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in Tanzania: A case of SAUT Community Day**



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Assessment of Public Awareness of University Social Responsibility in Tanzania: A case of SAUT Community Day

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Abstract

Purpose: Each year, SAUT engages in CSR activities through Community Day, fostering collaboration between the institution and the community. The university utilized public relations tools to announce and invite participation in Community Day; however, the expected attendance was not met. The issue of low attendance, particularly among external audiences, has been a persistent challenge for the institution, and the underlying reasons for the limited engagement remain unclear. This study was crucial in its aim to identify the factors influencing attendance and to improve future engagement strategies.

Methodology: The research, which employed a comprehensive descriptive design and a mixed-methods approach, integrating qualitative and quantitative methodologies, was thorough in its exploration of community day participation. The qualitative aspect delved into individual perspectives on the low participation, offering comprehensive suggestions for enhancement. The quantitative survey, on the other hand, comprehensively assessed public awareness and involvement in SAUT Community Day. Data was gathered from 120 respondents through a self-administered questionnaire and interview method to acquire insights from five academicians.

Findings: The findings indicated that a significant 84% of respondents were exposed to the University Community Day through a range of public relations toolkits, particularly, flyers and posters whereas 16% got information through SAUT Community Radio. The findings indicated that no respondents had received community day adverts from mainstream media. Even though most respondents were aware of SAUT Community Day, the findings revealed that only 40 out of 111 respondents, accounting for 36%, participated in the SAUT Community Day. Only 10 individuals from the entire sample possess a clear understanding of Community Day.

Unique Contribution to Theory, Policy and Practice: The findings are of great significance for scholars and Public Relations officers, as they validate the use of mainstream media and PR tools via social media tools to reach a large audience. The study is a valuable resource for corporate companies and universities seeking to enhance their corporate social responsibility initiatives.

Keywords: *Awareness, Corporate Socially Responsible, Public Relation Tools, University Community Day*

Introduction

University Community Day is an initiative aligned with corporate social responsibility (Alshuwaikhat & Abubakar, 2008; Haden, Oyler & Humphreys, 2009). This public event, held once a year, aims to highlight the global outreach and engagement efforts of various colleges and university units. Participants were provided with insights into the university's enduring and ongoing initiatives in community outreach and engagement, as presented by students and faculty. Based on the belief that universities have obligation to work together to address the economic, social, cultural and environmental challenges in the world and to find solutions so as to make our world more just, inclusive, peaceful and sustainable. University Social Responsibility (USR) is another variant of the commonly known phenomenon of corporate social responsibility (CSR) (Simic & Sharma, 2022).

According to Ministry of Education (2020) In response to the global trend of strengthening University Social Responsibility (USR), the Ministry of Education (MOE) launched the first phase of the "USR Program" in 2018. Based on the fruitful results of the first phase, the Ministry of Education further launched the second phase of the USR Program in 2020, continuing to assist universities with realizing social responsibility and receiving feedback.

Universities are inherently responsible for teaching and research, human resource development, and knowledge dissemination. Through the USR Program universities are encouraged to step out of their comfort zone and begin dialogues and collaboration with society. If universities can start from local needs, combine humanities with technology, and engage in innovative teaching and social practices, they should be able to bridge teaching and learning, help solve regional development problems, and fulfill their social responsibility. They can achieve the goals of urban and rural innovation, industrial upgrading and economic sustainability, sustainable environment, and cultural sustainability, so as to connect with the international community.

The University Social Responsibility or Community Day in Saint Augustine University of Tanzania was stated in 2003 as a Community Day which bringing together a student, lecturers, and community surrounded the university to lean about SAUT programs. In SAUT is normally conducted one day before university graduation every year in which all departments get chance to show what they doing within the community (SAUT Almanac Academic Year 2021/2022).

The study's main objective was Assessment of Public Awareness of University Social Responsibility in Tanzania: A case of SAUT Community Day

The research was guided by the following questions.

- i. What are PR communication tools used by SAUT to promote SAUT community day?
- ii. To what extent malimbe community are aware of SAUT community day?
- iii. What are public's perceptions on PR communication tools used to promote SAUT community day?

