

INFLUENCE OF CORPORATE SOCIAL RESPONSIBILITY DRIVERS ON PERFORMANCE OF COMMERCIAL BANKS IN KENYA: A SURVEY OF SELECTED COMMERCIAL BANKS IN KAJIADO NORTH SUB-COUNTY.

Puruo Emmanuel Naleku

School of Business and Social Studies

Jomo Kenyatta University of Agriculture and Technology –Karen Campus

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ABSTRACT

The study sought to analyze the drivers of Corporate Social Responsibilities on Performance of Commercial Banks in Kenya. Corporate Social Responsibility is basically what an organization does to positively influence the society in which it exists. It could take the form of community relations, volunteer assistance programs, healthcare initiatives, special education/ training programs and scholarships, preservation of cultural heritage and beautification of cities and towns. Examine the possible recommendations that could be employed by commercial banks to enhance effectiveness of the CSR drivers they undertake. A descriptive survey was undertaken, focusing on selected commercial banks in Kajiado North Sub-County. A representative sample of five (5) commercial banks and 21 respondents (30 percent) of the whole population were selected to participate in the study. Primary data was collected with the aid of semi-structured questionnaires that were administered by hand delivery. After data collection, data analysis tools used in the research was Excel and SPSS and was presented in form of graphs and tables.

A summary of the findings from the analysis was done in line with the objectives of the study. Regression results reveal that meeting community needs, managing business risks and corporate image have a positive and significant relationship with the performance of commercial banks. This means that an increase in meeting community needs, managing business risks and improving corporate image may lead to a positive variation in performance of commercial banks in Kajiado North Sub-County. Based on the findings, the above study concluded that meeting community needs, managing business risks and corporate image influence positively performance of commercial banks in Kajiado North Sub-County.

Key Words: Corporate Social Responsibility, Commercial Banks, Performance;

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