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Ezeali, Chika Thonia; Nwodu, Gloria Eberechukwu; Udoh, Wealth Akudoh

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## **EFFECTIVENESS OF MOBILE TELECOMMUNICATION NETWORKS (MTN), CORPORATE SOCIAL RESPONSIBILITY IN THE DEVELOPMENT OF EDUCATION IN ENUGU STATE, NIGERIA.**

<sup>1</sup>**EZEALI, Chika Thonia**

<sup>2</sup>**NWODU, Gloria Eberechukwu**

<sup>3</sup>**UDOH, Wealth Akudoh**

<sup>1</sup>Department of Mass Communication,  
Alex Ekwueme Federal University Ndufu Ikwo, (AEFUNI)  
Ebonyi State

<sup>2</sup>Department of Mass Communication,  
Chukwuemeka Odumegwu Ojukwu University,  
Igbariam Campus Anambra State

<sup>3</sup>Department of Mass Communication,  
Ebonyi State University, Abakaliki Ebonyi State

**Corresponding author:** EZEALI, Chika Thonia, [chikathonia@gmail.com](mailto:chikathonia@gmail.com)

### **Abstract**

In Nigeria, just like in many other parts of the globe, there is increase in the CSR movement. Studies have shown that organisations embark on Corporate Social Responsibility in different ways and for varied reasons, which include corporate reputation and branding management, etc. This study investigated the effectiveness of public relations in promoting MTN corporate social responsibility operations in development of education in Enugu state, Nigeria. The researcher used cross-sectional survey research method for the collection of quantitative data. The population of the study was 25,911 government secondary school teachers in the three senatorial zones that make up Enugu state. Instrument for data collection used was questionnaire. The findings showed that out of the 404 respondents used in the study, 365 (90.3%) have high level of awareness of the MTN corporate social responsibility. This means that majority of the respondents used in the study are knowledgeable about the CSR programmes of MTN Nigeria. There are eight broad categories of the corporate social responsibility programmes of MTN which few will be mentioned: The MTN foundation Child-friendly school initiative, MTN who wants to be a millionaire, MTN project fame West Africa etc. The results revealed that out of the 404 respondents used in the study, (53.5%) have benefited from MTN foundation while, (46.5%), of the respondents disagreed that the (CSR) programmes of MTN do not influence their patronage. The study recommended among others that government should promulgate national policies which will ensure that multinational companies develop and practice good customer relations programmes.

**Keywords:** MTN, CSR. Development, Education, Programmes

### **Introduction**

The concept of Corporate Social Responsibility has gone beyond the old philanthropy of just donating money to good causes at the end of the financial year. Today, it is an all year round responsibility that companies adopt for the best working practices and engagement in their local communities. In other words, Abubakar and Murtala (2015) states that brand names depend not only on quality, price and uniqueness but on how cumulatively they interact with companies' work force, community and

environment. Literally, Nigerian telecommunication industry today operate in what can be described as the “enemy’s territory”, with hardly any identifiable friend in the polity. Telecommunication industries are seen as making “huge” profit in a depressed economy. In effect, they are milking the economy dry instead of growing it. This perception is infact miles away from the impression of renowned economist of yester-years. They are believed to foster economic growth in any economy. Adesina (2014) left no doubt as to what the role of telecommunication in economic growth should be when he argued that the segregated, individualistic image promotion efforts of the telecommunication industries cannot reasonably change the prejudice of the public.

Nigerian telecommunication industries in reality may be ranking among the best in terms of good corporate citizenship and social responsibility efforts vis-à-vis other sectors of the economy. Whether in the quantum of taxes and levies paid; employment; health services, sports, arts and culture, or other community development, activities, etc. Nigerian telecommunication industry has continued to make enormous contributions to the development of the economy and society. But all these have remained largely unsung or unnoticed.

One of the leading telecommunication companies in Nigeria, MTN Nigeria, developed a CSR policy direction document in 2004 in conjunction with a consulting outfit. The company has since gone ahead to establish MTN Foundation to lead its CSR policy implementation locally. A search for Best Practices in Corporate Social Responsibility by indigenous firms in Nigeria, Adesina (2014) mentioned that elements of social responsibility include investment in community outreach, employee relations, creation and maintenance of employment, environmental responsibility, human rights and financial performance.

Over the years, many businesses in Nigeria, especially, telecommunication companies, manufacturing companies, and banking institutions have spent millions of naira as their contribution towards protecting the environment, provision of infrastructures in host communities, outright charities such as donations of relief materials to refugees or disaster victims, as well as scholarship schemes and sponsorship of sport programmes. Although, most of these companies try to publicise these contributions, their main stakeholders, namely, the host communities, local, state and federal government are usually not aware of their efforts. They continue to give the impression that the people are being empowered. A company that surreptitiously promotes promiscuity via its promos laden with seductive dresses and amorous innuendoes and gesticulations cannot be said to be socially responsible. In like manner, the impacts of corporate social responsibility in the development of educational learning process in Enugu state shows that MTN company places a high corporate social responsibility in the area of education.

