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## THE APPLICATION OF SOCIAL RESPONSIBILITY IN LEBANON

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Absrtact. *The concept of Social responsibility and the organization's relationship with its clients are considered. The impact of social responsibility of enterprise on consumer purchasing behavior is shown. Corporate Social responsibility in the Lebanese banking sector are illustrated.*

The notion of societal responsibility is relatively new in Lebanon. Most Lebanese companies are small businesses whose work is limited to the individual level. Following the war in Lebanon (1975–1991), some companies carried out valuable and immense social activities within their environment. Sometimes these actions exceed the globally recognized limits of corporate social responsibility. However, these activities are few and are applied by some companies without realizing their employment in organizational evolution. Indeed, corporate social responsibility can be denounced as «Everyone does it without knowing it» [3]. Lebanon has seen for some years a development in the banking sector in everything that corresponds to the economic, social and environmental factors [6]. So everything that meets the notions of societal responsibility and sustainable development.

The participation of banks and financial institutions is reflected in the improvement of their strategies, and this through a more sustainable integration of financial management [6]. This application lies within the banks at the level of the various pillars of sustainable development.

Thus, the Bank of Lebanon played a significant role in the application of sustainable development and societal responsibility within the banks. For example, the Bank of Lebanon has launched subsidized loans for those who want to take advantage of ecological energy [7].

Several factors must be taken into account by the companies because they have a very large impact on the buying behavior of the customers. Social, cultural and personal factors therefore very much help to explain the diversity of purchasing. The factors influencing consumer purchasing decisions are as follows [4]:

- social factors. The family, roles and statutes that are associated with the consumer have an enormous impact on their decisions;
- cultural factors. What still plays an important role in the customer's decision to purchase are: culture, social class and sociocultural affiliations;
- personal factors. Age, personality, lifestyle, occupation and economic position also affect the decision to purchase.

In the end, there is a disparity between people with regard to their gender, age, role, status and culture in terms of consumer practices. The discrepancies found must be explained delicately because when they persist they are amply characterized by personal, cultural and social factors [5]. So these factors can have a lasting influence and impact on people's development, their values and their buying practices. These various factors and specificities mentioned above have an impact on the choice, the purchasing habits and the behavior of the individuals. A purchase decision comes from the assembly of each of these factors. Thus, a buyer is influenced by his culture, his psychological factors, his membership groups, his personality, his family, his social class and undergoes the impact on his societal environment.

By identifying the elements that influence consumers, companies have the capacity to improve a strategy, a marketing message and more efficient advertising campaigns and more in coincidence with the ways of thinking and desires of their target customers. Customers are now more attentive to the conduct of companies. Their power has begun to increase in developed countries during the years 1990–2008 through the intensive dissemination of information and the ease of communica-

tion. This period was also noticed in the less developed countries, during which there was progress in the way of life. Currently, consumers can easily translate their beliefs and meet their needs through purchasing decisions. Due to their reputations which can be very negative and not in line with their social values, consumers are in the possibility of influencing and boycotting certain brands, without worrying about the lack of production [1]. So, if customers are willing to pay more to buy companies engaged in socially responsible activities, similar businesses will do the same, hence consumerism. This will help and encourage the well-being of the company in different ways. It should be noted that the impact of socio-cultural agents on the attitude of clients as applicants for the development of goods and services that the organization offers is not to be neglected. Among these factors is the religion that represents such a role. Indeed, the organization that practices social responsibility benefits greatly from the impact of its activities on its image. From this point of view, it is important to know that the success of the organization is due to the increase the importance of the brand and its value. In fact, a link appears between the organization and all of these interests especially the clients, it has set out concepts and perceptions, the company's brands and values [1].

The thought of the organization to its buyers and their interests allows it to benefit from a wide importance for its continuity. For example, the adaptation of corporate societal responsibility in the bank is to carry out activities based on respect for third parties and to apply ethical values. The question that arises is therefore: is the function of the current bank to lend the goods and services that satisfy the needs of the clients, and this, in an ethical, competent and ecological way? The contact of the bankers with the consumers differs from the other professions. The banker must consider the inspirations and tendencies of his buyers and cannot act as he wants.

