

**T.C. KOCAELI UNIVERSITY  
INSTITUTE OF SOCIAL SCIENCES  
DEPARTMENT OF PUBLIC RELATIONS AND ADVERTISING  
DEPARTMENT OF PUBLIC RELATIONS AND ADVERTISING**

**THE USE OF SOCIAL MEDIA IN THE CONTEXT OF THE  
EFFECT OF SOCIAL RESPONSIBILITY PROJECTS APPLIED  
IN EAST AFRICAN COUNTRIES**

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**KOCAELI, 2024**

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**PH.D THESIS**

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**Decision of the Institute's Board of Directors where the Thesis was Accepted  
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**KOCAELİ 2024**

## ABSTRACT

New media is always emerging as a new trend in different periods. When Gutenberg's Printing Machine was invented in the 15th century, everyone was interested in innovations. The same is true for the following inventions in media technologies; the darkroom, the telegraph, the radio, television, and the internet. Now the world speaks digital - the digital age promoted by globalization. The application of digital technologies depends on the political system, economic development, and cultural aspects in different nations worldwide.

As an important part of Public Relations, Corporate Social Responsibility has been given wide girth in the local and international arenas. It is widely argued that for global corporations to succeed in their different publics they have to customize their global strategies and practices in the local settings.

This study analysed how global public relations corporations glocalise their Corporate Social Responsibility projects in East African countries – namely; Tanzania, Uganda, Rwanda, Burundi, and Kenya and integrate the use of social media – specifically Facebook. The sampled global corporation is Coca-Cola.

The study found that Coca-Cola uses Social media platforms in its Corporate Social Responsibility projects. Moreover, the efforts to localise its projects still have much to deliver since most of the messages, especially on CSR use social media in the context of East African Countries. Despite the challenges found in the differences in the political, economic, social, and technological advancement of the countries under the study, the study calls for Corporations to glocalise their Corporate Social Responsibility projects and use social media in the context of areas they are serving to win hearts and minds of their customers.

**Key Terms:** *Social media, Globalisation, glocalisation, International Public Relations, Corporate Social Responsibility (CSR).*

## ÖZET

Yeni medya her zaman farklı dönemlerde yeni bir trend olarak ortaya çıkmaktadır. 15. yüzyılda Gutenberg'in Matbaa Makinesi icat edildiğinde yenilikler tüm toplum için önemli bir etki yaratmıştır. Aynı durum medya teknolojilerindeki karanlık oda, telgraf, radyo, televizyon ve internet gibi buluşlar için de geçerlidir. Günümüzde dijitalden, küreselleşmenin teşvik ettiği dijital çağıdan bahsedilmektedir. Dijital teknolojilerin uygulanması, dünya çapındaki farklı ulusların siyasi sistemine, ekonomik kalkınmasına ve kültürel yönlerine bağlıdır.

Halkla İlişkilerin önemli bir parçası olan kurumsal sosyal sorumluluğa yerel ve uluslararası alanda geniş yer verilmiştir. Küresel şirketlerin farklı kamularda başarılı olabilmeleri için küresel stratejilerini ve uygulamalarını yerel ortamlarda özelleştirmeleri gerektiği yaygın olarak tartışılmaktadır.

Bu çalışma, küresel halkla ilişkiler şirketlerinin Doğu Afrika ülkelerinde Coca-Cola'nın kurumsal sosyal sorumluluk projelerini nasıl küyerelleştirdiklerini analiz etmiştir. Bu bağlamda Tanzanya, Uganda, Ruanda, Burundi ve Kenya'da Coca-Cola'nın sosyal medya hesapları analiz edilmiştir.

Çalışma, Coca-Cola'nın kurumsal sosyal sorumluluk projelerinde sosyal medya platformlarını etkin kullandığını ortaya çıkarmıştır. Özellikle KSS ile ilgili mesajların çoğunun Doğu Afrika Ülkeleri bağlamında sosyal medyayı kullanması nedeniyle, projelerini yerelleştirme çabalarında önemli bir etkisi olduğu görülmüştür. Çalışma kapsamındaki ülkelerin siyasi, ekonomik, sosyal ve teknolojik ilerlemelerindeki farklılıklarına rağmen, şirketlere kurumsal sosyal sorumluluk projelerini küyerelleştirmeleri ve hizmet verdikleri alanlar bağlamında sosyal medyayı kullanmalarının ne denli önemli olduğu ortaya çıkmıştır.

