Effect of Corporate Social Responsibilities of Corporate Institutions on Their Host Communities: A Case of Ebonyi State University and Zenith Bank Plc.

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ABSTRACT

Corporate social responsibility by banks in Nigeria tends towards finding out the extent of the benefits derivable by the community from the activities of banks in their environments. This becomes necessary because the banking and education sectors like other organizations both governmental and non-governmental have major roles to play in fast tracking the well-being of the society. This work therefore aims at studying the effect of Corporate Social Responsibilities of corporate institutions on their host communities: A case of Ebonyi State University and Zenith Bank Plc. The study used qualitative data and multiple regression techniques in the analysis. The result of the descriptive analysis shows strong positive relationships between corporate institutions and their host communities. The results of principal component analysis indicate that, there are two factors whose Eigenvalues exceed 1.0. Analysis of the correlation matrix indicates that a significant positive relationship between corporate social responsibility and host communities in Abakaliki. The regression estimation results reveal that the variables- monetary donation (MD) and non-monetary donations (NMD) are statistically significant in explaining the level of host community's confidence in bank corporate social responsibility in Abakaliki. The hypotheses testing shows that bank corporate social responsibility has helped in boosting host community's confidence on bank social responsibility in Abakaliki. We therefore recommend that since CSR is generally seen to have positive relationship with financial performance (profitability) of banks, and cordial coexistence between the university system and the host community, corporate management should incorporate in their policies the practice of CSR, which should be followed up with measures to ensure implementation.

Keywords*: Corporate Social Responsibilities, Host communities, development, Banks, University*

INTRODUCTION

Corporate Social Responsibility (CSR) can simply be defined as the act of taking care of one's immediate community. It could be through provision of electricity, pipe borne water, building of good roads and ensuring security in the society or environment where you are situated. The ability of corporate establishments or firms to care for its immediate community is what we refer to as social responsibility it could be through monetary or non monetary

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donations to the community. Though societal expectations from business organizations did not go beyond efficient resource allocations and profit maximizations, yet it has changed; modern businesses must think beyond profit maximization in order to be at least socially responsible to its society at which it operates. Corporate social responsibility is primarily regarded as the financial and human resources needed to make significant social investment (Ezeoha, 2006). Corporate social responsibility in other words, means that a company needs to be responsible for its actions socially, ethically and environmentally.

Social responsibility entails or has to do with developing business with a positive relationship to the society which they operate in. Bank commit huge amount of money in undertaking CSR activities especially in their host communities. Their major reason for going into CSR activities is to bring back deposit to them from people in the society that their action has affected positively. This will at the end bring back profits and returns to them. Educational institutions, especially the tertiary ones ought to bear some levels of social responsibilities to the society that sustain their existence and operations. According to McHugh and McHugh (1997), CSR is the concern corporate institutions have for the welfare of the society which sustains their operations (Igbinedion and Ovbiagele, 2012). The ability of most tertiary educational institutions to deliver on these subsidiary objectives defines their social responsibility. Giving concession to students who are citizen of the tertiary institutions operating environments is one way a university or any tertiary institution exhibits its CSR. Conducting researches that address the problems of the operating milieu is another form of CSR.

Dare (2004) notes that there is a global trend towards both government mandated and voluntary corporate disclosure of information on the environmental, labour, human rights and social impacts of business practice, this is because people have known that it is their right to benefit from the firms or corporate bodies that is around them or situated around them socially and this right should not be denied of them. The firms should see it as obligations that they owe to the host communities where they operate. Corporate social responsibility could be viewed as a symbolic relationship that exists between a firm and all the stakeholders which include the customers, government, public, etc. Ramathan (1996) states that there exist a social contract between the organization and the society. Jagyi and Zhao (2006) agree with the social view when they argue that organization does not exist in a vacuum but are part of society, which creates and support them.

