

COMPLETION REPORT

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Comparative Study on Disaster Related Corporate Social Responsibility(CSR) Project Implementation in Local Government in Japan and in The Philippines

This research investigated how the differences in views about Corporate Social Responsibility (CSR) translates into differences in how companies' CSR initiatives during disasters, in this case the recent pandemic, was performed in both countries. It is based on a desk review of the literature, and scanning of CSR related news during the course of the pandemic. This was further complemented by secondary analysis of previous CSR Surveys of companies in Japan and an online survey of twenty companies in the Philippines.

CSR is understood and applied differently in various countries. This can be said of how it has evolved and has been implemented by companies in Japan and the Philippines. Historically, there have been clearer identifiable phases in CSR development in Japan. Research and documentation of CSR has also been more developed in Japan. Regular CSR surveys that they do (e.g. Tokyo Foundation annual CSR survey), is something that is yet to be seen in the Philippines, though there have been a few independent studies that have attempted to do this.

It is ideal is for CSR to be embedded in ways that make use of products or services generated by the company's business operations or that operate through the company's business processes. In other words, CSR that is integrated with the company's business operations. In Japan, there has already been an increasingly greater trend towards integrating aspects of CSR, such as environmental sustainability with financial materiality and corporate strategy, whereas in the Philippines CSR tend to be more social developmentally focused, with CSR associated more to corporate philanthropy. The nature of Japan having larger and more global multi-national operations, may in part have something to do with more established reporting of CSR. Likewise, the bigger and multi-national corporations in the Philippines also appear to have more institutionalized CSR programs.

During the pandemic, a large part of the CSR activities in the Philippines include food/feeding people; providing PPEs, transportation etc. is also testament to how well the governments in each country is doing, and the kinds of restrictions their governments impose. This supports is consistent with the literature on the complementarity of voluntary services to fill-in gaps in public goods that government fails to provide. This though is commonly associated with non-profit sector research and public goods theories that explain the sector's development.

This can be explained by the fact that in the Philippines, CSR is seen as a channel for promoting voluntarism.

While Japanese can learn from Philippine CSR practice is its strong link with local community concerns, Philippine companies on the other hand have not yet reached the level of CSR sophistication that is more strategic and integrated to the nature of its business that can be seen in Japan.

Publication of the Results of Research Project:

Verbal Presentation

(Date, Venue, Name of Conference, Title of Presentation, Presenter, etc.)

Thesis (Name of Journal and its Date, Title and Author of Thesis, etc.)

Book (Publisher and Date of the Book, Title and Author of the Book, etc.)