Literature Review

The debate on the awareness of society on the issues of USR activities is huge in the fact that, people has been claim that majority are not aware of what the Institutions does when it comes to community day and all sorts of activities involved in the concept of USR. (Andrews, 1971) says that the organizations are very reputable where the services are visible to the society but it does not have the defined policy on social responsibility, like what even SAUT is now. In such the impacts brought by such kind of activities is not clear seen in the community, which is why majority fails to understand what really USR is as a result of low number of attendance and participation in the activities. On the other hand, the authors say that, University Social Responsibility firstly noticed in the Anglo-Saxon World in 1950S with idea of contributing societal welfare and environmental responsibility. Then many persons notice regarding USR, by today there are numbers of definitions on the University Social Responsibility.

University social responsibility is the ability of a university to propagate and execute a framework of principles and values through four essential processes: management, teaching, research, and community engagement. This approach addresses the needs of the university community, aids in achieving sustainable development goals, and improves the university's reputation among stakeholders. (Simic & Sharma, 2022). University Social Responsibility (USR) plays a critical role in enhancing educational development and facilitating the community's quality of life owing to their education, research, and social actions. The concept of USR is an extension of the spirit of corporate social responsibility (CSR), which is based on the pursuit of knowledge and truth, the cultivation of civic awareness, and the long-term development of society. The essence of a university is to assume social responsibility, and teachers, students, and administrators must respond through teaching, research, and public affairs participation so that the university can become a place of hope for future development, (Scholarly Community, 2022).

On the awareness of people about University Social Responsibility. According to Stankovic (2019) there are still many out there who are not as entrenched in CSR related with USR, when actually, it can create great benefits for both society and a brand's reputation of the education institution in such they do not understand what it is and how they can benefit from it. According to a bespoke study carried out just 1 in 3 people are aware of CSR and what it means which seems as a result of USR coming into force. This does vary across different groups in the community, however. Those with a degree are not only more likely to be aware, but are also more likely to believe that CSR is relevant in today's political, social and economic occasion.

The awareness of the Higher Education Institution's CSR which reveals the USR actions is a good predictor of behavior (Maignan, 2001). Earlier studies such as Mohr et al. (2001) reported that low knowledge and awareness of an organization's USR initiatives is a primary issue limiting people's positive responses to the Institution's USR activities. Increased awareness of USR activities might influence the attitude of an individual towards the organization (Fatma & Rahman 2015). It is also assumed to be the reason for the positive attitudes and increased the perception of one's capability to perform socially responsible behaviors among people in the

community (Zhou et al. 2013). Awareness of an organization's CSR activities which termed as USR might as well influence an individual's perception of societal norms (Raub and Blunschi 2014) if the perception is deemed positive, the individual might be influenced to adopt a corresponding self-identity.

Speaking of USR promotion in Medias, (Zhang, 2020) Claimed that the impact of CSR communication refers to the process and behavior of sending or communicating relevant practices and information of social responsibility to the society so as to gain further understanding and recognition of its Social Responsibility. In fact, SAUT Institution seems to be very active in using its media and many of the PR sources of communication around the compass to ensure that there been advertisements to promote the activities related to University Social Responsibility. They do communicate with people on such concern regarding the low number of attendances of the community in its performance.

According to Gomez (2018) in the age of new media, communication still remains the missing piece in the practice of Corporate Social Responsibility. Traditional media have failed to promote an open and interactive communication process with different groups of people in the society. Previous research has also shown that corporate websites have been poorly employed as strategic communication resource for USR. However, new media such as social media have changed how people interact and collaborate with each other. For instance, people are empowered through social media to demand more transparency about corporate operations that can impact society and environment. Today more than ever, Institutions must effectively communicate USR with the purpose of building the relationships with the community.

The fact from such view point is that the organization like SAUT has been doing CSR related every year by ensuring communicating to the mass through media both of the tradition and social media to inform them what would be done in the planed event of USR especially Community Day concerns. For instance, there were brochures, handkerchiefs which contained university logo and fliers which literally used in the 2013 Community Day activity held in Raila Odinga. That of 2022 as well was promoted by Radio SAUT FM, SAUT TMES newspaper and the PR communication means such as fliers, and posters.

Theoretical Framework

Various theories related to University Social Responsibilities were presented in this work. The analyses for the main USR theories were also presented where three of the main USR theories have represented and analyzed by different authors. Including, The Carroll Theory, the Triple Bottom Line Theory, and Uses and Gratification Theory. Since any organization or institution has to adopt one of these theories. In such every theory had been well analyzed by its founder or scholar, but an understanding for every theory will make it possible for an institution managers and decision makers to implement long term social and environmental strategies with more achievements. Mohammad (2019) had analyzed such theories in the point that researcher came to relate only three theories with the study.

