

## **EFFECT OF CORPORATE SOCIAL RESPONSIBILITY ON THE MANAGEMENT OF ENVIRONMENTAL CHALLENGES**

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### **Abstract**

The paper examined effect of corporate social responsibility on the management of environmental challenges. The respondents were executives of drawn from 10 listed construction and oil and gas companies in Nigeria. The cross sectional survey was used. Ordinary Least Squares (OLS) regression based on SPSS version 20.0 was used to test the hypotheses. Results indicate that there is a significant relationship between environmental conservation and oil spillage; and there is a significant relationship between volunteering commitments and deforestation. The study concludes that corporate social responsibility is strategic obligation which organizations perform for the sustenance of business relationships with the society and relevant stakeholders where business operations take place. The study recommends that oil and gas companies should use environmental conservation strategies as a means of proactively preventing oil spillage that could pollute the environment to destroy the livelihood of humans and other aquatic lives. Construction companies should use volunteering commitments to help reduce the negative effects of deforestation, which include biodiversity and extinction of species of animals, plants, soil erosion, change of water cycle process and climate.

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**Keywords:** Corporate Social Responsibility, Deforestation Environmental Conservation, Environmental Challenges, Oil Spillage, Volunteering Commitments

## INTRODUCTION

Environmental challenges are harmful to human, business and government activities. Thus, the control and regulation of the environment is essential (Omofonmwan and Osa-Edoh, 2008). The physical environment is where business operates (Michael, 2018). The physical environment includes the natural environment. The natural environment provides natural resources that are very important for the survival of society, business and mankind (Michael, 2018). A healthy environment is considered as a crucial factor for business growth and development. This is because poor and unhealthy environment could hamper business successes. Omofonmwan and Osa-Edoh (2008) identified the Challenges of Environmental Problems to be pollution, deforestation, overpopulation, and urbanization. Similarly, Bachev (2008) noted new challenges such as degradation and contamination of farmland, pollution of surface and ground water, loss of biodiversity, and significant greenhouse gas emissions. Generally, Nigeria and the Niger-Delta region in particular had had myriad of environmental challenges. These include oil spillage and deforestation. Thus, in this paper, pollution in the form of oil spillage and deforestation are adopted.

Concerning oil spillage, more than 70 percent of the people of the Niger Delta rely on natural resources. They are fishermen and farmers. However, with the environmental pollution due to oil spillage, a lot of people in the Niger-Delta have lost their sources of livelihood (Owabukereyele, 2000; Opukri and Ibaba, 2008; Inoni, Omotor and Adua, 2013). In the area of deforestation, farming, fisheries, logging and manufacturing have destroyed over 70 to 80 percent of Nigeria's original forests because of the need to expand the cities, expand roads, and building industries. This activity has led to loss of many species of plants and animals from the various forests in the country. In addition, with the expected consequences of climate change these losses are expected to increase. These ugly activities of oil spillage and deforestation are perpetuated by individuals, corporate bodies and multinationals. Therefore, organizations need to prevent environmental degradation in their operations so as to have sustainable development of the natural environment for business to operate effectively. Consequently, owing to the need for sustainability in the management of corporate bodies in the business environment, a lot of businesses are obliged to be ethically responsible and care for the business environment in which they operate (Hart, 1997; Eweje, 2011). Practically, corporate social responsibility had been considered relevant over the years in order to make business help the environment. As a result, more and more companies are incorporating social responsibility into their overall business strategy (Murphy, 2018). Leonard (2018) observed four types of corporate social responsibility. They include philanthropic efforts, environmental conservation, company diversity and labor practices, and volunteering commitments. For the purpose of this paper, environmental conservation, and volunteering commitments are adopted. The essence of this is to determine how organizations may do the most good to stakeholders, the society and business. Thus, the paper intends to evaluate "effect of corporate social responsibility on the management of environmental challenges."