In modern business world, corporate social responsibility has been emphasized by stakeholders as a driving tool for success to be accomplished. It has become an increasing evidence and crucial component of overall performance of business organizations generally. Conscious of this concept, ordinary citizen, potential investors pressure groups, politicians and a wide range of other stakeholders are increasingly demanding organizations to account for their social natural environment and economic impact that they have on every community in which they operate (Nwachukwu, 2012). Ethim (2011) defines CSR as a concept where by a company indulges in continuous, responsible activities that point to its good intention as a corporate citizen. McWilliams and Siegel (2001) also define CSR as a situation where a firm carries out "actions that appear to further some social good beyond the interest of the firm and that which is required by law. It sees CSR as voluntary actors by a corporate entity pursuant of social good. This agrees with EU's Green paper (2006) on CSR which defines it as a concept whereby companies integrate social and environmental concerns in their business operations and in their interaction with stakeholders on voluntary basis. The history of corporate social responsibility can be traced to practices in the oil and gas sector driven by Western multinational corporations (MNC). In Nigeria, the concept of CSR has been localized (nationalized) to mean that corporations are expected to fill the gap in various social deliveries. Where government have often failed the citizens the thinking being that after all, the corporations make their money from the patronage of citizens in addition, the federal government of Nigeria decided to set up the Federal Environmental Protection Agency (FEPA) as stipulated in Act 58 of 1988 to protect the potential dangers that industrial activities may pose to the environment and the society at large (Obeya, 1991). There have been a number of studies on CSR but most of them are focused on multinational firms and less on the banking (and educational) industries and Ebonyi State University (Ile, 2004). Though various definitions have been given to corporate social responsibility, all depends on the understanding of the concept and also the practice in a particular country or environment. McWilliams and Siegel (2001) define corporate social responsibility as "Actions that appears to further some social good beyond the interests of the firm and that which is required by law. Obi (2011) opines that corporate social responsibility was defined by different people as follows:

i. A renowned social responsibility analyst in the Ukmallam Banker, says it is how companies manage the business processes to produce an overall positive impact on society.
ii. The world business council for sustainable development sees it as continuing commitment by businesses to behave ethically and contribute to economic development while improving the quality of life of the work force and their families as well as of the local community and society at large.
iii. Paul Bureke, the CEO of Nestle sees it as creating shared value and that for businesses to be successful in the long run, it must consider the needs of two primary stakeholders at the same time; communities where it operates and the shareholders.

According to Wikipedia (2009), corporate social responsibility is also known as corporate responsible or corporate citizenship. Responsible businesses sustainable or corporate performance is a form of corporate self regulation that is integrated into business model in a way in which businesses would proactively promote the interest of the public by getting involved in community growth and development and voluntarily eliminating practices that harm the public regardless of legality. Chandler (2001) argues that while there is no universal definition of CSR, it generally refers to transparent business practices that are based on ethical values, compliance with legal requirement and respect of people, communities and environment thus beyond making profit. Companies are responsible for the totality of their impact on people and environment. CSR is a means of discussing to what extent of obligations businesses, have to its immediate society. A way of proposing policy ideas on how those obligations can be met as well as tool through which the benefit to a business for meeting those obligations can be identified (CSR guide) cited by(Amole, Adebiyi and Awolaja, 2012).

Principles of Corporate Social Responsibility

The underlying principles behind CSR shows that companies that carry out social responsibility activities enjoy risk adjusted above average returns. Corporate social responsibilities embrace large principles or ideas and these ranges from corporate governance, business ethics and sustainable development through human right and environmental concerns. The principles identified by Amole, Adebuyi and Awoloja (2012) include business ethics, sustainable development, corporate governance, the environmental concerns on social responsible investment.