Uses and Gratification Theory

According to Gordon (2022) Uses and Gratification Theory is a mass Communication theory that focuses on the needs, motives and gratifications of media users. The theory states that media consumers are passive consumers of mass communications; rather, they play an active role in media consumption. The theory originated however with the research of Harold Laswell who theorized that Media has four functions on individuals and society including; Surveillance, Correlation, Entertainment, and Cultural Transmission for example Surveillance mean media acts or serve as eyes and ears for those seeking information about the world example TV and Newspapers are the main source of finding that information. The theory was useful to the study in the way that people use Radio SAUT FM, SAUT Digital, SAUT Newspaper as well as SAUT PR tools to obtain information about Community Day event held each year in the campus. This reveals that Media performs the Informing role in the USR activities specifically Community Day.

Carroll CSR Pyramid Theory

Carroll's pyramid of social responsibility, a prominent framework for social responsibility, was originally designed for companies but may be readily adapted to the notion of Universal Social Responsibility (USR). The Carroll CSR Pyramid hypothesis delineates the precise manner in which organisations engage with their surrounding communities. This approach is now referred to as Carroll's Pyramid of CSR, consisting of four requirements that provide a basis for the institution's responsibilities to society. Carroll described social responsibility as an organization's voluntary engagement in social activity that is not legally required. Social responsibility entails altruistic contributions to society, including initiatives or projects developed by organisations aimed at fulfilling community expectations. The organisation may choose how to meet societal needs based on its desires. Saint Augustine University of Tanzania SAUT for instance had been fulfilling social responsibility through its activities especially in the form of community day for the purpose of branding the institution by sharing knowledge and skills within the university community and ensuring relationship with the community members. The SAUT Community Day held in November or December each year at Raila Odinga stadium within the SAUT main campus.

The Triple Bottom Line Theory

It is known as TBL as it was found by John Elkington in his book "Cannibals with Forks". The theory incorporates three dimensions then must obtain sustainability results. In Social dimension, an organization pays attention on social affairs in such it must collect data concerning social affairs, and education services provided by government. So after determining community and student's priorities, the institution takes decisions to satisfy the societies and the student's needs as much as possible. This can enable institution successful in ensuring building good relationship with the community. It can also be revealed where SAUT institution had been satisfying some educational needs by sharing knowledge and educational skills within different faculties and departments of the campus especially during Community Day events

and activities. Environmental dimension. Environmental sustainability is one of the main concepts in the TBL framework, where the organizations must consider how the environment must be valued, starting the environment within the organization and then the environment of it. That is why SAUT organization of Mwanza has been consider this dimension in one way or another. Cleaning projects to different places in the campus make the institution get in touch more with this dimension.

Empirical Literature Review

The prominence of University Social Responsibility within the framework of Corporate Social Responsibility in research agendas (McWilliams et al., 2006) is evident in theoretical discussions in academic journals by various scholars, including Dunphy et al. (2003) and Kotler and Lee (2005), as well as in practitioner dialogues asserting that "not only is doing good the right thing to do, but it also leads to doing better." Bhattacharya and Sen (2004). Consequently, USR, a collaborative effort, has transitioned from ideology to reality, and institutions need to define their roles within the community while adhering to social, ethical, legal, and responsible standards in their business practices or services provided. Examples of institutions involved in USR activities include Saint Augustine University of Tanzania (SAUT) in Mwanza. Kolk, and Tulder, (2010) on the article International business, corporate social responsibility and sustainable development which based on the theory of competitive advantage that assume that the market place is constant environment. As such, competition is not easy because institutions competing to get a bigger slice of the market. So, the institution that views USR as an opportunity may use it to beat competition.

The researcher made an investigation and discovered that the methodology used in the article made it simple to get understand some issues related to USR under the umbrella of CSR in an organization. Kolk, and Tulder, (2010) used case study research method because of its ability to deal with an array of evidence, and its ability to give an in-depth evaluation of components in the research questions.

The design of case study used is multiple case studies because of its many advantages. According to Yin (2014), evidence from multiple cases is more compelling and more robust where single case study designs are usually limited as the research depends only on one case.

Research techniques used mostly is Qualitative technique as it not concerned about the number of cases. Example such of two MNCs Companies. Birks and Mills (2010) made Data analysis that, involves Grounded Theory as a strategy to analyze data whereby this is mostly used when analyzing qualitative data. Grounded theory is interactive strategy used to prove the data is in context and this helped when linking different concepts together.