### **Statement of Problem**

No business can operate in a vacuum (Freeman, 1984). It is important to note that companies are realizing that it makes good business sense to embrace strategies which are socially responsible. However, as a result of business operations, there is pollution, ecological imbalance and extinction of natural resources in the environment. It is against the backdrop of these ugly actions that businesses need to be socially responsible. Consequently, it is pertinent to know if the destruction of the environment morally is acceptable or even needed. Is it morally permissible for businesses in services manufacturing sectors to degrade the environment based on their processes of production? And does businesses value humanity in order to restore the damaged environment to its originally natural environment? If that is not right, it therefore requires that corporate social responsibility is essential to the societal and the well-being of mankind. A lot of studies have been carried out on corporate social responsibility and environmental challenges (Hassan, Awang and Jaafar, 2006; Okafor, Hassan and Doyin-Hassan, 2017; Sila and Ceka, 2017). A previous study carried out in Malaysia by Hassan, Awang and Jaafar (2006) noted that the problems of the environment and their management is structured on how to solve urbanization challenges with relevant regulations for the processes of making industries to control pollution in order to enhance their competitiveness. A recent research conducted in Nigeria by Okafor, Hassan and Doyin-Hassan (2017) concentrated on environmental degradation and the importance for firms to provide social responsibilities. Okafor, Hassan and Doyin-Hassan (2017) adopted the systems theory so as to identify the interdependence among the environment, firms and sustainable development. Similarly, a study conducted in Australia by Sila and Ceka (2017) identified that the environmental, social and governance (ESG) dimensions of CSR performance are prerequisites that may contribute to organizations' economic performance. They adopted the stakeholders' theory to back their study. However, in this study, we intend to examine "effect of corporate social responsibility on the management of environmental challenges" with emphasis in Nigeria. Based on this, our study intends to access how the social responsibility theory curbs environmental challenges for the purpose of improving friendly business environment that could enhance business successes. Thus, environmental challenges could be managed to curb threats to public and occupational health, where the environment pollution is prone, to address issues on ecosystem imbalance as a result of deforestation.

### **Purpose of Study**

The aim of the paper is to examine the effect of corporate social responsibility on the management of environmental challenges. Thus, the specific objectives are:

1. To determine the effect of environmental conservation on oil spillage.
2. To assess the effect of volunteering commitments on deforestation.

### **Research Questions**

The paper is guided by the following key questions:

1. To what extent does environmental conservation affect oil spillage?
2. To what extent does volunteering commitments affect deforestation?

## **Research Hypotheses**

In view of the review of related literature of the study, the following hypotheses were formulated:

H<sub>01</sub>: There is no significant relationship between environmental conservation and oil spillage.

H<sub>02</sub>: There is no significant relationship between volunteering commitments and deforestation.

## **REVIEW OF RELATED LITERATURE**

### **Theoretical framework**

The present practice of corporate social responsibility (CSR) has been depicted and informed by three CSR theories: The stakeholder theory of CSR. The business ethics theory of CSR and the shareholder value theory of CSR. However, the paper is anchored on the business ethics theory of CSR. The business ethics theory of CSR is based on wider social obligation and the moral duty that business has towards society (Galbreath, 2013). The business ethics theory implies that corporations need to show philanthropic relationships to society by showing social welfare and care to the society and the environment. The business ethics theory of CSR relies on sustainability. John Elkington (1990) identified sustainability as a major goal of businesses, nonprofits and governments for the attainment of the triple bottom line, which are: economic sustainability, social sustainability, and environmental sustainability. Economic sustainability talks about profit and it values long-term financial solidity over more volatile, short-term profits, no matter how high. Social sustainability values balance in people's lives and the way they live. Environmental sustainability is linked to the conservation of resources, in order for the society to have new sources of energy that may substitute those that are currently in use. The triple bottom line (TBL) dimensions are also commonly called the three Ps: people, planet and profits. In conclusion, the triple bottom line is a form of corporate social responsibility dictating that corporate leaders tabulate bottom-line results not only in economic terms (costs versus revenue) but also in terms of company effects in the social realm, and with respect to the environment.

### **Corporate Social Responsibility (CSR)**

The concept of corporate social responsibility (CSR) gained entry into the management literature throughout the late 1960s and early 1970s (Freeman, 1984). CSR focuses on how companies could attain the triple bottom line. Businesses focusing on the components of the triple bottom line (TBL), which are people, planet, and profit. TBL advocated by John Elkington is rooted in the belief that businesses have an obligation to care for their surroundings and by doing so, will realize greater success (Hart, 1997; Eweje, 2011). Milton Friedman, a notable early critic, observed that CSR might ultimately pit corporate goals against social goals. "There is one and only one social responsibility of business—to use its resources and engage in activities designed to increase its profits so long as it stays within the rules of the game, which is to say, engages in open and free competition without deception or fraud" (Friedman, 1970). In his view, CSR creates impediments in the running of business and can make for confusion about the true goals of the firm. With growth in the complexity of