Benefits and Costs for Companies that are Socially Responsible

Several studies suggest that firms practicing good ethics and good corporate governance are more rewarded by financial market while firms practicing poor ethics and poor governance are punished in other words; there is cost benefit for every actions or decisions. According to Maneli (2002), the market positive consequences reward of CSR are reflected in employees and customers' fidelity (Amole, Adebiyi and Awolaja, 2012). Auka (2011) summarizes the benefit of CSR to financial institution as follow:

- i. Improved corporate image
- ii. Keeping up with competition
- iii. Increased ability to attract and retain employees
- iv. Reduced risk
- v. Improved sales and customers' loyalty

Auka (2011) also identifies the factors that influence the extent of the practice of corporate social responsibly in financial institutions as follows:

- i. Corporate image
- ii. Moral obligations
- iii. Solving societal problems
- iv. Company policies
- v. Pressure from society
- vi. Regulation compliance

With regard to the university or tertiary education system, according to Asemah, Okpano and Ohmuji (2013), the following are the derivable benefits accruable to tertiary institutions who engage in CSR.

- i. It helps the academic institutions concern to uphold their goodwill
- ii. Reflects the values and norms the institutions claim to possess.
- iii. It makes the institutions to deepen their commitment to CSR at the operational (practical) as well as the academic (theoretical) levels.
- iv. It enables institutions to compete in the changing education sector and to fulfill their mission in a world in perpetual transformation.

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Mode of Delivery

Mode of delivery has to do with ways of delivering social responsibility by firms or businesses to the host communities. This could be seen in two modes which are as follows-internally and externally (Adeboyega and Taiwo, 2011). The internal mode requires the corporate entity to take charge of its CSR achievement implementation and external mode implies out sourcing of CSR implementation to third parties in both cases the corporate entities normally have in-house units or decisions whose duties include, to strategize plan performance, implement, monitor and report results.

Strategic Roles of Corporate Social Responsibilities

Corporate social responsibility activities have been posited to include or incorporate social characteristics or features into products with no fluorocarbons or using environmentally friendly technologies in achieving levels of environmental performance through the act of recycling and pollution abutment, for example, adopting aggressive stance towards reducing emissions) and advancing goals of community organization e.g. working closely with groups that have much to do in the area of CSR. If they are to remain in the ever growing competitive business world, in most cases efforts of banks to attract customers using the CSR strategy defeats the original intention of such social obligation and the original intention of CSR when banks dedicate some portion of assets to community economic development (Sethi, 2005). The banks become better, more responsible employment of disabled persons and the mobilization of staff for community services as well as subsidizing costs of operations by offering affordable services to their host community (Ezeoha, 2006). These are strategic roles of corporate social responsibilities. This act by banks if carried out, changes the well being and welfare of the host communities where they operate as they tend to benefit from both monetary and non-monetary donations that is given to them by the banks and this in return brings back the stakeholder to them by attracting more deposits from the customers or society to the banks.

Banks and CSR Investments

Emerging trends suggest that the financial services industries remain an economic sector mostly in need of proper sense of corporate social responsibility (MHC, 2004). Aside from the areas of corporate social responsibility, other areas that are peculiar to financial services firms among others bother on the lending criteria. These include the extents to which social and environmental benefits should be factored into the business case: the extent to which it should be made within the banks for business lending that is the idea of social responsibility. Ezeoha (2006) posits that financial institutions in addition to being involved in CSR activities are also expected to use the huge funds that are investible and available to them to influence other involvement in CSR activities. Richard and Okoye (2013) examine the effects of corporate social responsibility on the deposit money banks in Nigeria. The study reveals that CSR has great impact on the performance and growth of money deposit banks in Nigeria of which it also impacts on the society by adding to the infrastructures and development of the society. A study of Amaechi, Adi, Ogbechie and Amao (2006), which is in line with Chapple and Moon (2005) research on corporate social responsibility in Nigeria indigenous practice. The analysis shows that understanding and practice of CSR activities in Nigeria is still largely philanthropic and altruistic, the implication is that the understanding and practice of CSR in Nigeria differs from that of western economies where CSR has advanced beyond philanthropy. Similarly, Ajide and Aderemi's (2012) study on the effects of corporate social responsibility activity disclosure on corporate profitability shows that banks' size and CSR disclosure score have a positive relationship with bank profitability, while owners equity has negative association with bank profitability. The implication is that when banks show greater commitment to impact and improve people's lives, these in return are capable of improving bank's patronage and profitability. Akindele (2011) surveys a sample of four banks in a study on corporate social responsibility as an organizational tool for survival in Nigeria. The findings show that there is a significant relationship between bank profitability and CSR practices.