In critical manner, until studies start to examine organizations actually USR practices, it will remain perplexing to theorists. As it has developed under the influence of various theories, including Carrol CSR Pyramid theory and the Triple Bottom Line Theory, which results in conceptualizations of USR. Pinkston and Carroll (1996). So, this impedes full understanding of what USR should comprise. However; though the literature is contained with advice about

what constitutes appropriate USR practices, then no studies which address how organization use to promote USR through medias. Or even how there is low attendance when it comes to university USR activities.

The research conducted by Dahan and Senol (2012) indicates that successful corporate social responsibility performance is contingent upon the support of an organization's management. The second Research indicates that Istanbul Bilgi University engages in corporate social responsibility; however, the degree of this engagement is limited. The authors concluded that most universities, including Bilgi University, primarily emphasise teaching corporate social responsibility through initiatives rather than actively engaging in corporate social responsibilities themselves. The authors recommend that universities undertake corporate social responsibility, as it is a means to foster goodwill among their stakeholders.

Research Methods

This research in such used descriptive research design so as to be able to describe, measure and identify the awareness of the publics concerning the Community Day which is a part of the mentioned USR activities conducted in SAUT. This is due to the fact that the design was useful in obtaining a comprehensive understanding of the research question so that it could be answered appropriately. The design also was useful in this research to determine the people's characteristic including their behavior when it comes to attending the events, as well as their opinions on the issue of concern (Voxco 2021). This study based on mixed methods approach where by researchers collect and analyzes both qualitative and quantitative data within the same study (Shorten, & Smith, 2017). This approach has both advantage and disadvantage, among the advantage is provide a broader spectrum of ways to better understand complex research problems in different contexts than could be done through either quantitative or qualitative approach alone. And its disadvantage is to involves several barriers, this because they require more work and financial resources, and they take more time in implementing the quantitative and qualitative parts of the study. This research approach was relevant to the study because the researcher both used questionnaire and interview in data collection. Mixed research approached enabled the researcher to gain a deeper understanding of what extent do people understand about USR, how do people perceive about the University Social Responsibility conducted annually in the institution and Which means of communication used to promote the USR in the institution in pre and post event. In such the first goal to use a mixed research approach was for attempting those research questions.

The study's population comprises 500 respondents who used to attend community day including students from different faculties and department, farmers and fishermen as well as six professional academicians who are familiar social responsibility as well as SAUT Community Day. The selection of these populations allows for direct access to decision-makers and individuals with specialized knowledge relevant to the research topic, enriching the study with valuable insights and perspectives. Creswell & Creswell (2018) assert that the sample size is often established by including 20-30% of the population. The survey used a sample of 120 participants, including 24% of 500 from the University community and residents surrounded

the university, together with seven six professional academicians. The study used purposive sampling according to criteria that corresponded with the research aims (Wimmer & Dominick, 2014). The researchers used purposive sampling to choose professional academicians, ensuring the accuracy and relevance of the study findings. Furthermore, researchers used the sampling approach to determine a sample size of 120 from a population of 500. According to Wimmer and Dominick (2014) stratified random sampling is a method of sampling that involves the division of a population into smaller subgroups known as strata. In stratified random sampling, or stratification, the strata are formed based on members' shared attributes or characteristics, such as income or educational attainment.

The study employed in-depth interviews to gather information from academicians, specifically public relations experts and department heads. The interview effectively gathers comprehensive information from a limited number of participants regarding their attitudes, opinions, experiences, and knowledge. The use of open-ended questions facilitates the collection of in-depth information.

The study used a semi-structured questionnaire to obtain information from 120 respondents, including students from the Faculty of Business Administration, Faculty of Education, Faculty of Engineering, Faculty of Social Sciences and Communications, and a School of Law and University neighbours. As highlighted by Wimmer and Dominick (2014) and Choudhurs (2020), this format minimises disparity in questioning processes, promotes candid responses, and facilitates precise collection and analysis of numerical data. This precision enhances the accuracy of research findings, instilling confidence in the study's methodology.

Data Analysis

Since this study used interview, the researcher applied thematic analysis to reformulate respondents' stories to account for context and individual experiences about SAUT Community Day. Thematic analysis is a method for analyzing qualitative data that entails searching across a data set to identify, analyze, and report repeated patterns (Braun and Clarke 2006). It is a method for describing data, but it also involves interpretation in the processes of selecting codes and constructing themes. Therefore, the researcher had identified themes and patterns, interpreted it to understand their experiences, opinions, feelings, and knowledge, and summarized and linked the data to research questions about SAUT Community Day.