business and concerns about sustainability, there may be conflict between the enhancement of a company's long-term profitability and its contribution to the public good, Social responsibility is a form of self-regulation that businesses adopt as a part of their corporate conscience and citizenship. Often referred to as corporate social responsibility or CSR, this policy spurs businesses to develop means to monitor the public's social perception of them as a responsible business (Ortas, Gallego-Alvarez and Etxeberria, 2015). Therefore, corporate social responsibility is the concept that a business needs to be concerned with more than just profit (Hill, 2018). Hill (2018) noted that the protection of the environment is one aspect of social responsibility; another is making an effort to address social problems such as poverty and hunger. A business' social responsibility also is expressed through its ethical standards -- how it treats its various stakeholders, including vendors, employees and customers. The environmental dimension of corporate social responsibility refers to a business impacts on the environment. The goal, as a socially responsible company, is to engage in business practices that benefit the environment (Scilly. 2018).

### **Environmental Challenges**

The physical environment is a key component of the business environment in which firms intend to operate or in which companies already run their businesses. The physical environment refers to the availability of resources that the firms need to run their businesses efficiently (Murphy, 2018). These resources may generally include among others inputs like materials, services, land, climate, water, physical plants and facilities. Every business needs these resources to get started or to have its work done efficiently and effectively. Changes in the structure and function of given physical environment, usually from oil spillage and deforestation can reduce the availability of these vital services and affect aesthetic, ethical and cultural values of human societies. Natural resource scarcity for livelihood support is evident in many local communities in Nigeria that once possessed abundant products and services for life support systems (Owabukereyele, 2000; Opukri and Ibaba, 2008; Inoni, Omotor and Adua, 2013).

### **Relationship between environmental conservation and oil spillage**

Pollution through oil spillage is a major environmental challenge in Nigeria. This is because it has caused water pollution which has led to the loss of aquatic genetic diversity (USAID, 2008). Most of the contamination is from crude oil although contamination by refined product was also found at three locations. Oil pollution in many intertidal creeks has therefore left mangroves denuded of leaves and stems. Mangroves are spawning areas for fish and nurseries for juvenile fish and the extensive pollution of these areas is impacting on the fish life-cycle. With oil spill on land, fires often break out, killing vegetation and creating a crust over the land, making remediation or re-vegetation difficult (Nataniel and Nathaniel 2001). Oil exploration in the Niger Delta and in coastal areas, gas emissions and other pollutants from the petroleum industry have therefore caused considerable environmental pollution and forest degradation to mankind and businesses (Nataniel and Nathaniel 2001). Oil spillage is detrimental to the survival of human and other living things in the ecosystem

(Nataniel and Nathaniel 2001). The overall effects of oil on ecosystem health and biota are many. Oil interferes with the functioning of various organs and systems of plants and animals. It creates environmental conditions unfavorable for life. Leonard (2018) noted that disaster relief and environmental conservation efforts are regular headlines. Companies that align themselves in these efforts help reduce their carbon footprints and aid those in need. Oil and gas multinationals are meant to preserve diversity of water dependent animals and plants, preserve various natural services of aquatic ecosystems (flood control, aquifer recharge, etc.) by regulating and controlling oil spillages (Nataniel and Nathaniel 2001).

### **Relationship between volunteering commitments and deforestation**

Deforestation means the deliberate removal of vegetation such as trees without any form of replacement or replanting from the environment (USAID, 2008). The act of deforestation occurs when individuals or corporate bodies clear the forest in order to provide land or wood for domestic commercial, domestic, construction or agricultural use (Omofonmwan and Osa-Edoh, 2008). According to Adebayo (2010), deforestation is the clearing away of forests. It is the process by which an area is deprived of existing natural forest vegetation and resources. This can be brought about by systematic felling, indiscriminate logging or total clearing of existing vegetation for arable farm or industrial purposes. It usually results in destabilization of forest ecosystems and the surrounding environment. Balarabe (2011) noted that deforestation involves the felling of trees and vegetation without any concurrent replanting for economic or social reasons. Deforestation has evil impact on the environment in terms of wildlife and increased desertification among many other reasons. According to data taken over a five-year period from 2000 to 2005, Nigeria has the largest desertification rates in the world with loss of 55.7% of its primary forest. The annual rate of deforestation in Nigeria is approximately 3.5%, which is between 350,000 and 400,000 hectares per year. Organizations are to voluntarily plant trees in order to safeguard the ecosystem and achieve sustainable development for the progress of society. Sustainability involves evaluating how natural systems function, remain diverse and produce everything it needs for the ecology to remain in balance. It also acknowledges that human civilization takes resources for survival. The forest is needed for mankind and business to have resources for survival. Humans depend on forests for their survival, from the air they breathe to the wood they use. Besides providing habitats for animals and livelihoods for humans, forests also offer watershed protection, prevent soil erosion and mitigate climate change. Thus, companies involved with social responsibility often take action to voluntarily eliminate production practices that could cause harm for the public, regardless of whether they are required by law. For example, a business could institute a hazard control program that includes steps to protect the public from exposure to hazardous substances through education and awareness (Davis, 2018).