Olayinka and Temitope's (2011) study on corporate social responsibility and financial performance in developing economies – The Nigerian Experience shows that CSR has a positive and significant relationship with the financial performance measures. Margolis and Walsh (2001) citied by Olayinka and Temitope (2011) in a survey of 95 empirical studies conducted between 1972-2001, report that "when treated as an independent variable, corporate social performance is found to have a positive relationship to financial performance in 42 studies (53%), no relationship in 19 studies (24%), a negative relationship in 4 studies (5%), and a mixed relationship in 15 studies (19%).

Keffas and Olulu-Briggs (2011) carried out a study on corporate social responsibility and financial performance of banks. The study examined the financial performance of CSR and Non-CSR of banks using financial ratios and frontier efficiency analysis, together with accounting information of banks in Japan, USA and UK gotten from bank-scope database. The study also used a non-parametric linear programming technique known as Data Envelopment Analysis to create a piece wise linear frontier that helps to determine the efficiency level of both a common and a separate frontier analysis. The finding of the study is that there exist a positive relationship between CSR and financial performance. The implication is that banks that incorporate CSR have better asset quality, capital adequacy, and are more efficient in managing their portfolios and capital. There are many theories of corporate social responsibility. As earlier mentioned there is no strong consensus on a definition for CSR, CSR has been used as a synonym for business ethics as relating to environmental policy. CSR has also been confused with corporate social performance and corporate citizenship.

Social Benefit Theory: This is reminiscent of the consideration of private externalities associated with innovative activity. Externality is defined as the impact of economic agents' actors on the well being of people in a community. Pollution is a classic example of negative externality while innovation (whose benefits cannot be entirely appropriated by its creator) is a classic example of positive externality while those that accrue to the company may be high, the social returns to innovations (through the creation of new improved products and processes) may be greater when firms link the provision of a public good to the sale of their (private) products (e.g. eco-building). The propensity of banks to engage in strategic

CSR depends on two factors: the intensity of competition and provision of CSR. Understanding that the relation between a bank affect the well being of its host communities; the CSR phenomenon requires that we take account of other stakeholders which comprise of customers, employees, governments, suppliers, tax payers, community group and society at large.

Legitimacy Theory: Again another theory is the Legitimacy theory that is derived from the concept of organsational legitimacy, which has been defined by Dowling and Ptefer (1975) as a condition or status which exist when an entity's value system is congruent with the value system of the larger social system of which the entity is a part. When actual disparity exists between the two value systems, there is a threat to the entity. Legitimacy theory posits that organization continually seeks to ensure that they operate within the bond and norms of their respective societies. In adopting a legitimacy theory perspective, a company or firm would voluntarily report on activities if management perceived that those activities were expected by the communities in which it operates (Deegan, 2002). This theory relies on the fact that there is a "social contract" between a company and the society in which it operates (Deegan 2000; Mather 1993). While there is no generally acceptable theory for explaining CSR disclose practice, recent research in the CSR interactive has primarily relied on legitimacy theory (Deegan, 2002). Indeed it is said that legitimacy theory is the most widely used theory to explain environmental and social disclosure (Campbell, Craven and Shrves, 2003).

The Stakeholder Theory: From our review in this study, there is no doubt that it is very relevant that stakeholders theory is used which holds that business organizations must play an active social role in the society in which it operates. Freeman (1984) cited by Amole Amole, Adebiyi and Awolaja (2012) assert that managers must satisfy a variety of constituents e.g. investors and shareholders, Employees, customers, suppliers, public and local community who can influence firm outcome. This view according to it, is not sufficient for managers to focus exclusively on the needs of stakeholders or the owner of it can be beneficial for the firm to engage in certain CSR activities that non-financial stakeholders perceive to be important otherwise, those groups might withdraw their support. Due to the fact that stakeholders group vary from firm to firm, CSR should begin with identification of stakeholders followed by finding the strategy to satisfy and harmonize their expectations.