### **Statement of the Research Problem**

At an earlier point in history, societal expectations from business organisations did not go beyond efficient resource allocation and its maximisation. But today, it has changed and modern business must think beyond profit maximisation toward being at least socially responsible to its society.

In view of the perceived information gap, it is therefore worthwhile collating and aggregating in a more organised manner, the perception of the MTN corporate social responsibility operations in the development of education in Nigeria. This is necessary to find out the extent to which MTN identifies with the aspirations of the communities and the general public in the area of educational development. While the right to education is recognised as fundamental for each citizen, access to it is not fully guaranteed. In the developing world, Nigeria inclusive, the essential building blocks for educational

systems are still suffering from deficiencies. Irrespective of the efforts so far made in the education sector in Nigeria, much is not being derived from the sector due to neglect on the part of government, corruption, policy discontinuity, companies social responsibility negligence etc. As Nigeria's educational system has been on the decline. However, amidst all these contradictions, the position of MTN in the role of the corporate social responsibility in the development of education in Nigeria is yet to be ascertained since Nigeria has not yet achieved the estimated UNESCO guidelines.

### **Objectives of the Study**

The broad objective of this study is to; assess the effectiveness of public relations in promoting organizational image, the following specific objectives guide the study:

1. To determine the awareness level of MTN corporate social responsibility programmes in Enugu state educational learning process;
2. To evaluate the impacts of corporate social responsibility in the development of Enugu state educational learning process.

### **Literature Review**

#### **Concept of corporate social responsibility**

Although a significant body of literature exists, the problem of a universal and singular definition of corporate social responsibility remains (Abreu & David, 2014). Since it first emerged in the 1950s (De Bakker *et al.*, 2015), many ambiguities have surrounded, the concept of corporate social responsibility (Lindgreen *et al.*, 2012). The definition of corporate social responsibility lacks universality and different interpretations have been given to it (Dalhsrud, 2018). It is a concept that lends itself to 12 multiplicity of meanings hence; it may be defined as “a concept whereby organisations integrate ecological and social concerns in its operations” (Gill, 2017).

There are a myriad of definitions of corporate social responsibilities each considered valuable in their own right and designed to fit the specific organisation. The majority of definitions integrate the three dimensions to the concept, that is, economic, environmental and social dimensions. Corporate social responsibility had also been commonly described as “a demonstration of certain responsible behaviour on the part of public and the private [government and business] sectors toward society and the environment. Business for Social Responsibility, a leading Global Business partner, in a Forum held in 2006 defined CSR as achieving commercial success in ways that honour ethical values and respect people, communities, and the natural environment.

Corporate social responsibility can therefore be referred to as decisions and actions taken by organisations for reasons at least, particularly beyond the organisation's direct economic or technical interest. For many corporate bodies, giving to charities is a struggle really, their objective do not usually build-in the strategic need to support the communities that they serve. The focus totally is to maximise profit or financial returns. The thrust of their arguments centres on balancing their obligations to stakeholders especially the shareholders. Corporate social responsibilities should be strategic no doubt. There should be a symbiotic relationship between corporate organization and the host communities, a sort of on-going reconciliation between the organization's economic orientations. There should be an unwritten “social contract”, so that it should not be forced responsibility like Education Trust Fund tax but a voluntary social service based on the needs of the community. Socially responsible business practice implies that CSR is the social practice where the corporation adapts and conducts discretionary business practices and investments that support social causes to improve community well-being in order to protect the environment.

According to Macmillan (2005), “corporate social responsibility is a term describing a company’s obligation to be accountable to all its stakeholders in all its operations and activities. He further stated that socially responsible companies will consider the full scope of their impact on communities and the environment when making decisions, balancing the need of stakeholders with their need to make a profit”. It is concerned with treating the stakeholders of the firm ethically or in a socially responsible manner. Since stakeholders exist both within and outside a firm, hence behaving socially and responsibly will increase the human development of stakeholders both within and outside the corporation (Clarkson, 2010).

### **Corporate profile of MTN Nigeria**

MTN Nigeria is part of the MTN Group, a global brand which is at the forefront of the growth of telecommunications services in Africa and the Middle East. MTN has a vision to be the leader in telecommunications in emerging markets. MTN overriding strategy is also to become a significant catalyst for Nigeria’s socio-economic growth, and this has led to continuous financial investments by MTN. This has contributed in no small part to revitalising the fledgling telecoms industry in Nigeria since its rebirth in 2001.

