

Defamation Revisited and the Concept and Punishment of Al-Qadzf
Amiruldin Md Sham & Mohd Sabri Yusof

Introduction to New Iterative Method
Mat Salim Selamat

A Review of Trade Dispute Settlement in the Malaysian Manufacturing Sector
Mohd Zahid Laton

Interactive Whiteboard as a Teaching Aid
Nor Zalina Ismail, Mohd Rizal Razak, Azlini Razali & Mahfudzah Othman

Perkembangan Kaedah Analisis Hidrokarbon Aromatik Polisiklik (PAH) dalam Air, Sedimen & Tanah
Siti Norhafizah Khazaai

A Comparative Study between Two Landslide Events at the Sultan Ahmad Shah Mosque, Jengka, Pahang
Rohaya Alias & Mohd Fairuz Bachok

Klasifikasi Hujan Pencetus Tanah Runtuh
Mohd Fairuz Bachok & Rohaya Alias

The Importance of Communication in Our Life
Norlaili Harun

Penghasilan Estolide Berasaskan Asid Risinoleik Ricinus Communis
Nazrizawati Ahmad Tajuddin

Adapting Cooperative Learning (Jigsaw) in Teaching
Mohd Norafizal A.Aziz, Hasnizawati Hashim & Rozieana A.Halid

Social Responsibility: The Involvement of Entrepreneurs and Organisations

Jahjaiton Arsad
Rohana Awang

ABSTRACT

The importance and benefits of social responsibility are increasingly significant among the people around the world. The level of involvement and contribution by people has improved from time to time. Social responsibility does not only attract the kind and warm-hearted entrepreneurs to be involved but also organisations (profit or non-profit), academicians, volunteers as well as politicians. This paper focuses on the approaches of social responsibility, the involvement of entrepreneurs and organisations, and the importance of social responsibility from the Islamic perspective. In addition, this paper also focuses on the background of well-known entrepreneurs around the world and their contributions. Lastly, in order to encourage the awareness of social responsibility, a few recommendations are proposed.

Keywords: *entrepreneur, social responsibility, contribution*

Introduction

Social responsibility is also known as corporate responsibility or corporate citizenship. It is defined as the attempt of a business to balance its commitments to groups and individuals in its environment, including customers, other businesses, employees, investors and local communities (Ebert, 2005).

The goal of doing a business is to gain profits. However, there are entrepreneurs who will use the profits that they gain, spend what they love, to give and serve back to the stakeholders or the public. These entrepreneurs will never fail to contribute for the benefits of others. It means that these entrepreneurs do not keep and accumulate their wealth for their own benefits only. They will give their charitable contributions in many ways such as spending some of their money, time, knowledge, expertise, advices, coaching, training, networking opportunities or any kind of contributions in helping and developing the community.

Approaches in Social Responsibility

Approach refers to the standpoint and belief that any individual or organisation holds towards the social responsibility commitment. It shows how serious the individual/s or organisations are in demonstrating their commitment in contributing and helping those people who are in need.

There are four approaches in social responsibility which are known as obstructionist stance, defensive stance, accommodative stance and proactive stance (Ebert, 2005). Entrepreneurs who always contribute and help people without being asked by anybody to do so is known as demonstrating the proactive stance. In other words, these entrepreneurs are doing all the charitable contributions willingly and voluntarily. Proactive

stance means that the individual or organisation is actively seeking the opportunities to contribute and help others.

As mentioned earlier, the social responsibility also involves organisations and companies. Among the companies that are actively involved in social responsibility in Malaysia are Toyota, PETRONAS and NAZA KIA. As an example, in 2009, Toyota Classics Concert managed to raise a total of RM444,900 from ticket sales and corporate donations which was then donated to selected charity homes: Yayasan Raja Muda Selangor (YRMS), Monforth Youth Centre (MYC), Malaysian Leprosy Relief Association (MaLRA) and Pusat Harian Kanak-kanak Spastik (PHKS) (Toyota Touch, 2009).

Another prominent company that Malaysia can be proud of in demonstrating the social responsibility is PETRONAS. Through its Programme Bakti Pendidikan PETRONAS (PBPP) which involves 230 teachers, 459 facilitators (volunteers) who are all PETRONAS staff aims to improve the academic performance of Standard 4-6 children who are weak in English, Science and Mathematics. PBPP has run the programme for 7 years and in 2008, PBPP has recorded a great achievement when 102 children that they had facilitated voluntarily scored 5A, 47 scored 4A1B in their UPSR examinations.

Last but not least, NAZA donated a Kia Pregio Van with 12 seaters to Rumah Kasih Kampung Ulu Inas, Negeri Sembilan which is an orphanage. (Utusan Malaysia, 17 July 2009).

In return, the commitment that these organisations serve will indirectly promote the their reputation.

Who is an Entrepreneur?