### **Empirical Review**

A study by Okafor, Hassan and Doyin-Hassan (2017) on “Environmental issues and corporate social responsibility: the Nigeria experience” focused on environmental

degradation and the need for corporate organisations to fulfill their social responsibilities. Using the systems theory, the interdependence among the environment, organisation and sustainable development was examined. The systems theory was modified to emphasize the need for corporate firms to foresee potential environmental consequences of a given activity, process or product from the planning stage with a view to ensuring the implementation of adequate and timely response strategies. Some prevalent environmental problems in Nigeria were also examined. Environmental Audit was discussed to enable organisations assess the impact of their activities on the environment. The sixteen principles of environmental management were also highlighted and suggestions on how Nigeria can achieve a healthy and pollution free environment were made.

A research by Sila, I. and Ceka, K. (2017) on “The impact of environmental, social and governance dimensions of corporate social responsibility on economic performance: Australian evidence” noted that corporate social responsibility (CSR) is a concept with constantly increasing importance for businesses and their stakeholders. The environmental, social and governance (ESG) dimensions of CSR performance may contribute to organizations’ economic performance. Using stakeholder theory as a framework, this research aims to find the impact of CSR performance on the economic performance of organizations. In this research, we used annual ESG data on Australian firms, covering the period from 2010 to 2016. All independent variables were lagged by one year. Regression analysis was used to test the impact of CSR performance on economic performance. The findings show that social performance consistently lead to improved economic performance. To a lesser extent, environmental performance also had a positive effect on economic performance, but the effect size was much smaller than that of social performance. However, there is very weak evidence for a significant relationship between governance and economic performance, with only a single significant effect in 2015. This study contributes to the literature by focusing on economic performance rather than traditional financial performance measures. The study also contributes to the managerial understanding of the importance of each ESG dimension on economic performance.

A research by Hassan, Awang and Jaafar (2006) on “Challenges of global environmental issues on ecosystem management in Malaysia: noted that environmental problems and their management, particularly when related to urban ecosystems, are becoming increasingly challenging. The end-of-pipe method which has been practiced in the past, and is manifested in our laws and regulations, has gradually changed towards a more pro-active approach. Industries now recognize that environmental management and pollution control are no longer liabilities, but rather opportunities to increase their competitiveness. The general public is increasingly aware of the fact that they have to pay more for management of the environment that is based on the end-of-pipe approach. International agencies and industries world-wide are responding positively with a new paradigm shift towards proactive environmental management through voluntary initiatives. The most challenging task in Malaysia however, is to convince the small and medium scale enterprises to shift from the old to the new management system. While local government agencies remain the key players in the

management of urban ecosystems, they still lack human resources and the capacity to handle new challenges. This paper discusses new initiatives towards achieving sustainable urban ecosystem management. It highlights the tools and approaches that are being used as alternatives to the existing end-of-pipe approaches. These tools include, eco-management, wastes minimization, ISO 14000 standardization, design for environment, eco-labeling, life cycle assessment and industrial ecology.

However, in the current study on “effect of corporate social responsibility on the management of environmental challenges”, we adopted environmental conservation and volunteering commitments as the dimensions for corporate social responsibility, while we measured environmental challenges with oil spillage and deforestation. We focused our population of study on ten listed companies in Nigeria, which are six construction companies and four oil and gas firms. We applied Ordinary Least Squares (OLS) regression using SPSS version 20.0 as the statistical tool to assess the relationships between the dimensions of the independent variables and the measures of the dependent variable.

## **METHODOLOGY**

### **Research Design and Population of Study**

The cross sectional survey is used to examine a small sample of construction and oil and gas companies in Nigeria. Thus, the population of study comprises of 6 quoted construction companies and 4 listed oil and gas companies in Nigeria. Therefore, since the sample size is small and less than thirty ( $n < 30$ ), the census approach was adopted for the study. Consequently, sampling procedure and sample size determination are not required.