Quantitative data analysis, which includes the computation of variable frequencies and variable differences, were also utilized in the research according to Field, (2009). The researcher used SPSS version 20 to code the data and summarized it in a statistical format before presenting the findings. A summary of the data will be generated through the application of descriptive statistics in order to simplify the interpretation of frequency distributions, the results of the measurements will be summarized in the form of tables according to the frequency distributions proclaimed by Green, & Salkindm (2008).

FINDINGS

Demographic Characteristics

The study revealed that there are more female participants than male participants, with the majority of respondents aged 18 to 29. Most of the individuals surveyed are pursuing bachelor's degrees in various fields. In contrast, the respondents from outside the university primarily work as farmers or fishermen as indicated in figure 1.

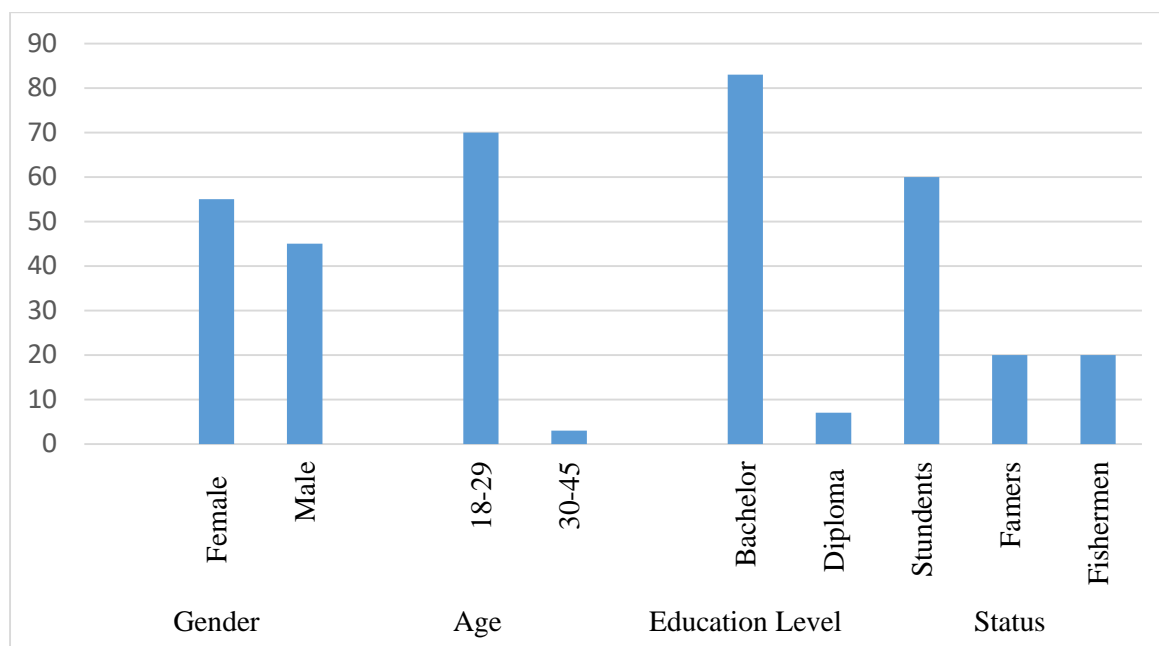


Figure 1 Demographic of Respondents

Question One: What are PR communication tools used by SAUT to promote SAUT community day?

The researcher aimed to assess the effectiveness of PR communication tools employed by SAUT to promote SAUT Community Day. The findings revealed various communication tools, including brochures, emails, flyers, posters, noticeboards, WhatsApp group messages, and physical class announcements. The university utilised Radio SAUT, a community radio station, SAUT Times and various mainstream media outlets, including Radio Free African and Star TV. The findings are consistent with the study of studies conducted by Svoboda (2009), Foret (2011), Cz, Hejlová, Katz and Weiss, (2020); Rubtcova and Pavenkov (2019), and Solmonova and Volkonskij (2019), which identified the most commonly utilised public relations tools for influencing both general and local audiences.

The findings revealed that sixty per cent of student respondents received the advertisement through various public relations toolkits, including brochures, emails, flyers, noticeboards, class WhatsApp groups, posters, and physical announcements from class representatives. This extensive outreach strategy effectively emphasizes student participation in various sports and academic exhibitions for the university Community Day, with a high level of student

engagement. Out of 60 respondents from outside the university, 23 received information through posters, 16 via Radio SAUT, and 12 through fliers, as illustrated in the figure 2.

