

ABSTRACT

This research aims to explore the concept of Corporate Social Responsibility (CSR) and its associated areas, i.e. Work Environment, Socioeconomic & Technological factors related to Universities. The Work Environment, Socioeconomic & Technological factors of Corporate Social Responsibility (CSR), their implementation and relation to the performance helped build more efficient and effective role of the university towards the society. Mehran University of Engineering and Technology is selected as a case study.

This research intends to help in exploring the implementation of CSR and its antecedents on the performance of Universities. This study intends to assist higher education institutes particularly public sector universities to identify areas of corporate social responsibility and help administrators to plan and allocate resources for stakeholders.

One of the significant strategic areas of public sector universities is not only to maintain its reputation in a competitive market but to uplift it. Mehran University of Engineering and Technology has a long history of service to the masses and is particularly popular for taking into account the wellbeing of its alumni and other influential stakeholders. Furthermore, universities and other companies can improve their general activities by paying attention to the interests of the parties involved. Universities are known for their research and addressing issues of research institutions and conducting research to promote innovation in industry; this would help develop the unique capabilities of universities. In the modern era the focus is, however, changing from merely teaching and research towards the commercialization. In this context, the present study aims to examine the implementation of CSR and its antecedents on the performance of universities. It is found that, the universities can play their role in better Work Environment, Socio-economic development and Technological Performance as per conceptual model of CSR practices in the universities.

Keywords: Corporate Social Responsibility, CSR, Public Sector Universities, CSR practices, Work environment Factor, Socio-Economic Factor, Technological Factor.