### **Overview of MTN corporate social responsibility initiatives in Nigeria**

MTN Nigeria has evolved so many PR activities in the past and is still on course to complete so many of those activities. Some are completed already and equally has the intent of evolving new ones which are part of their corporate social responsibility (CSR) which are ways of giving back to the society and showing appreciation to the society or environment within which they operate. Some of those PR and CSR activities include the following:

**MTN Foundation Child-Friendly School Initiative (CFSI):** This programme is to improve the quality of basic education. In the first phase, the project has rehabilitated three schools in three states (Bauchi, Lagos and Delta states) providing water and sanitation as well as textbooks and writing and teaching materials to ensure decent and conducive learning environment for young primary school children.

**The MTN Foundation-PAAC (Partnership against AIDS in the Community):** This is a private sector led initiative which adopts a multi-faceted approach in addressing the HIV/AIDS pandemic. The project aims to raise awareness and education to approximately 30 million people through mass media and individual contact. It also aims to provide counselling and testing to over 6,000 people, provide mother-to-child- prevention to 600 women and provide capacity building for health-care providers.

### **Assessment of MTN Nigeria’s corporate social responsibility programmes in education**

Education is one area where a socially responsible organization can delve into. Many companies in Nigeria like Shell BP have initiated scholarship schemes at secondary school and university levels. Some companies support education at different levels and some provide educational infrastructure like library, computer equipment, classroom blocks etc.

MTN Nigeria has indeed remained the most talked about mobile telecommunication company in Nigeria with myriads of corporate social responsibility programmes through MTN Foundation which was incorporated in July 2004 and operates from Nigeria’s business capital of Lagos. The MTN Foundation was set up to offer a sustainable and focused channel through which MTN Nigeria would drive its Corporate Social Responsibility initiatives in all 36 states of the Federation and the Federal Capital Territory.

**(a) MTN Foundation Universities Connect:** Being an ICT company, the thrust of the MTN foundation education agenda is a fundamental commitment to the effective application of information technology in

education. The MTN Foundation is determined to invest in education such that the primary, secondary and tertiary levels of education are positively impacted. The objectives of the education portfolio include empowering through the provision of information and technology resources, enabling skills acquisition, transfer and development, raising national literacy level as well as providing educational resources for effective learning.

**(b) MTNF Scholarship Scheme for Blind Students (MTNF-SSBS):** This programme is designed to complement the science and technology scholarship scheme by providing scholarship, on an annual basis, to 100 high performing blind students in accredited universities, polytechnics and colleges of education in Nigeria. MTNF is passionate about building the capacity of persons with disabilities and enhancing their social inclusion, therefore the scholarship scheme for blind students was approved by the company's Board of Directors to support students with special needs. In phase 1 of the project 113 scholarships were awarded to students from across 25 Federal & State owned tertiary institutions, the second phase was successfully implemented in 2013 with a total of 171 blind students who met the selection criteria. Each awardee receives the sum of N200, 000.00 for one academic session while follow up mentoring support will be provided to ensure beneficiaries maintained their Cumulative Grade Point Average (CGPA) to remain on the scheme.

### **Challenges in implementing corporate social responsibility in Nigeria**

Corporate social responsibility is emerging as a noteworthy discipline across multinational organisations, governments, social entrepreneurs and NGOs (Inderjeet, 2014). This section of the study aims to highlight the key challenges faced by organisations in implementing corporate social responsibility in its business operations. The report will concentrate on identifying and understanding the key challenges in CSR implementation, establish their importance and critically evaluate key points with references to academic literature. Corporate social responsibility is important to both private and public organisations operating in developed and developing countries (Okpara, 2015).

The challenges in implementing CSR in Nigeria are discussed in details in the sub-headings below:

#### **Inability of Nigeria government to enforce CSR into law**

Since the emergence of CRS in Nigeria, there is no law in place by the Nigeria Government in the area of CSR. CSR is still at the discretion of the companies. Companies alone cannot be said to be responsible for social responsibilities to the communities in the region. The government should traditionally be responsible for the welfare of its citizens. These include ensuring law and order, security, provision of public infrastructure and other basic amenities. Thus while companies have a social responsibility to the communities where they operate, the framework within which this is to effectively work have to be provided by the government (Ijaiya, 2014).

#### **Corruption and selfishness**

Nigeria is a country blessed with abundance of natural and human resources, as a result attracts the activities of multinational companies who explore these resources to increase the wealth of the nation as well as transform the economic and social environment for the betterment of the common man. Apart from increasing the wealth of the nation, most of these companies enshrine in their policy the responsibility of providing some social services to the society they directly affect through their CSR. It is quite pathetic when the level of corruption in Nigeria poses a major challenge to these companies in implementing CSR without regards for morals and humanity, when the resources meant to be used for implementing CSR to improve the lives of people in the society gets to the hands of the leaders of these communities. They are siphoned and used for their selfish and personal aggrandizement. No wonder the renowned writer and Novelist Achebe (1998) stipulated that, corruption in Nigeria has passed the

alarming and entered the fatal stage, and Nigeria will die if we keep pretending that she is only slightly indisposed.