An entrepreneur is defined as 'an individual who combines and uses factors of production (land, labor and capital) to produce goods and services in order to gain profits' (Nor Aishah Buang, 2002). Furthermore, the entrepreneur is an individual who embraces opportunities and take risks to run a business.

Entrepreneurs who are involved in social responsibility are not only making profits. At the same time, they are also trying to help and solve some of the societal problems (poverty, illiteracy, poor health etc).

The Importance of Social Responsibility from the Islamic Perspectives

In the Holy Quran, there are few verses stating the importance of serving and giving for the benefits of others. The verses indirectly emphasize that social responsibility should be fulfilled as an obligation for all Muslims in order to gain blessings from Allah. In al-Imran: 92, Allah says that

"by no means shall you attain Al-Birr (piety, righteousness- here it means Allah's reward (paradise), unless you spend (in Allah's cause) of that which you love; and whatever of good you spend. Allah knows it well".

Another verse is al-Baqarah: 261 says that

"the likeness of those who spend their way of Allah, is as the likeness of a grain (of corn), it grows seven (7) ears, and each ear has a hundred (100) grains. Allah gives manifold increase to whom He wills. And Allah is All-Sufficient for His creatures' needs, All-Knower".

Based on the verses, any contributions made by the entrepreneurs indicate the symbol of *syukur* towards Allah's gifts and blesses. It also proves that Allah the Mighty creates the human to love and care for each other regardless who they are.

Entrepreneurs in Social Responsibility Worldwide

Malaysia

Tan Sri Syed Mokhtar al-Bukhary. He was born in 1956. He was declared as the seventh richest man in Malaysia. At the age of 23, he had shown his commitment in social responsibility when his mother asked him to spend his first allowance to buy kerosene lamps and donate them to the nearest *surau* during fasting month. Among the contributions of Tan Sri Syed Mokhtar are setting up Yayasan al-Bukhary, sponsoring tuition classes and fees for poor Malay students, donating RM1 million for Tsunami Fund and sending poor Malaysians to perform the *hajj*.

United States

Bill Gates was born in Seattle, Washington on 28 October 1955. He is the founder of Microsoft. In the year of 2000, he has set up Bill & Melinda Gates Foundation, which has become the largest transparently operated charitable foundation in the world. The foundation has spent 28 billion USD for helping the global health issues, AIDS and malaria as well as improving the health care and education of the poor children around the world.

India

Lijjat Papat, a women's co-operative in Mumbai, which makes a crispy bread called papad and is owned by more than 40,000 low-income Indian women.

Bangladesh

Muhammad Yunus who established Grameen Bank which offered micro loans to impoverished people in Bangladesh. He was also the recipient of the 2006 Nobel Peace Prize.

Suggestions

- Inculcate the importance of social responsibility, its values and benefits at early stage since primary and secondary schools. It can be done by having school activities. To demonstrate our social responsibility towards environment, children can be taught on planting and loving trees, collecting and recycling the used products, creating and selling beautiful bookmarks. From the money collected, they can set up the school Social Responsibility Club (SRC). Besides, it teaches them the skills of entrepreneurship.

- Encourage social awareness and social entrepreneurship through courses, programmes, trainings, seminars, charity and community service. This can be done by inviting the experienced and successful entrepreneurs to share their walks of experience in life. This would motivate the school or college students to realise the importance of sharing with others who are unfortunate.
- Form a Social Responsibility Club (SRC) of UiTM Pahang which combines staff and students. First, the idea in setting up the Social Responsibility Club (SRC) must continuously receive full support from the top management. Second, a committee has to be appointed. Among the tasks that need to be done in setting up the club is to think, plan and implement the social responsibility programmes and activities throughout the year. Each activity must set the target group such as elder people, handicapped, single mothers, orphans etc. Third, a staff/officer has to be put in charge of supervising, monitoring and reporting the progress/problems while handling the programmes and activities. Last, all the monies received or spent has to be recorded for audit purposes.

Conclusion

Everyone has a role to play in demonstrating their social responsibility commitment. It has to come from the sense of awareness and willingness to share with others who are in need.

References

- Al-Quranul Karim. Al-Imran: 92 & Al-Baqarah: 261
Berita Harian, 1 October 2009.
- Boschee, J., & McClurg, J. (2003). *Toward a Better Understanding of Social Entrepreneurship: Some Important Distinctions*.
- Griffin, E. (6 Eds). (2002). *Business Essentials*. USA: Pearson International Edition.
- More Good Work Toyota Classics Carry On Its Social Responsibility Program*. Toyota Touch Program. (July 2009).
- Nor Aishah Buang (2002). *Asas Keusahawanan*. Penerbit Fajar Bakti Sdn. Bhd.
- Owen, R. (1972). *The Sociology of Social Movements*. London: MacMillan.
- Program Bakti Pendidikan PETRONAS (PBPP). (July, 2009). *Millenia Muslim*.
- Naza Sumbang Van Kia Prego. (17 July 2009). Malaysia: Utusan Malaysia.