### **Data Analysis Technique and Model Specifications**

The formulated hypotheses in this paper were tested by the Ordinary Least Squares (OLS) using SPSS, version 20.0. The OLS regression (or simply "regression") is a useful tool for examining the relationship between two or more interval/ratio variables. OLS regression assumes that there is a linear relationship between the two variables. If the relationship is not linear, OLS regression may not be the ideal tool for the analysis, or modifications to the variables/analysis may be required. The basic idea of linear regression is that, if there is a linear relationship between two variables, one variable can be used to predict the values on the other variable.

### **Validity and Reliability of Instrument**

Experts in the field of corporate social responsibility were contacted to give face-validity to the instrument. In addition, experts in the companies surveyed who have knowledge on environmental challenges gave responses to the administered questionnaire. This phenomenon gave credence to the validity of the instrument. The Cronbach Alpha based on the application of SPSS version 20.0 was used to test the reliability of the instrument and a result of 0.77 was obtained.



**Test of Hypothesis 1:**

H0<sub>1</sub>: There is no significant relationship between environmental conservation and oil spillage.

$$\mu_1 = \beta_0 + \lambda_i + \epsilon_1 \dots \dots \dots \text{Equation 1.}$$

Where,

$\mu_1$  = environmental conservation

$\beta_0$  = Constant

$\lambda_i$  = oil spillage

$\epsilon_1$  = Error Term

**Table 1: Fitted Regression for Hypothesis One:**

Method: Least Squares				
Dependent variable: WEIGHT				
Included observations: 10				
Variable	Coefficient	Std.Error	t-statistic	p-value
$\mu_1$	131.6664	24.3320	9.6634	0.0000
$\lambda_1$	76.1818	16.2024	4.2382	0.0000
R <sup>2</sup>	0.8744	S.E. of regression		0.2359
Adjusted R <sup>2</sup>	0.8633	Model sum-of-sq		563.21
Log-likelihood	1.4216	Residual sum-of-sq		0.6673
Durbin–Watson stats.	2.1064	Total sum-of-sq		696.01
Akaike criterion	0.2646	F-statistic		5321.1
Schwarz criterion	0.4624	p-value (F-stat)		0.0000

Source: SPSS Output, version 20.0

The above table reveals the results for environmental conservation and oil spillage. The outcome of the regression reveals that environmental conservation has a coefficient of 131.6664, standard error of 24.3320, t-statistic value of 9.6634, with a p-value of 0.0000. Similarly, oil spillage has a coefficient of 76.1818, standard error of 16.2024, t-statistic value of 4.2382, with a p-value of 0.0000. The result further indicated a significant relationship between environmental conservation and oil spillage. In addition, R<sup>2</sup> reveals that only 87.44% of variations in dependent variable of oil spillage are explained by the variations in the independent variable of environmental conservation. This implies that the remaining 12.56% is explained by other variables not included in the model. Hence since the explanation is greater than 50%, it shows that the model has a good fit. The adjusted R<sup>2</sup> value

of 86.33% is slightly below the  $R^2$  of 87.44%. F-statistics shows the validity of model as its value of 5321.1 is well above its Prob (F-statistics) value of 0.000. Therefore, the null hypothesis is rejected, while the alternative hypothesis is accepted. Thus, we could state that here is a significant relationship between environmental conservation and oil spillage. This depicts that high environmental conservation could influence high awareness on oil spillage reduction in the activities of companies. This finding affirms the opinion of Nataniel and Nathaniel (2001) in the literature review of the study. This is because oil spill prevention is needed to reduce or eliminate the environmental risks associated with the handling, storage and use of hazardous substances during operations of oil and gas companies. More so, in order to have the zeal for environmental conservation, oil and gas companies exhibit preparedness so as to assure a quick and effective response to an emergency and for minimizing the resulting impacts on the environment (Owabukereyele, 2000; Opukri and Ibaba, 2008; Inoni, Omotor and Adua, 2013).