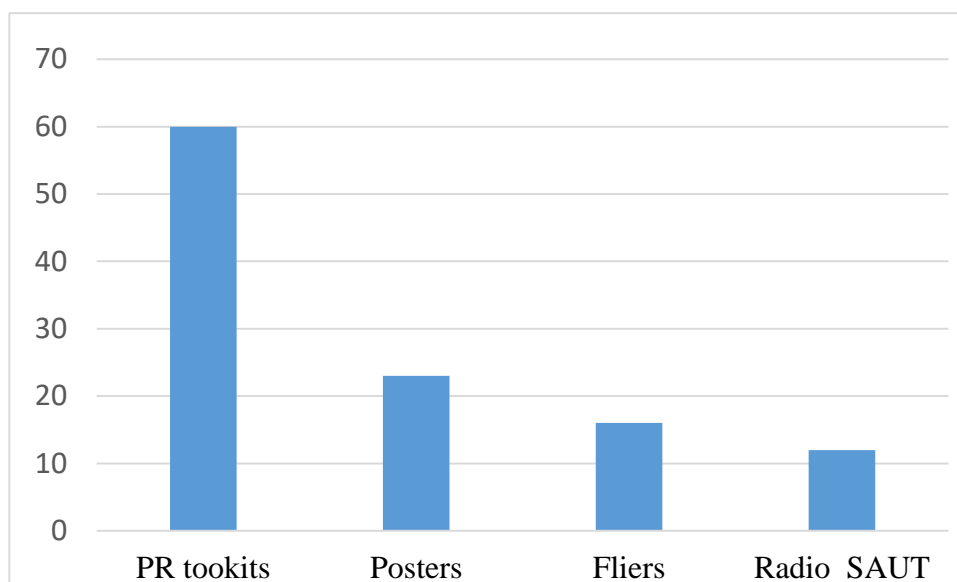


Figure 2 uses of PR communication tools

Nevertheless, the results revealed that none of the respondents received the invitation from mainstream media. The findings align with those of Gomez (2018), who identified communication as a critical yet lacking component in the implementation of University Social Responsibility in the context of new media, noting that traditional media have inadequately supported this initiative.

Question two: To what Extent Nyamagana Residents are Aware of SAUT Community Day?

Respondents were asked regarding their prior knowledge of the community day, with the objective of assessing awareness of the event. The results indicated that 93% were aware, while 7% were not as indicated in figure 3.

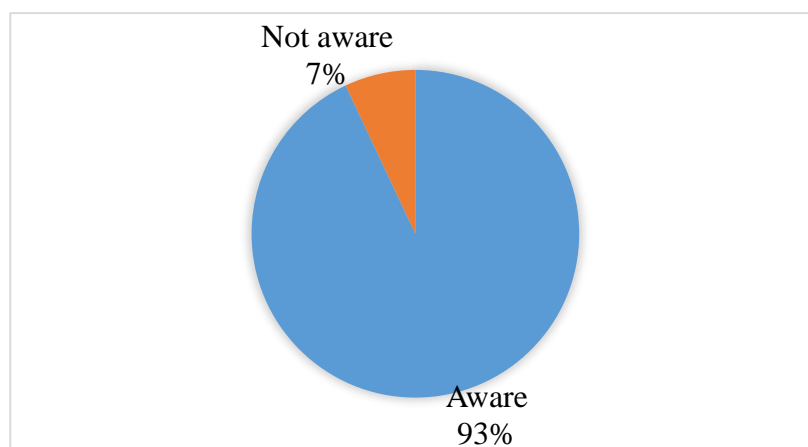


Figure 3 Level of public awareness

Dispute regarding the majority of respondents' awareness of the SAUT Community Day The findings indicated that only 40 out of 111 respondents, representing 36%, participated in the SAUT Community Day and 64% did not attend as indicated in figure 4. Of the 36% who attended the event, only 10% focused on the academic exhibition and followed up on the sports activities conducted during the community day. The remainder could not precisely identify what SAUT community day entails. The results revealed that 26% of respondents who participated in Community Day could not articulate the event's specific purpose. Most respondents indicated that the event occurs before the SAUT graduation. In contrast, others perceived it as a special day for SAUT students to engage with non-student community members. Some indicated that this day marks the gathering of SAUT students as a sign of the completion of the semester and preparation for the upcoming semester.