Customer's buying behavior is increasingly explaining its environmental and social concerns. Boycott of goods produced in a country whose political actions are criticized. These and many others argue that consumers can defend a cause that is contrary to their value through their daily purchases. Responsible consumption is distinguished by two distinct visions: a first restricted vision, the case of a person who is based on the responsible behavior of the companies when it is purchased. This person prefers to buy the property of companies that practice social responsibility and refuses the products of companies that behave unworthy. Thus, some customers do not agree to buy companies that work with children, that pollute the environment or that do not respect civil society. The customer wishing to buy products sold by socially responsible companies can make his choices in two distinct ways. It can either blame organizations that harm society, or reward organizations that are engaged in sustainable social and ethical activities, as in the cosmetic field the Body Shop supports the protection of Environment and animals and the Protection of human rights. Therefore, society as a whole is committed to its cause by admitting a regulation of good conduct, constituting an infrastructure dedicated to the cause it supports, taking part in social debates [2].

Thus, in a simpler way, the customer can buy a property from which part of its price will be decided for a cause, which is known by «products-packages». In this case, the organization works in a temporary way during a promotion to a charitable association. «Sharing products» are found on the market and affect organizations in different sectors. For example, the product 'parsley' is associated with the association Tamanna. There are Many examples of «product-sharing» transactions that affect companies in all sectors: The parsley package joins the association Tamanna «With each parsley package, you donate 1 500 L.L. to the association Tamanna and you help children to heal by realizing their dreams». Henkel Lebanon, launched this slogan during its campaign which was celebrated by an important event; And it was repeated thanks to its success. In a second broader view, people use their power to carry out changes in society and consider the social and public consequences in their own consumption, it is a global concept that brings together all the Consumption behaviors [2]. Responsible clients go beyond their simple needs and take into consideration the effect of their purchase on society, on the physical environment or on the various types of individuals such as personal, disadvantaged women... This notion allows to integrate, in the idea of corporate social responsibility, a link between the guilty consumption and the degree of responsibility of the companies.

Corporate Social Responsibility today adopts a balanced approach to economic, environmental and social issues in order to benefit citizens, communities and society as a whole, beyond the sim-

ple Compliance with the law. It is applied in a voluntary manner and the results of these public activities maintain accountability. Societal responsibility creates an extensive field of study, specifically when it is evaluated in terms of customer sensations. For this, the Director of the Organization must be responsible for engaging third parties among them consumers of the orientations carried out on social responsibility and its consequence on sustainable development, which helps the society to exceed the simple business connection with its customers. This forms an important issue between the organization, the purchasing decisions of the customers and their perceptions.

Finally, customers can practice socially responsible consumption in different ways: to buy products and services to businesses that are responsible for the activities and to refuse the products of others or those who always take the effect of their consumption on society, as the choice of local goods, or in reverse to boycott those of other countries.

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## ПЛАТА ЗА ТРУД КАК ФАКТОР РОСТА ПРОИЗВОДИТЕЛЬНОСТИ ТРУДА В ЕВРОПЕ

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**Ключевые слова:** затраты на персонал, заработная плата, управление затратами на персонал, производительность труда.

**Реферат.** В статье рассмотрен опыт управления затратами на персонал европейских стран. Изучена корреляция между уровнем оплаты труда, затратами на персонал и производительностью труда и сделаны выводы о необходимости использования затрат на персонал в качестве инструмента влияния на производительность при принятии управленческих решений.

В современных концепциях управления персоналом возрастает неопределенность трудовых отношений в современном обществе и обращается внимание на изменения в содержании труда в постиндустриальной экономике [1]. Работа становится более сложной, разнообразной, требует большей вовлеченности, эмоционального интеллекта, творчества. Активно развиваются новые формы труда, такие как фриланс, дистанционная работа и т. д. Вместе с тем растут и затраты, необходимые для привлечения и удержания работника нового типа, а также для обеспечения его мотивации. В современных условиях актуальным направлением