METHOD

This study adopts the survey research design. A convenience sampling technique was used to bring down the population of the study. The reason for this is because using the actual population size would have resulted to a very large sample size. The sample of the study was then based on first 100 target respondents, which are made up of 50 members of staff from each of EBSU and Zenith Bank. A correlation test and regression analysis was used since sample statistics was obtained so as to estimate a population parameter. Correlation statistics is a branch of statistics that assumes that data have come from a type of probability distribution and makes inference about the parameter of the distribution. In the qualitative research analysis, the reason product moment correlation technique will be used, is to establish the relationship between the first round and the second round responses of the instrument administered. This implies to determine the relationship between the independent and the dependent variables described above. The data are from questionnaire administered to Zenith Bank Staff and EBSU Staff in Ebonyi State. The data gathered from the questionnaire are tabulated into two separate sheets each for bank employees and EBSU Staff (customers). This data is analyzed by using a statistical software package known as Statistical Package for Social Sciences (SPSS 15 version). Hypothesis testing is performed on the basis of regression analyses. Similarly, correlation analysis is performed to check the intensity of association between the variables of the study. Finally, factor analysis is conducted to testify the patterns of relationship among the dependent variable and independent variables.

RESULTS AND DISCUSSION

From table 3, 6.67% of the respondents have between First School Leaving Certificate and West African Examination Council Certificate, 10% have National Diploma Certificate, 50% have between Higher National Diploma certificates and Bachelor of Science or its equivalents, while 33.33% have between Masters of Science/Masters of Business Administration and Doctorate degree. From table 4, 17.86% of the respondents have between First School Leaving Certificate and West African Examination Council, 25% have National Diploma, 53.57% have between Higher National Diploma certificates and Bachelor of Science or its equivalents, while 3.57% have between Masters of Science/ Masters of Business Administration and Doctorate degree. The relationships between the variables (dependent and independent) were analyzed using regression analysis, correlation analysis and factor analysis. The dependent variables, 'Y' has one factor represented by 'A' with Host Community (HC_1). While the independent variables (B) have factors represented by 'B' with component as monetary donation (MD_1) and Non-monetary donation (NMD_2). In order to eliminate possible errors, data collected were edited, coded and tabulated based on their frequency distribution.

Also the mean, variance, standard deviation and coefficient of variation of the distribution were determined as shown on table 5. Using the 5-point likert scale of 5, 4, 3, 2 and 1 in the questionnaire responses, means score of 3 and above were rated as positive while those below 3 mean score were rated as negative. From table 6 below, the dependent variable which is Host Communities (HC) has a mean score of 0.804, standard deviation of 0.142 and variance of 0.020. Monetary donation (MD_1) and Non-monetary donation (NMD_2) are the independent variables in the research. They account for a mean score of 0.706 and 0.823 respectively and standard deviation of 0.154 and 0.169 respectively. Table 6 explains the descriptive statistical analysis between the dependent variable and the independent variables using mean, standard deviation and variance. The descriptive analysis shows strong positive relationships between dependent and independent variables. The research incorporates factor analysis as criteria for validity. Confirmatory factor analysis is used for the measurement criteria based on other studies related to banks corporate social responsibility. The same method of analysis is conducted to identify the strongest underlying factor of the independent variable (bank corporate social responsibility) on host communities in Abakaliki. The Eigenvalues and sum of squares loadings for the factors are displayed on table 7. The results of principal component analysis indicate that, there are two factors whose Eigenvalues exceed 1.0 (table 7). The Eigenvalue of a factor represents the amount of the total variance explained by that factor. The two factors identified in this study explain 58.45% of the total variance. The first factor explained 39.92% of this variance. Similarly, the second factor explains 18.52% of the total variance. The percentage of variance combines for succeeding unknown variables to make up 100 % variance. The research incorporates Kaiser's criterion and Cattell's scree test to extract the first two factors.