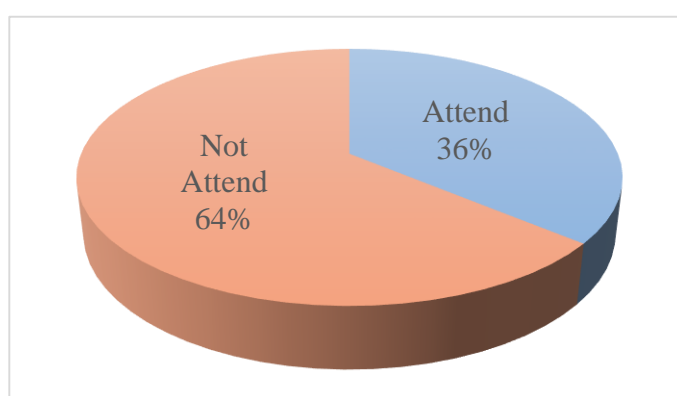


Figure 4 Level of Community Day attendance

As indicated in figure Out 40 (56) of 71 respondents who didn't participated, said they were not interested because they used to attend in the previous years and learnt that is about sports, drama, and games and academic showcases, 20 (28) respondents said they don't see any added value to attend instead they used the time to finalized school assignments and 11 (15) said they

thought they were not needed because posters and fliers were written in English, the language used for academicians. Furthermore, residents near the university reported that despite seeing advertisements, they do not participate in community day because it focuses on University student sports and academic performances, which they do not involved in.

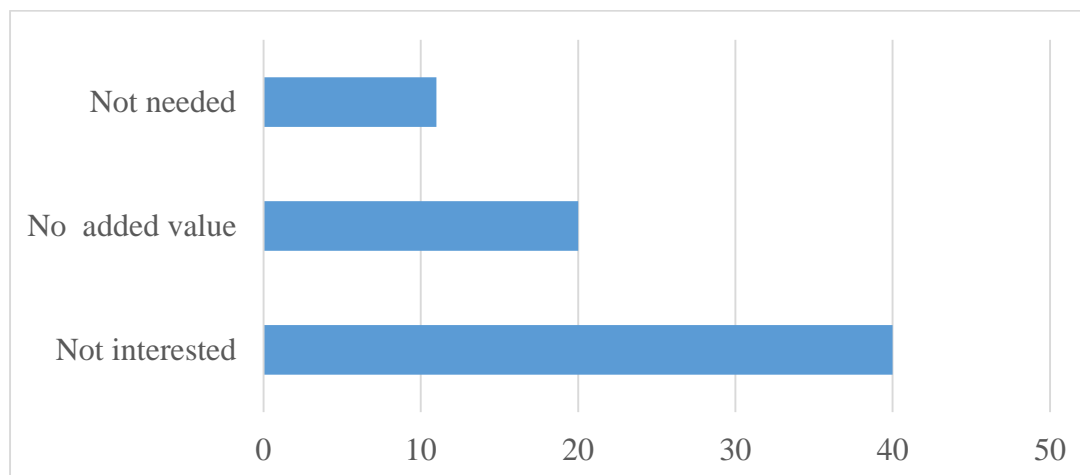


Figure 5 reasons for not attending University Community Day

The findings indicated that, although the majority were aware of the existence of SAUT Community Day, they did not associate it with corporate social responsibility. The majority lack detailed information regarding SAUT community day. Several students have raised concerns regarding the announcements before and after Community Day, noting a deficiency in detailed explanations of its benefits. The absence of information is regarded as a critical factor influencing their decision to abstain from attendance. It is essential to address this issue and offer more detailed information regarding the event's benefits in future communications. The findings align with the studies by Solmonova and Volkonskij (2019), Jelínková, et al. (2021) demonstrating that posters are effective for conveying brief messages but inadequate for delivering extensive information. Also the finding aligns with the conclusions of Mohr et al. (2001) that insufficient knowledge and awareness of an organization's CSR initiatives significantly restrict positive responses to the institution's CSR activities.

Question three: What are public's Perceptions on PR Communication Tools Used to Promote SAUT Community day?

The findings derived from qualitative data elucidate the perspectives of academicians concerning Community Day. Participant 1 noted that while community day organisers effectively utilised public relations tools for promotion, there was a deficiency in corporate social responsibility, as the advertising primarily emphasized sports and academic achievements. Students prioritise doing class assignments over watching sports, while staff and teachers use that time for personal family matters due to a deficiency in engaging content. The results pertain to the investigation of Simic and Sharma, (2022) who underscored that university social responsibility pertains to the capacity of the institution to convey and implement a framework of principles and values to meet the requirements of the university

community. The findings also incorporate the studies of Kouatli (2019) and Gomez-Vasquez, (2014), which indicate the necessity of identifying and planning for University social responsibility.