### **Empirical Review**

In a study by Ibok and Mboho (2011) aimed at assessing Exxon Mobil corporate social responsibility towards host communities in Nigeria. Through quantitative data, it was revealed that Exxon Mobil has done a great job of showing in practical terms through numerous community assistance programme and projects over the years, as a socially responsible corporate citizen of the state and Nigeria. However, it was observed that there will always be a difference between community expectations and what Exxon Mobil can do within its budgetary limit. On this premise, the study recommended that Exxon Mobil should see the need to increase its efforts towards youth training and empowerment as a way of curbing youth restiveness especially in their area of operation.

As noted by Arias and Patterson (2009) argued that aside making profit, companies should have considerations for other issues. They align with stakeholder theory and insist this idea should form the basis of both private and public sector as well as not – for-profit organisations. Essentially the compelling force of companies (multinationals) in paying greater attention to their responsibilities by having broad perspectives of stake holders and not just shareholders as a policy comes to the fore. A similar study on the impact of corporate social responsibility on profitability of Nigeria banks was carried out by Adetayo *et al.*, (2016). Annual reports of six banks for the period of 10 years was used as source of data and results revealed that there is a significant relationship between expenditure on corporate social responsibility and profitability of Nigerian Banks. It was also revealed that little amount was spent on social responsibility, if compared with profit generated by the banks. The scholars concluded that Nigerian banks recognized the importance of corporate social responsibility for sustainable development and they are performing their obligation to the society. They further recommended among other things that government need to enact a law that will fix minimum percentage out of profit of organisation that will be spent on corporate social responsibility programmes.

Nwakile (2015) carried out a study aimed at assessing Globacom social responsibility programmes in Nigeria educational sector. Adopting a descriptive survey research design with self-designed questionnaire, the scholar found among other things that Globacom's corporate social responsibility operations in Nigerian education sector contributes to educational development in the country and that inability of Nigeria Government to enforce corporate social responsibility into laws, corruption, selfishness, lack of interest in implementing CSR, negligible or non-existent benefits and political-cum-social insecurity are the challenges confronting corporate organizations in their corporate social responsibility operations in Nigeria.

Fagbemigbe & Adegboyega (2014) in their comparative assessment of corporate social responsibility programmes of Nestle Foods Plc and Wonder Foods Plc in South Western Nigeria made some startling revelations. Using cross sectional descriptive survey research design, the scholars found out that majority of respondents made up of members of the academia drawn from Lagos state University and University of Lagos were in agreement that the resources expended by the two companies in corporate social responsibility operations is a far cry to what they generate. They further noted that notwithstanding the fact that the manufacturing plants of the two companies are located in Ogun state; their corporate social responsibility programmes are centered in Lagos state where their administrative offices are located.

In a study conducted by Idowu *et al.*, (2016) evaluated the impact of United African Bank corporate social responsibility programmes in the development of entrepreneurship among Nigeria graduates; it was found out that there was a significant relationship between the corporate social responsibility programmes of United Bank for Africa and the entrepreneurial development in Nigeria. The

results from the study further showed that the corporate social responsibility programmes of United Bank for Africa in Nigeria is inadequate when viewed side by side the enormous profit made by the company over the years.

### **Theoretical Framework**

This study is anchored on a theory and a model. The theory is 'Stakeholder Theory' while the model is 'Carroll's Four Part Conceptualization of CSR'. The stakeholder theory originated from Edward R. Freeman in his 1984 book named, *Strategic Management: A Stakeholder Approach*. Carroll's Four Part Conceptualization of CSR originally conceptualized in 1979 by Carroll. In an attempt to address the "Principle of Who or What Really Counts", the Stakeholder theory identifies the various groups which are stakeholders of a corporation, recommending ways management can give due regard to the interests of the groups (Freeman, 1984). It is a theory of organizational management and business ethics that addresses morals and values in managing an organization.

The stakeholder theory is managerial in nature, in the sense that it "reflects and directs how managers operate rather than primarily addressing management theorists and economists" and begins with the assumption that values are necessarily and explicitly a part of doing business (Freeman, Wicks & Parmar, 2016, p.364). Freeman (2014) notes that two core questions articulate the focus of the stakeholder theory. The first question is; what is the purpose of the firm? The second question is; what responsibility does management have to stakeholders? The first question urges managers to articulate the shared sense of the value they create and what brings its core stakeholders together. Here, Freeman maintains that this propels corporations forward, so as to generate outstanding performance, determined both in terms of its purpose and marketplace financial metrics. The second question motivates managers to articulate how they want to do business, specifically, the kinds of relationships they want and need to create with their stakeholders to achieve their purpose.

