis of the study, assumptions of the study, theoretical framework and definition of central terms

Chapter two

The chapter entails the literature review as follows; Introduction, review of previous literature and interpretative summary of current state of knowledge.

Chapter three

It entails research methodology from the introduction design and locale of the study, Target population and sampling, research instrument and data collection and analytical techniques.

Chapter Four

This chapter deals with research methods that have been used in the study and their findings which entails the introduction and data presentation and analysis

Chapter Five

This chapter summarizes by discussing and recommending what is to be done in the case study. This is by introducing, discussing and interpreting and giving the recommendation of the study.

TABLE OF CONTENTS

Declaration	I
Dedication	ii
Acknowledgement	iii
Abstract	iv
Table of contents.....	vi
Chapter one.....	1
1.0 Introduction.....	1
1.1 Background of the study.....	2
1.2 Statement of the study.....	3
1.3 Objectives of the study.....	3
1.4 Research questions.....	3
1.5 Hypothesis of the study.....	4
1.6 Assumptions of the study.....	4
1.7 Limitations of the study.....	5
1.8 Significance of the study.....	5
1.9 Theoretical frame work- Behavioural-Analysis theory.....	6
1.10 Definition of central terms.....	7
Chapter two.....	7
2.0 LITRETURE REVIEW.....	8
2.1 Introduction.....	8
2.2 Review of previously related literature.....	8
2.2.1 Independent Variable: Corporate social responsibility	8
2.2.2 Independent variable; corporate ability	11
2.2.3 Dependent variable: Consumer social responsibility	12
2.3 Interpretative summary of the previous literature.....	14

Chapter three.....	15
3.0 RESEARCH METHODOLOGY.....	15
3.1 Introduction.....	15
3.2 Design and locale of the study.....	15
3.3 Target population and sampling strategy.....	15
3.4 Research instrument and data collection.....	16
3.5 Data representation and analysis.....	16

Chapter four.....	17
--------------------------	-----------

4.0 RESEARCH FINDINGS.....	17
----------------------------	----

4.1 Introductions.....	17
------------------------	----

Chapter five.....	37
--------------------------	-----------

5.0 SUMMARY, CONCLUTIONS AND RECOMEDATIONS.....	37
---	----

5.1 Introductions.....	37
------------------------	----

5.2 Summary.....	37
------------------	----

5.3 Conclusion.....	38
---------------------	----

5.4 Recommendations.....	39
--------------------------	----

References.....	40
-----------------	----

Appendices

Appendix1. Sample questionnaire

Appendix2. Introductory Letters