According to Kaiser's criterion, factors with Eigenvalues of 1.0 and greater than 1.0 are extracted for further investigation. Two factors are identified for the factor analysis using the Eigenvalue criteria (r = 0.177). The variables hold a positive correlation at a significance level of 0.05. The value shows that bank corporate social responsibility has helped in boosting host communities confidence on bank corporate social responsibility. Analysis of the correlation matrix indicates that independent variables has a significant positive relationship between bank corporate social responsibility and host communities in Abakaliki (table 8). The positive result implies that host community's (EBSU) perception towards bank corporate social responsibility is high. The results also indicate that there is a strong, positive correlation between the two variables: monetary donation and host community (r = 0.531). The result also shows that non-monetary donations is found to have a significant positive relationship with host community (r = 0.604).

On the hypothesis that monetary donations have no significant effects on Host Communities in Abakaliki, the results show that monetary donations have a coefficient value of 0.106 and significance level of 0.000, which is consistent with the results expectation. This leads to the acceptance of the hypothesis that there exist no positive relationship between monetary donations and host communities in Abakaliki. This means that the introduction of monetary donation has helped in boosting host communities confidence on corporate social responsibility in Abakaliki. In order to test the hypothesis, the study used linear regression analysis to find out the relationship and intensity on how each independent variable affect host communities. The dependent variable and the independent variables are aggregated for data analysis and are entered for regression analysis. The value of R squared (goodness of fit) is 0.785 or 0.79 approximately. The value of R squared shows the portion of dependent variable explained by the independent variables. The score for R squared is significant at 0.0001 level, which shows that the findings are statistically robust. The estimation results reveals that the explanatory variables jointly account for approximately 78.46% change in host community. The Durbin Waston statistic of 1.738 shows the absence of auto correlation. The estimation results show that the variables - Monetary Donation (MD) and Non-Monetary Donation (NMD) are statistically significant in explaining the level of host community's awareness of bank corporate social responsibility in Abakaliki. On the null hypothesis that non-monetary donations have no significant effects on Host Communities in Abakaliki, the regression result shows that the NMD coefficient value is

0.284 and the p-value is 0.0000 which means that it is significant. The result shows a strong positive relationship between non-monetary donation and host community in Abakaliki. Based on this, the null hypothesis is rejected while the alternative hypothesis is accepted with a conclusion that there is significant positive relationship between non-monetary donation and host community in Abakaliki.

Table 1: Frequency Distribution of Sex for EBSU Staff

Sex	**Frequency**	**Percent**	**Cumulative Percent**
Male	20	66.67	66.67
Female	10	33.33	100
Total	30	100	

Source: Field Survey, 2015.

Table 2: Frequency Distribution of Sex for Zenith Bank Staff

Sex	**Frequency**	**Percent**	**Cumulative Percent**
Male	24	85.71	85.71
Female	4	14.29	100
Total	**28**	100	

Source: Field Survey 2015.

From table 2, 85.71% of the respondents were male, while 14.29% were female.

Table 3: Frequency Distribution by Education Qualification for EBSU Staff

Level	**Frequency**	**Percent**	**Cumulative Percent**
FSLC-WAEC	2	6.67	6.67
ND	3	10	16.67
HND/B.Sc	15	50	66.67
M.Sc/MBA-Ph.D	10	33.33	100
Total	**30**	**100**	

Source: Field Survey, 2015.