Participant 2, said outdated approach contributed to low attendance. He said previously the objective was to establish a positive relationship between the college community and the surrounding residents. This goal was set two decades ago when the neighbors were largely unaware of the events taking place at the institution. However last 2022 the University celebrates its 25th anniversary. The neighboring community has grown to include lecturers, students, as well as a few farmers and fishermen, all of whom are now aware of and involved in the University's activities. The organizers of Community Day should continue to enhance their planning strategies and prioritize social responsibility over simply building neighborhood relations.

Participant 3, said low attendance could be attributed to the university's expansion, suggesting a shift towards corporate social responsibility. He recommended inviting stakeholders and offering social services rather than relying on current promotional strategies highlighting sports and academic exhibitions.

When the university started 25 years ago, farmers and fishers were main stakeholders because it was important to let them know what is going on in the university, and expose them with people from different cultures especially students in order to create good neighborhood and ensure peace and harmony within the community. However, farmers and fishers are no longer stakeholders but they are beneficiaries.

She added, currently, the university is supposed to identify stakeholders how will support corporate social responsibility. University neighbors are no longer interested in seeing books and laboratory facilities but the fruits or impact of academic activities. For example, school of laws could provide legal assistance, faculty of business can provide entrepreneurship skills for youth and women surrounding the university, department of tourism can provide education about hospitality and importance of domestic tourism, geography department can provide education about environment and department of journalism in collaboration with cellphone companies could provide skill for farmers on how to use smartphone. The third participant's concerns are aligning with the results of Dahan and Senol's (2012) research, which indicates that universities tend to undermine social responsibility and suggests improvements in this area.

Participant 4 indicated that the Department of Public Relations should assume a role in enhancing the event, framing it as a corporate responsibility initiative. It may require more than one day to effectively serve the community. The findings align with Zhang's (2020) study, which defines the impact of CSR communication as the process and behaviour of conveying relevant practices and information to society to enhance understanding and recognition of social responsibility. The participation of the public relations department in event organisation is likely to enhance participation, as emphasised by Zhou et al. (2013) and Fatma and Rahman

(2015), who noted that increased awareness of USR activities can influence individual attitudes towards the organisation. Participant 5 indicated that the limited budget allocated for organising the community day resulted in diminished participation. He proposed that the University should seek funding to undertake research, the outcomes of which would be advantageous to those in proximity to the university and the broader Mwanza community. The finding aligns with the research conducted by Khare, Raghuwanshi, & Vashisht (2023), which identifies the factors influencing public relations activities and their impact on growth. Financial resources are a crucial element in ensuring the sustainability of social responsibility initiatives.

Participant 6, said the university exerted considerable effort to promote the community day, and the message was effectively conveyed; however, the content and messaging in the public relations materials were insufficient to encourage public attendance. The PRO should consider using the Swahili language to localize events and engage neighbours who are closely associated with the universities. Furthermore, the incorporation of additional activities can help to further engage stakeholders, making them feel valued and integral to the success of the event. This aligns with findings from previous studies examining the impact of University Social Responsibility on the evaluation of universities and the organisational identification of public departments, as noted by Lichtenstein, Drumwright, and Braig (2004); Sen and Battacharya (2001). Nevertheless, contrary to the findings presented in studies (Mohr and Webb 2005; Sen and Battacharya 2001), some respondents express scepticism regarding the idea that Community Day exerts a favourable direct influence on the training session academic performance at SAUT.

Conclusion

In conclusion although Public Relation tools was in high disseminate information about SAUT Media Community Day and reached 93% of respondents only 10% of respondents have adequate information about the events. Lack of detailed information hinder 71% of respondent to attend the event. The findings concluded that despite the disadvantage of PR tool in providing detailed information, lack of significant stakeholders and corporate social responsibility practice in the particular day, cited as a major cause for low participation. University Social Responsibility activities in a Community Day provides the publics a set of new innovative and creative ideas together with acquired experiences from how different departments use to demonstrate their skills in distinct features they used to create and innovate. Moreover, Community Day and other USR activities is suitable for the brand and reputation building to any institution or organization. On the other hand, without strong motivation attending Community Day might still be a dream for many since they think it is the day of resting. The implementation of Community Day attendance relies upon conducive and enabling environment this includes seriousness of the departments, strong budgeting, much event promotion through main streamlining media.

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