**Test of Hypothesis 2:**

H0<sub>2</sub>: There is no significant relationship between volunteering commitments and deforestation.

$$\mu_2 = \beta_0 + \lambda_i^2 + \epsilon_1 \dots \dots \dots \text{Equation 2.}$$

Where,

$\mu_2$  = volunteering commitments

$\beta_0$  = Constant

$\lambda_i^2$  = deforestation

$\epsilon_1$  = Error Term

**Table 2: Fitted Regression for Hypothesis Two:**

Method: Least Squares				
Dependent variable: WEIGHT				
Included observations: 10				
Variable	Coefficient	Std.Error	t-statistic	p-value
$\mu_2$	122.7799	17.0010	8.0079	0.0000
$\lambda_1^2$	63.0088	6.0924	6.0132	0.0000
$R^2$	0.8812	S.E. of regression		0.2391
Adjusted $R^2$	0.8710	Model sum-of-sq		706.24
Log-likelihood	1.0112	Residual sum-of-sq		0.7044
Durbin–Watson stats.	2.1134	Total sum-of-sq		691.12
Akaike criterion	0.3324	F-statistic		5676.1
Schwarz criterion	0.4123	p-value (F-stat)		0.0000

Source: SPSS Output, version 20.0

The above table reveals the results for volunteering commitments and deforestation. The result shows that volunteering commitments has a coefficient of 122.7799, standard error of 17.0010, t-statistic value of 8.0079, with a p-value of 0.0000. On the other hand, deforestation has a coefficient of 63.0088, standard error of 6.0924, t-statistic value of 6.0132, with a p-value of 0.0000. The outcome from the above regression analysis in table 2 shows the effect of volunteering commitments on deforestation. Results show that volunteering commitments and deforestation are positively connected.  $R^2$  indicates that only 88.12% of variations in dependent variable of deforestation are explained by the differences in the independent variable of volunteering commitments. This shows 11.88% is explained by other variables not stated in the model. Thus, the explanation, which is greater than 50% reveals that the model has a good fit. The adjusted  $R^2$  value of 87.10% is a bit below the  $R^2$  value of 88.12%. F-statistics discloses the validity of model as its value of 5676.1 is greater than its Prob (F-statistics) value of 0.000. Consequently, the null hypothesis is rejected in favor of the alternate hypothesis. Therefore, we could state that there is a significant relationship between volunteering commitments and deforestation. The test result confirms that excess of volunteering commitments could absolutely influence the reduction in the deforestation of the environment by the construction companies. This finding supports the notion of Omofonmwan and Osa-Edoh (2008) in the literature review of the study. Deforestation could pose as a serious environmental effect on air and water pollution, climate change, soil erosion, loss of biodiversity (Omofonmwan and Osa-Edoh, 2008). Consequently,

the companies are to volunteer in the growing of more trees at strategic places so as to balance the ecosystem. In addition, the companies may engage in awareness campaigns to prevent illegal felling of trees and vegetation in the environment (Davis, 2018).

## CONCLUSION AND RECOMMENDATIONS

### Conclusion

The paper examined effect of corporate social responsibility on the management of environmental challenges. In the study, two hypotheses were tested and results indicated that a significant relationship between environmental conservation and oil spillage; and a significant relationship between volunteering commitments and deforestation. Corporate social responsibility (CSR) is a strategic principle of companies to have the habit of showing welfare and care for the health and well-being of people, the community, the environment and the company (Freeman, 1984). The society demands corporations to be ethically responsible. Hence, corporate social responsibility is an obligation towards the improvement of social and physical environments in which a company operates (Hart, 1997). Typical CSR activities include a corporate giving and volunteer program, environmentally sound practices or business practices designed to ensure the future success of the organization. Without wide internal support for socially responsible endeavors, the likelihood of success of companies in the business environment could be low. Thus, exhibiting care or the environment could reduce any damaging effects on the environment from corporate business' processes. Therefore, we could conclude that corporate social responsibility is strategic obligation which organizations perform for the sustenance of business relationships with the society and relevant stakeholders where business operations take place.

### Recommendations

In view of the analysis in this paper, we offered the following recommendations.

1. **Application of environmental conservation strategies:** Oil and gas companies should use environmental conservation strategies as a means of proactively preventing oil spillage that could pollute the environment to destroy the livelihood of humans and other aquatic lives.
2. **Use of volunteering commitments strategies:** The destruction of forests results in the destruction of the habitats, and the lives of these species are at stake. Companies and society needs a balanced ecosystem to do business and survive Thus, construction companies should use volunteering commitments to help reduce the negative effects of deforestation, which include biodiversity and extinction of species of animals, plants, soil erosion, change of water cycle process and climate.

### **CONTRIBUTION TO KNOWLEDGE/IMPLICATION OF STUDY**

Business and environment are connected. Business does not exist in a vacuum. The society demands the business to give some care because of the activities of business carried out by organizations that destroy or distort the natural environment. Thus, the study seeks to add information in the present literature by assessing how corporate social responsibility strategies adopted by companies could enhance the sustainability of the natural resources in the environment for business, corporations and the society to survive.

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