### **Carroll's four part conceptualization of CSR**

One of the most widely accepted and used models in CSR studies, is *Carroll's Four Part Conceptualization of CSR*, 1991, originally conceptualized in 1979 (Jingfu *et al.*, 2009). Carroll introduced this model in response to the debate about "reconciling the firm's economic orientation with its social orientation" (Carroll, 2011, p.40). This model is of the opinion that the corporation's responsibilities go beyond economic and legal responsibilities but also touches on ethical and discretionary (philanthropic) responsibilities as well. The four-part perspective – Economic, legal, ethical and philanthropic - forms the basis for the Carroll's CSR Pyramid.

As regards the economic responsibilities, Carroll (2011) explains that business organisations were historically designed as economic entities meant to provide goods and services to the society and acceptable profit was the primary incentive for entrepreneurship. The profit motive, at a stage transformed into a notion of maximum profits and this has been an enduring value ever, being the basis upon which other business responsibilities are built (Carroll, 2011). This component entails, for example, providing a return on investment to owners and shareholders; creating jobs and fair pay for workers; discovering new resources; promoting technological advancement, innovation, and the creation of new products and services.

The relevance of the two models by Carroll (2011) and Wood (2010) are integrated and thus, complementary. Here, Carroll's CSR components serve as the basis upon which Wood's principles, processes and outcomes reside. Wood's (2010) model highlights the need to consider, within each of Carroll's CSR components - economic, legal, ethical or discretionary - the principles motivating each responsibility, the specific processes of responsiveness and the outcomes of corporate social behavior.



In the ideal sense, a comprehensive CSR approach of a firm should pay attention to the three components of Wood's model – principles, processes and outcomes, in all CSR domains or components - economic, legal, ethical, and discretionary - as conceptualized by Carroll. However, this may not apply in practical terms. Dima & Ramez, (2017, p. 249) note that in the real life practically setting, some organisations may adopt incomplete adherence to social responsibility principles and sketchy processes and outputs across various domains and some organisations may face just one or two areas of responsibility while other areas suffer neglect.

### Methodology

To evaluate the effectiveness of MTN'S corporate social Responsibility in development of education in Enugu State, Nigeria, cross-sectional survey research method was used for the execution of the study. The choice for survey method was informed by the fact that survey fosters effective execution of a research work that involves both small and large number of people derived from the entire population. Besides making allowances for drawing scientific representative sample from the population, survey facilitates comfortable generalization on the entire population based on the outcome of the study sample. It helped the researchers to measure what the respondents know, (knowledge and information), what the respondents like or dislike (values and preferences) and what they think about the diverse corporate social responsibility operations of MTN in Nigeria educational sector.

The population consists of all the government secondary school teachers in the three senatorial zones that make up Enugu state. According to Ministry of Education, Enugu (2018), the population of the study consists of the twenty five thousand nine hundred and eleven (25,911) government secondary school teachers in the three senatorial zones that make up Enugu state.

#### Names of Secondary Schools in Enugu State from which Teachers were Sampled

Enugu East L.G.A	Enugu North L.G.A	Enugu South L.G.A
Girls Secondary School, Emene	Model Comprehensive Secondary School Ekposhi	
New Haven Boys Secondary School	Nsukka, Community High school Igbo-Eze secondary School	Udi Boys Secondary School
Community Secondary School, Iva Valley		Oji River Girls Secondary School
Girls Secondary School, Abakpa Nike	Queens School, Nsukka	Secondary School, Awkunanaw
Boys Secondary School Akwuke	Ede-Obala Secondary School	Oji River community secondary School

Maryland School	Boys	Secondary	Community secondary	School	—	—	—
			Nkpamute-Ulo				

**Sources: Survey, 2019**

From the already existing clusters of three senatorial zones, (Enugu East, Enugu North, and Enugu West), one secondary schools each was selected per local government area within the zone and the proportional sampling technique was used to select respondents from each of the secondary schools in the local government area selected to respond to the questionnaire. The purposive sampling technique was finally used to identify or select only teachers as respondent from the local government schools.

The distribution of these teachers is shown in the table below:

**Table 1: Stratification of population of Secondary school teachers in Enugu State according to their senatorial zone**

Strata	population
Enugu North senatorial zone	8,657
Enugu East senatorial zone	8,824
Enugu West senatorial zone	8,430
<b>Total</b>	<b>25,911</b>

**Sources: Enugu State Ministry of Education, 2021.**

A sample of 384 was drawn using online sample size calculator advanced by Wimmer & Dominick (2013) with confidence level of 95% and confidence interval of 5.0%

The **confidence level** indicates a degree of certainty (as a percentage) that the results of a study fall within a given range of values. Typical confidence levels are 95% and 99%. The **confidence interval** (margin of error) is a plus-or-minus percentage that is a range within the confidence level.

