THE IMPACTS OF UNIVERSITY SOCIAL RESPONSIBILITY IMPLEMENTATION ON THE STUDENTS

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ABSTRACT

This research aimed to study students' impact from the university social responsibility and to study the factors that affect the student impact of the university social responsibility. This research was qualitative research by in-depth interview key informants who related operation about university social responsibility. Case study two universities which were social responsibility more than five years and to announced to university policy. Key informants included: lecturers who are responsible for the university responsibility projects, personnel, and students. Research tool was an interview and analyzed data using content analysis by classification.

The research results found that university case study carries out University Social Responsibility (USR) through the extra-curricular activities such as the volunteer spirit projects more than teaching and learning activities. The impact of USR activities on students was as follows; the knowledge, understanding, and attitude associated with different social responsibilities; life skills development such as leadership, volunteerism, civic engagement; career development including a network of students and institutes.

The factors related to driving of USR that affect students including corporate policy; understanding the context of society; USR was compliance based on assessment criteria for university quality assurance; designing learning activities; the commitment of all personnel; and social communication. Research recommendations were to understanding the concept and set of USR policy into the procedure of university by considering both internal and external stakeholders; designing learning activities according to student-centered and context through community participation.

Keywords: university social responsibility, impact to students
1. Introduction

Current and future development orientation focus on sustainable development covering item of the economic, social environment and human resource development that different perform. Corporate Social Responsibility (CSR) which develop a concept from the business operation of various organizations that have a significant impact on society and environment. Many organizations continuously run activities about corporate social responsibility (Kotler & Lee, 2005). Corporate Social Responsibility is the benefit to appropriate stakeholders without encroaching labor employee; customer; environment and community surrounding organization. It can be said that corporate social responsibility is doing business with legal and ethics that make happiness and a good quality of life to employees. (Corporate Social Responsibility Institute, 2011)

The concept of Corporate Social Responsibility (CSR) has expanded from organization to higher education or university that is an essential institute for human resources development. University has central roles in producing graduates who have excellent conscience discipline; morality responsibility with self; another society and nation and the role in research academic services and maintain arts and culture for producing graduates who can go to service and corporate social responsibility (Office of the Higher Education Commission, 2014).

University Social Responsibility (USR) appeared in World Conference on Higher Education (WCHE) in 2009, July 5-8 at United Nations Educational, Scientific and Cultural Organization (UNESCO) headquarters Paris, France. The topic was The New Dynamics of Higher Education and Research for Societal Change and Development. University as a higher education should not only product graduates research and academic service to society, but university must show the social responsibility in various fields that to be Think Tank to respond society, to attend equality issues in educational opportunities and reduce social disadvantage, to teach students to be aware of social responsibility (Office of the Higher Education Commission, 2009).

Thailand by Office of the Higher Education Commission, there had a policy which supports University in Thailand to conduct about social responsibility for a while. This research interested to study the impact on students that occur from University Social Responsibility implementation of two universities which were the case study; and to examine factors that related to drive University Social Responsibility which effect on student. Due to the student group who is the important stakeholder of the university. This research questions were how to do the activities of University Social Responsibility in various forms affect on students which will lead a proposal to suggest to encourage University Social Responsibility.

2. Objective

2.1. To study students’ impact from University Social Responsibility (USR) implementation
2.2. To investigate factors that related to University Social Responsibility implementation that effect on students.

3. Review of Related Concepts

3.1. Corporate Social Responsibility (CSR)

Corporate Social Responsibility (CSR) is responsible work to stakeholders group, in business organization, it operates affected to all group of stakeholders both positive and negative side. In general, stakeholders included employee; shareholder; investor customer; social business partner; and environment including government public and media, etc. The CSR is doing work by voluntary rather than duties or legal.

To operate a business with Corporate Social Responsibility can be implemented in many activities or called Corporate Social Initiatives by considering processing as follow (Corporate Social Responsibility Institute, 2011)

1) CSR after the process is to operate business activities for social benefits by being activities which separate from main business.

