

CORPORATE SOCIAL RESPONSIBILITY EDUCATION IN EGYPT CASE STUDY: NEW GENERATION SCHOOL

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ABSTRACT

The Rise of Voluntary Work and Corporate Social Responsibility has been a central part of most societies throughout history. Businesses have been under increasing pressure to noticeably engage in activities known as corporate social responsibility (CSR). CSR has traditionally been associated with large companies, but recognition of the growing significance of the small and medium-sized enterprise (SME) sector has led to an emphasis on their social and environmental impacts. Therefore, it is of considerable importance to find effective paths to teach morals and to shape the attitudes. In the effort to re-think the academic roles relative to the community needs, and to enhance student learning, many academic institutions are forcing educational partnerships with community organizations and are integrating the service learning into their academic programs. This paper intends to highlight the importance of CSR education and to address the questions regarding the extent and manner in which enterprise education addresses the broad topic of CSR for school education in Egypt as applied in the case study: New Generation School in Egypt.

Keywords: CSR Education, Service-Learning Education, United Nations Principles for Responsible Management Education, Corporate Citizenship, and Quality Assurance and Accreditation.

1. INTRODUCTION

Recognizing the importance of corporate social responsibility education and the school's role extend beyond preparing students for careers. It should encourage and prepare students to be informed, caring, and responsible citizens who are actively involved in tackling social issues. However, the rapid economic development has led education to become commoditized. As a result, schools tend to focus on the teaching of knowledge over morals (Tseng, 2010). For Egypt, especially after Revolution January 2011, it is of considerable importance to find effective avenues to teach morals and to shape the attitudes and behavior of students. This study aims to evaluate the CSR education-related practices in Egypt as applied in the Case Study: New Generation School in Egypt. Regarding the importance of the Study from the theoretical perspective, this paper aims to provide an overview of teaching and research in the broad field of CSR that would mostly be understood as an umbrella term for a broad set of synonyms and overlapping CSR concepts as well as to clarify the impact of integrating different factors of CSR issues as CSR Education, Service-Learning Education, United Nations Principles for Responsible Management Education, Corporate Citizenship, Quality Assurance and Accreditation. From the practical perspective, this paper intends to highlight the importance of school education to recognize the importance of implementing CSR and adopt community based research, suitable CSR practices and teaching approaches for keeping an array of CSR issues into school education in Egypt. The paper addresses questions as what meanings are attached to CSR education and what are the drivers for CSR education? Is CSR education conducted with business and community partners? What CSR teaching techniques are deployed? At what levels and in what sorts of courses is CSR taught and on which themes does CSR research focus?

2. LITERATURE REVIEW

CSR: Concept and Initiative

The Rise of Voluntary Work and Corporate Social Responsibility has been suggested by Gray to be a central part of most societies throughout history. There is an increasing expectation from the public, the government, employees and organizations that CSR activities are for the 'common good' of society. CSR initiatives could be taken as demonstrating the potential for employers and their employees to demonstrate moral and social awareness contribution to society in which they are based and therefore be