The cluster sampling techniques which requires several stages used. Ikponmwosa (2006, p.148), cited in Apeh (2017 p.118-119), explains that in a cluster, the population is subdivided into defined segments in order to reduce it to such a size as would permit a realistic and adequate representation of the population while reducing the cost of the research.

**Table 2: Sampling Techniques showing Proportional Administration of Questionnaire in the selected Local Government Areas in Enugu State**

Strata	Population	
Enugu East local government area	8,657	138
Enugu North local government area	8,824	141
Enugu South local government area	8,430	134
<b>Total</b>	<b>25,911</b>	<b>413</b>

**Sources: Survey, 2021**

Proportional representation shown below:

$$\text{Enugu East LGA } (n_1) = \frac{8657 \times 413}{25,911} = 138$$

$$\text{Enugu North LGA } (n_2) = \frac{8824 \times 413}{25,911} = 141$$

$$\text{Enugu South LGA } (n_3) = \frac{8430 \times 413}{25,911} = 134$$

$$\text{Total} = 138 + 141 + 134 = 413$$

Questionnaire was used, it was carefully designed to accommodate the major variables in the study. In testing the reliability of the study's measuring instrument, the investigator employed the test-retest technique. Copies of questionnaire were administered to secondary school teachers in Abakaliki, capital of Ebonyi State who have similar characteristics but different from the study population. The researchers numbered each of the copies of questionnaire from one to thirty, to enable her to identify them. Later, the researchers collected copies of the questionnaire scored by the respondents.

After the use of cluster/ multi stage sampling technique to breakdown the Enugu state into there already existing clusters of three senatorial zones, (Enugu East, Enugu North, and Enugu West), one secondary school each was selected per local government area within the zone and the proportional sampling technique was used to select respondents from each of the secondary schools in the local government area selected to respond to the questionnaire. The purposive sampling technique was finally used to identify or select only teachers as respondent from the local government/schools.

Pearsons correlation coefficient statistical procedure were used to subject the two sets of observations to reliability test.

### **1. The awareness level of MTN Corporate Social responsibility programmes in Enugu state Nigeria Educational Learning System**

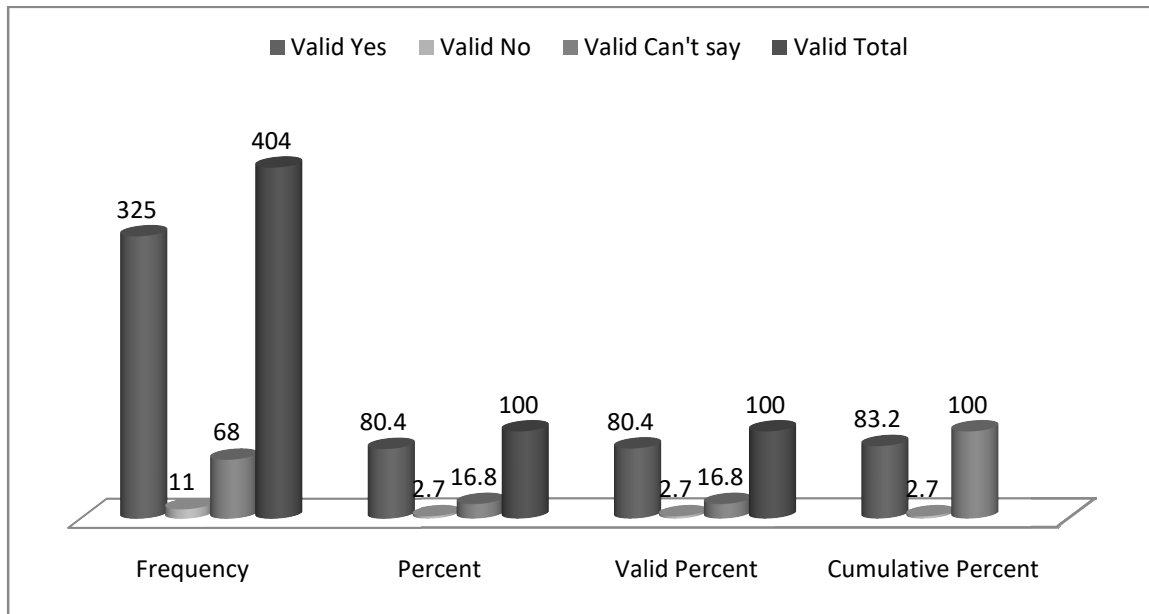
The information indicates that out of the 404 respondents used in the study, 365 (90.3%) are aware that the corporate Social Responsibility programmes of MTN Nigeria, 38 (9.4%) are not, while 1 (.2%) can't say. This means that majority of the respondents used in the study are aware that the corporate Social Responsibility programmes of MTN Nigeria. Out of the 404 respondents used in the study, 123 (30.4%) recorded that they are conversant with the MTN foundation Child-friendly school initiative program, 156 (38.6%) recorded that they are conversant with the MTN Foundation- PAAC (Partnership against AIDS in the community programme, 42(10.4%) recorded they are conversant with the MTN Nigeria dialysis centre programme, 24(5.6%) recorded they are conversant with MTN Foundation Mammogram Centres, 10(2.4%) recorded they are conversant with MTN soccer academy while 1 (.2%) recorded they are conversant with MTN Fleet management and vehicle tracking, 23(5.6%) recorded they are conversant with MTN who wants to be a millionaire, while 25 (6.1%) recorded they are conversant with MTN project fame West Africa.