2) CSR in process is to work about corporate social responsibility in the process to domain business by considering social, and environment affect including creating value for stakeholders with inside and outside the organization.

3) CSR as the process is to operate about corporate social responsibility by a non-profit organization which founded to create social benefits such as association, foundation, and social enterprise.

3.2. University Social Responsibility (USR)

In 1998, University Social Responsibility (USR) announced in the conclusion of the World Conference on Higher Education by UNESCO. There were issues related to the social mission of higher education such as higher education had duties to produce a high-quality graduate and citizen who are responsible for all sectors of society. It was the same orientation as was announced in the 2009 meeting in UNESCO emphasizing on the role of higher education that not only improve various skills of the learner. Also, education institution personnel and students must be maintained and develop obligations by using ethic, commitment to peace, human rights protection and democratic values (GLOBAL USR NETWORK, 2011).

Comparative the Corporate Social Responsibility (CSR) with University Social Responsibility (USR) as follows in Table 1 (Wallapa Chalermvongsavej, 2012)
Table 1 Business Social Responsibility

<table>
<thead>
<tr>
<th>Corporate Social Responsibility (CSR)</th>
<th>University Social Responsibility (USR)</th>
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<tbody>
<tr>
<td>Corporate governance</td>
<td>Social response</td>
</tr>
<tr>
<td>To do business with fairness</td>
<td>Communication and Service society</td>
</tr>
<tr>
<td>Consumer responsibility</td>
<td>Equality in access to higher education</td>
</tr>
<tr>
<td>Community Development, To keep the environment</td>
<td>Reduce social disadvantages</td>
</tr>
</tbody>
</table>

Source: Office of the Higher Education Commission (refer to Wallapa Chalermvongsavej, 2012)

The principle of University Social Responsibility included four elements such as response to university location, social knowledge management, education for citizen and professional development including social participation (Vallaey et al., 2009). Also, to considering University Social Responsibility into two facets such as Narrow USR and Broader USR in other words; Narrow USR is social responsible that emphasize service which has quality for primary stakeholders. The goal is quality education by giving a good service education and personnel who have a good quality working in a pleasant environment. Broader USR will encourage supporters to be a good citizen and staff of organization including Corporate Social Responsibility. University should consider implementing both Narrow USR and Broader USR. (Schwartz and Carroll, 2008)

3.3 Impact of USR Implementation

The USR implementation affected to multi-levels of stakeholders of the university such as (Reiser, 2015)

1. Organizational level impacts are social responsibilities such as moral, ethical, labor and environment.;

2. Social and community level consequences are responsible for learning together with the community to solve a problem and development.;

3. Knowledge impacts are responsible for creating knowledge and academic support for solving a problem and social development to make conscious and behavior of a related person.;

4. Education impacts are responsible for preparing students that will be a citizen for sustainable development.

From the related concepts to reflect that university social responsibility operates in various forms; it is affected by internal stakeholders who are professors, employees, and students. The external stakeholders of the organization are the parents, people in the
community around the university and the society. This research attends to study the impacts of University Social Responsibility implementation on the students in the facet of the knowledge, understanding, attitude, and skills include factors in the university level about management, social responsibility style and other factors that influence the implementation of University Social Responsibility that effect to students.

4. Research methodology

This research is qualitative research by case study and using methods as follows

4.1 Selection of case study or informants

A case study of the university that operates on social responsibility for more than five years and announced the USR as one of an operational policy of the university. Case study consist of one public university and one private university selected informants for 18 persons consisting of 4 personnel, four teachers and ten students who have experienced about operate University Social Responsibility.

4.2 Research tools

Interview guideline about student impacts from USR implementation and related factors.

4.3 Data collection

4.3.1 Coordinate with responsible agencies related to USR implementation of case study for collect information.

4.3.2 Study documents and related research. Collected information from people involved in University Social Responsibility of universities that were a case study from personnel, teachers, and students by in-depth interview

4.4 Verify data reliability by triangulation method which is obtained data from various sources of data.

4.5 Analyze data with content analysis by classifies of data.

4.6 Ethical research in human, this research was endorsed by the Ethics of Research in Social Sciences, Mahidol University and follow the guideline of ethical analysis in human.

