

# THE CORPORATE SOCIAL RESPONSIBILITY OF LEVEL THREE ACCREDITED BUSINESS SCHOOLS IN DAVAO REGION: A MODEL FOR COMMUNITY EXTENSION SERVICES PROGRAM

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## ABSTRACT

### RATIONALE

Philippine society is beset with political, economic and socio-cultural crisis, while seeking technological innovation to be competitive in the global market. In other words, the micro environment is in crisis, which calls for everyone to do his/her share to contribute in order to alleviate/ease the situation. This is especially important in a poverty-stricken country like the Philippines.

The on-going crisis scenario calls the attention of the Commission in Higher Education to offer as a mandate in the tertiary education among business schools the subject "Good Governance and Corporate Social Responsibility." Business students, who are the incoming entrepreneurs, should be responsible to conserve and protect mother earth's resources, and legally and morally produce quality products and services for customers. They must use ethical practices in dealing with all their stakeholders with fairness and justice, and also in contributing to

the development of people in the communities where their businesses are operating. The concept of Corporate Social Responsibility (CSR), of doing activities for the betterment of the community and society in general, is emphasized.

In the Philippines, scholars are mandated to extend services to the community. A culture of excellence in education requires tertiary colleges and universities to be oriented toward quality education, research and community extension; and social responsibility to people they adopt, contributing to the development of literacy, livelihood, and environmental and cultural preservation, especially in rural areas where the majority of people live below the poverty line.

This is the focus in this study among level three business schools in the Davao region, Philippines. The common practices on community extension among business schools may be a benchmark to other schools aiming to be accredited as a standard for quality education