This means that majority of the respondents are conversant with the MTN Foundation- PAAC (Partnership against AIDS in the community programmes and the MTN foundation Child-friendly school initiative respectively.

### **2. The MTN Corporate Social responsibility programmes have impacted greatly on the developments of Enugu state Nigerian Academic Learning System**

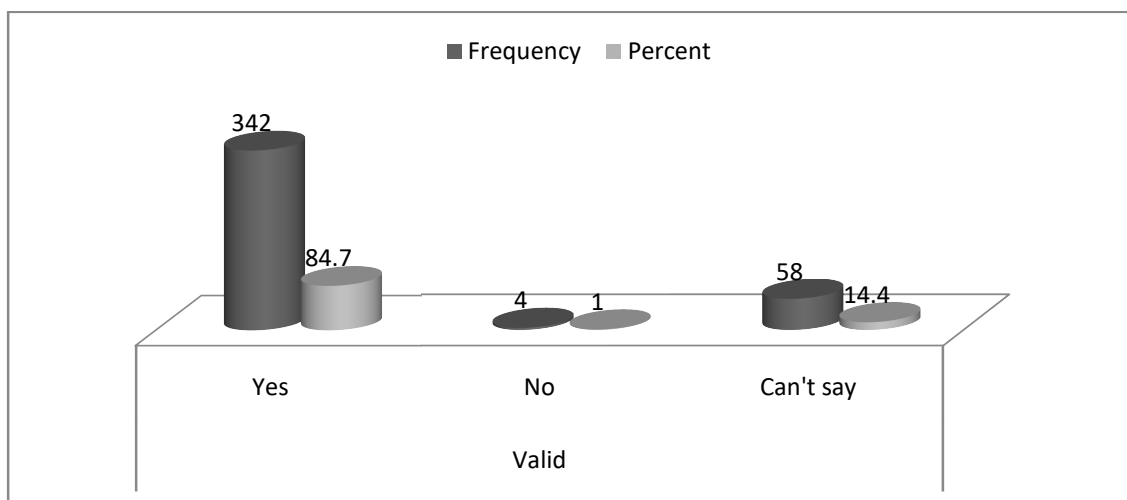
As revealed in the data collected in figure above, out of the 404 respondents used in the study, 335 (82.9%) affirmed the various positive impacts of the MTN Corporate Social responsibility programmes in the development of Nigerian academic learning system, 35 (8.7%) are not in affirmation, while 34 (8.4%) can't say if MTN has really done much in the area of academic development. This means that the majority of the respondents to a great extent affirmed the impacts of MTN Corporate Social responsibility programmes in the development of Enugu state Nigerian academic learning system.

## DATA PRESENTATION



**Figure 1: Respondents' who are aware that MTN Enugu state Nigeria has some Corporate Social responsibility programmes targeted towards Enugu state Nigeria Educational Development(Source: Field Survey, 2019)**

Research data as presented in figure 1 above show that out of the 404 respondents used in the study, 325 (80.4%) are aware that MTN Nigeria has some corporate social responsibility programmes targeted towards Enugu state Nigeria educational development, 11 (2.7%) are not aware; while 68 (16.8%) can't say. This means that the respondents used in this study who are aware that MTN Nigeria has some corporate social responsibility programmes targeted towards Enugu state Nigeria educational development are in majority.



**Figure 2: Respondents who think MTN Nigeria Corporate Social responsibility programmes have impacted in Enugu state Nigeria Educational Sector**

**(Source: Field Survey, 2019)**

From the data contained in the figure 2 above, out of the 404 respondents used in the study, 342 (84.7%) think that MTN Nigeria corporate social responsibility programmes have played roles in Nigeria educational sector, 4 (1.0%) do not believe so while 58 (14.4%) can't say. This means that majority of the respondents believe that MTN Nigeria corporate social responsibility programmes have played significant roles in Nigeria educational sector.