5. Research Result

5.1) USR implementation of case study

The beginning of USR operating of 2 universities which were case study occurred when the executives of the university had established the USR concept to be one of the university’s strategies in learning and teaching, social service including research which emphasized on the university to become an institute that responsibility to society.
Objective
The USR of case study had purposes such as to encourage students to be a social consciousness and ethical citizen graduates to serve the society.

USR implementation of case study
Both universities had similarly implemented the USR activities as follows:

University level: Universities set policy related to social responsibility would be in the learning and teaching, academic services and research.

Faculty level: Vice-dean by Student Affairs Department was the host and organize activities for students with teachers in the faculty who would take care of students and help provide operations, for example,

- Provide activities as extracurricular activities in the format of club, framework, and research such as job practice, educate about the law, take care of the elderly, take care of children and youth, preserve environment: rubbish bank, wastewater treatment.
- Add content and create learning activities to promote social responsibility in many subjects such as General Education subject and elective courses for the undergraduate student to learn about the university for social, volunteer, citizen, etc.

Personnel level: Human Resource Development Department or Division of Student Affairs would be the significant division to create an activity for social and Public Relation Department would be release news via public media, print media, and online media.

Student level (Undergraduate): Most students gathered to be group students both in and out faculties to take activities and transition idea from senior to junior generation, there were activities related social responsibility in welcome freshmen project.

External Organization level: The universities signed cooperation between university and external organization to be network universities for social and support resources, knowledge and undergraduate student to be trained in enterprise education.

5.2 The impacts of University Social Responsibility implementation on the students

1) Knowledge and Understanding of Social Responsibility
Some groups of student understand that USR was working for social and for creating an image for the organization. Some groups of student understand the USR as an activity which university arrange for students to work together; the harmony; unity and using free time wisely, but some groups of the student had an opinion that USR aimed to create a consciousness about the social responsibility of students.
2) Attitude

Some students realized to the social responsibility, the diversity of the society, and want to work for the public. Some students have sympathy for others and recognize to society’s problems with conscious of a good citizen; they considered and remarked to social changing, never ignore to public issues, sacrifice, systematic and appreciate the value of resources.

3) Life skills and Professional skills

Some students who joined USR activities got many life skills such as leadership skill, communication skill, analysis skill, media literacy, consume media suitably, have immune to various changes, moreover, they got many professional skills form learning in cooperative education such as technical skill, language skill, and craftsmanship skill.

4) Student Network and Institute

The result from USR activities occurs student network both alumni and student participants for social intermittently. Alumni had supported fund, staff, equipment, media, etc. to work as a volunteer for community and continue working although they graduate.

Moreover, there was cooperated with an external organization where accept a student to work after graduated, in case of a student who has latency accord with organization requirement.

5.3 Related Factor with Effect to Students from the USR implementation

Factors in many the level such as university level, faculty level and personal level which would affect to a student from USR implementation as follows:

1) Supporting Policy

A policy which brings USR idea to do in student affairs and staff in the organization with social responsibility, helping resources including to time and fund to do the plan continuously.

2) Understanding Social Context

The relevant person had studied context and principal of social where were related to university both community around and social to manage social responsibility activity consistency and respond to social needed, able to use community potential and social to use in learning and CSR activity appropriately.

3) Accordance of Social Responsibility issue and Quality Assurance in Education

USR is one of the problems that consists of regular assessment in Quality Assurance in Education about the obligation for social compensate university in faculty level,
teaching and learning level and student activity level. So, this obtained supporting from university seriously.

4) Managing Environmental in the University

Building area for student, teacher, and staff to work and exchange knowledge, do an activity which related to social responsibility.

5) Creating Learning Activity

Create USR learning activities which consider the differences between each person, student’s skill and students interest which lead to attention and participation actually and should not be selected exercise for the student to choose willingly.