Table 4: Frequency Distribution of Education Qualification for Zenith Bank Staff

Level	**Frequency**	**Percent**	**Cumulative Percent**
FSLC-WAEC	5	17.86	17.86
ND	7	25	42.86
HND/B.Sc	15	53.57	96.43
M.Sc/MBA-Ph.D	1	3.57	100
Total	**28**	**100**	

Source: Field Survey 2015

Table 5: Mean, Variance, Standard Deviation and Coefficients of Variation of Responses

Questionnaire Mean	**Variance**	**Standard Deviation**	**Coefficient of Items**	**Variation**
1.	0.4	0.87	0.197	4.57
2.	0.6	0.2	0.116	4.55
3.	0.1	0.3	0.166	4.52
4.	0.7	0.05	0.194	4.50
5.	0.6	1.95	0.187	4.52
6.	0.8	1.8	0.158	4.55
7.	0.4	0.19	0.186	4.49
8.	0.8	0.49	0.194	4.57

Source: Author's Computation 2015.

Table 6: Descriptive Statistical Analysis

Variables	Mean	Standard Deviation	Variance
HC	0.804	0.142	0.020
MD	0.706	0.154	0.024
NMD	0.823	0.169	0.029

Source: Author's Computation 2015

Table 7: Total Variance Explained

Variables	Initial Eigenvalues			Extraction Sums of Squared Loading		
	Total	% of variance	Cumulative %	Total	% of variance	Cumulative %
HC	0.317	5.280	100			
MD	2.396	39.929	39.929	2.396	39.929	39.929
NMD	1.112	18.526	58.455	1.112	18.526	58.455

Source: Principle Component Analysis

Table 8: Correlation between Factors of Bank Corporate Social Responsibility and Host Communities

Variables	Pearson Correlation (r)	Significance (2-tailed)
HC	0.203	0.013
MD	0.531	0.000
NMD	0.604	0.000

R is Pearson correlation coefficient
Correlation is significant at the 0.05 level.

The empirical data associated with this regression results are as stated below;

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.232234	0.078055	1.376167	0.0000
MD	0.106182	0.056789	0.115231	0.0000
NMD	0.284232	0.067426	0.342145	0.0000

R-squared	0.784647	Mean dependent var	12.22381
Adjusted R-squared	0.754352	S.D. dependent var	4.312310
S.E. of regression	3.528592	Akaike info criterion	5.563931
Sum squared resid	199.2153	Schwarz criterion	5.812627
Log likelihood	-53.42128	F-statistic	3.467704
Durbin-Watson stat	1.738021	Prob(F-statistic)	0.000000

***Source**:* E-View 4.0

CONCLUSION AND RECOMMENDATIONS

The practice of Corporate Social Responsibility as a concept entails the practice whereby corporate entities voluntarily integrate both social and environmental upliftment in their business philosophy and operations. Banks in Nigeria are already doing a lot in the area of CSR, providing scholarships, sponsoring educational trips, donating food items and clothing to orphanages, sponsoring sports competitions and so on. But still, more can be done. True application of CSR in banks can be of immense benefits, and lead to increase in profitability for the bank in the long run. We therefore conclude that CSR practice by Zenith Bank of Nigeria Plc Abakaliki branch has really contributed to the host community using Ebonyi State University (EBSU) as a case study thereby attracting quality customers and investors. In line with the objectives of the study, the following recommendations are made:

1) Since CSR is generally seen to have positive relationship with financial performance (profitability) of banks, bank management should incorporate in their policies the practice of CSR, which should be followed up with measures to ensure implementation.
2) There should be a reorientation among banks (companies) in Nigeria to adopt CSR as mere philanthropy. Banks should be educated on the benefits of adopting this practice to enable them look beyond the short run cost and target the long run benefits. The society should also be educated on this obligation which companies in their environment owe them, and how to follow up their demand.
3) There should be regulation on corporate institutions as to the minimum annual financial commitment to the host society expected of them, and they should be made to see CSR not just in the aspect of philanthropism but as the concept of giving to the society what it takes from it.
4) Finally, the society should be educated on this obligation which companies in their environment owe them, and how to follow up their demand.
5 The academic community should explore the operating environment to identify possible problems and proffer workable solutions by way of painstaking researches.

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