### **Respondents' who are aware that MTN Nigeria has some Corporate Social responsibility programmes targeted towards Enugu state Nigeria Educational Development**

Out of 413 copies of the questionnaire administered, 09 were not returned while 404 were properly filled and returned. Therefore, the researcher analysed the returned 404 copies. In this segment, the researcher opted for the selection of a manageable and representative sample size because of the largeness of the population (25,911). A sample of 384 was drawn using online sample size calculator advanced by Wimmer and Dominick (2013) with confidence level of 95% and confidence interval of 5.0%

Data shows that out of the 404 respondents used in the study, 325 (80.4%) are aware that MTN Nigeria has some corporate social responsibility programme targeted towards Nigeria educational development, 11 (2.7%) are not aware; while 68 (16.8%) can't say. This means that the respondents used in this study who are aware that MTN Nigeria has some corporate social responsibility programmes targeted towards Nigeria educational development are in majority.

### **Respondents who MTN Corporate Social responsibility programmes have impacted greatly on the developments of Enugu state Nigerian Academic Learning System**

As revealed in the data collected above, out of the 404 respondents used in the study, 335 (82.9%) affirmed the various positive impacts of the MTN Corporate Social responsibility programmes in the development of Nigerian academic learning system, 35 (8.7%) are not in affirmation, while 34 (8.4%) can't say if MTN has really done much in the area of academic development. This means that the majority of the respondents to a great extent affirmed the impacts of MTN Corporate Social responsibility programmes in the development of Nigerian academic learning system.

### **Discussion of Findings**

At the end of the analysis, the findings of this study revealed that;

Findings shows that out of the 404 respondents used in the study, 365 (90.3%) are aware of the corporate Social Responsibility programmes of MTN Nigeria, 38 (9.4%) are not, while 1 (2%) can't say. This means that majority of the respondents used in the study are conversant with the corporate Social Responsibility programmes of MTN Nigeria.

Out of the 404 respondents used in the study, 365 (90.3%) have high level of awareness of the MTN corporate social responsibility programmes in Nigeria academic learning system, 38 (9.4%) do not, while 1 (.2%) can't say. This means that majority of the respondents used in the study are conversant with the corporate Social Responsibility programmes of MTN Nigeria.

There were eight broad categories which few were used for the study, the respondents affirmed that the corporate social relationship programmes of MTN in the country targeted towards the developments of Enugu state Nigerian academic learning system. They include: The MTN foundation Child-friendly school initiative, The MTN Foundation- PAAC (Partnership against AIDS in the community, MTN Nigeria dialysis centre. Out of the 404 respondents used in the study, 335 (90.3%) have high level of awareness of the MTN corporate social responsibility programmes in Nigeria academic learning system, 38 (9.4%) do not, while 1 (.2%) can't say. This means that majority of the respondents used in the study are conversant with the corporate Social Responsibility programmes of MTN Nigeria.

## Conclusion

This study concludes that the MTN corporate social responsibilities programmes have positively impacted on the developments of Nigerian academic learning system, however, efforts need to be put in place to make sure that more awareness is created for the people to know more about the various customer relations packages of the MTN companies in the country, so as to guide their choice of a particular network service to use. This is because finding from the study revealed that awareness is related to patronage of a given network provider; a situation where 26% of the sample population opined that they were motivated by the MTN CSR programs to patronize MTN network services is very noticeably and should not be neglected by any good business management team. It is also important to add that MTN providers should pay serious attention to the perception consumers have about their packages because, as the study revealed, there is a relationship between perception and patronage of a particular GSM provider in the country. Although the relationship as noted in this work is not perfect, the most important thing is that it exists.

## Recommendations

The recommendations of this study are provided along five broad categories which include: policy, corporate, consumer, theoretical and research recommendations.

Government should promulgate national policies which will ensure that multinational companies develop and practice good customer relations programmes as part of effort aimed at delivering effective services to the people and improving the quality of education within the nation. Agencies like Servicom can be empowered to monitor the quality of services and customer relations offered by these companies, with the aim of awarding the best company with better customer relations programmes and further make recommendation for the waiver of certain percentages of the yearly tax paid by the company.

More interactive and participatory customer relations packages should be created to further create the impression to customers that their needs are the basic reasons for the establishment of the company. This will afford the consumers the opportunity to explain and discuss their services and network oriented problems with the companies. This approach must not be the walk-in centres but can be the creation of new direct call lines for this purpose only; as the answering machines might not be enough, even though consumers are required to pay for such services at a friendly rate. It can also take the form of interactive forum or chat box on the websites of the companies.

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