6) Staff’s Intention

Teachers and staff arranged activity from generation to generation continuously because students who join an event would leave if they graduated. But, Idea remained. Teachers and staff are the first to head to run the project and plan continuously.

7) Good Role Model

Most Students joined the activity by persuasion from senior who become their role model when they succeed both exercise and study. Moreover, teachers always conduct social responsibility in working and daily life. It is a good role model for students and makes them realize and change themselves in the long-term.

8) Social Communication

Activity presentation and the result from university social responsibility activity via many platforms make participants be proud and extend the result of work to know widely. So, it might lead to increase cooperation from relevant person.

6. Conclusion and Discussion

The University has an obligation in social responsibility in case of produce student, create a body of knowledge for social development. This research studied social responsibility from 2 universities. The results found that the operation via extracurricular activities such as volunteer, club, and the project is more than the process via teaching and learning in the course of the undergraduate students such as General Education subject whereas post-graduate student promotes social responsibility through research and social services.

University Social Responsibility implementation effected to the student, for example,

The knowledge, understanding, and attitude associated with social responsibilities such as student could develop life skills, professional skills from knowledge, understanding, and belief to differences social responsibility and occur student network university both alumni and student.

The results to a student from university social responsibility implementation which has different changing level and method followed in a session of Joanna and John’s changing
citizen which has a pre-break transformation. This was incubating and training to be faithful. On-break conversion, participants would see the cause of social problems and challenges, understand their role in solving and developing community by any methods. In post-break change, supporting participants who can find continuity method to address and build community by emphasis belief and faith, give education continuously, reflect the result intermittently, facilitate in many parts and fix an issue intermittently (Joanna and John, 2015).

Also, it was found that the factors related to student’s competence gained from participating in the USR project consist of policy to support university social responsibility, understanding the various social context of the university such as human, knowledge, economy, environment, and policy which related to university and community. These works would increase social responsibility success. Social responsibility issue is one matching to standard assessment in the Quality Assurance in Education of the university effect to this issue to become the deepen important issue in the university. Concern person should consider this to be the real social responsibility by focusing on the sustainable development in every level; education, community, and people who had gain and loss in the internal and external organization.

To create learning activity comply with student’s skills and interests cause the real attention and participation. Learning activity should be selected activity by the student who willingly to do activities. The arrangement of the environment in the university should match with student and staff requirement. Teachers and seniors students who were good role model describe socialization concept as socialization process from generation to generation both direct and indirect activities should help to learn and to develop required attribute. People who accepted a basic belief, social value and become a part of social harmoniously include those who build and improve themselves by developing life skills such as family’s teaching, religion’s teaching, friends, senior, education institute, learning from the community and other media (Supatra Supab, 2546).

Including to staff’s intention to take activity continuously, social communication would cause pride to participants and extend the result of working to be widely known and might lead to cooperation from a relevant person more and more.

7. Research Suggestions

1) Understanding of Social Responsibility Concept

The university’s implementation of social responsibility needed to understand philosophy and idea indeed to focus the target and manage learning activity to achieve the goal.
2) USR Policy

University should consider and run social responsibility activity to be relevant organization’s activities. Since select student to study in the university from various groups and should give people a thorough chance access including a focus on the importance and development of youth’s conscious along with the development of academic in learning procedure.

3) University Learning Pattern

Most university learning pattern is aimed at subject mainly. Students have to study each issue deeply. So, the format should add to learning creation which practice in thinking, analyzing from learning and real life, developing the ability to solve the problem and developing by integrating knowledge from a variety of subjects.

4) Create Learning Process to Develop USR

Creating a learning process to develop USR activities was an important and should conform to the students’ interests, using the student-centered learning concept, incorporate social responsibility integration idea in the course. The content in some subject may need to be re-arranged to include extracurricular activity designed by interdisciplinary principles, learning by doing or learning from the project, etc.

5) Community Participation

Social Responsibility should proceed with community participation by analyzing social principal and using folk wisdom to manage university’s activity.

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