**Anahtar Terimler:** *Sosyal medya, Küreselleşme, küyerelleşme, Uluslararası Halkla İlişkiler, Kurumsal Sosyal Sorumluluk (KSS).*

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## LIST OF ABBREVIATIONS/ACRONYMS

<b>ABB:</b>	<b>Asea Brown Boveri</b>
<b>ACSEE:</b>	<b>Advanced Certificate of Secondary Education Examination</b>
<b>AIDS:</b>	<b>Acquired Immuno-Deficiency Syndrome</b>
<b>AMA:</b>	<b>American Marketing Association</b>
<b>ANON:</b>	<b>Anonymous Nigeria - Community</b>
<b>ANT:</b>	<b>Actor – Network Theory</b>
<b>APEC:</b>	<b>Asia-Pacific Economic Cooperation</b>
<b>ASP:</b>	<b>Afro-Shiraz Party</b>
<b>BAMC:</b>	<b>Bachelor of Arts in Mass Communication</b>
<b>BSR:</b>	<b>Business for Social Responsibility</b>
<b>BTI:</b>	<b>Bertelsmann Foundation’s Transformation Index</b>
<b>CAP.:</b>	<b>Chapter</b>
<b>CBO:</b>	<b>Community Based Organization</b>
<b>CCO:</b>	<b>Cell Change Order</b>
<b>CDP:</b>	<b>Customer data platform</b>
<b>CDP:</b>	<b>Carbon Disclosure Project</b>
<b>CEM:</b>	<b>Country Economic Memorandum</b>
<b>CEO:</b>	<b>Chief Executive Officer</b>
<b>CICCs:</b>	<b>Chinese International Construction Companies</b>
<b>CIPEV:</b>	<b>Commission of Inquiry in Post Election Violence</b>
<b>COMESA:</b>	<b>Common Market for East and Southern Africa</b>
<b>COVID:</b>	<b>Corona Virus Disease</b>
<b>CSEE:</b>	<b>Certificate of Secondary Education Examination</b>
<b>CSOs:</b>	<b>Civil Society Organisations</b>
<b>CSR:</b>	<b>Corporate Social Responsibility</b>
<b>DFID:</b>	<b>The Department for International Development</b>

<b>DPoS:</b>	<b>Delegated proof of stake</b>
<b>DPOs:</b>	<b>Disabled People’s Organisations</b>
<b>DST:</b>	<b>Descriptive Stakeholder Theory</b>
<b>DTI:</b>	<b>British Department for Trade and Industry</b>
<b>EAC:</b>	<b>East African Countries</b>
<b>ESRF:</b>	<b>Economic and Social Research Foundation</b>
<b>EU:</b>	<b>European Union</b>
<b>e-WOM:</b>	<b>electronic Word of Mouth</b>
<b>FAO:</b>	<b>Food and Agriculture Organisation of the United Nations</b>
<b>GEF:</b>	<b>Global Environment Facility of the United Nations</b>
<b>GETF:</b>	<b>Global Environment &amp; Technology Foundation</b>
<b>GIZ:</b>	<b>Deutsche Gesellschaft für Internationale Zusammenarbeit</b>
<b>GPR:</b>	<b>Global Public Relations</b>
<b>GRI:</b>	<b>Global Reporting Initiative</b>
<b>GSP:</b>	<b>Gazi Suleiman Pasa</b>
<b>GTZ:</b>	<b>German Technical Cooperation</b>
<b>HDI:</b>	<b>Human Development Index</b>
<b>H.E.:</b>	<b>His Excellency</b>
<b>HIV:</b>	<b>Human Immuno-deficiency Virus</b>
<b>IABC:</b>	<b>International Association of Business Communication</b>
<b>IBLF:</b>	<b>International Business Leaders Forum</b>
<b>IBs:</b>	<b>Islamic Banks</b>
<b>ICT:</b>	<b>Information and Communication Technology</b>
<b>IUCN:</b>	<b>International Union for Conservation of Nature</b>
<b>IGOs/INGOs:</b>	<b>International Organisations</b>
<b>INGOs:</b>	<b>International non-governmental organization</b>
<b>IPRA:</b>	<b>International Public Relations Association</b>
<b>KFC:</b>	<b>Kentucky Fried Chicken</b>

<b>KOU:</b>	<b>Kocaeli Universitesi</b>
<b>KSS:</b>	<b>Kurumsal Sosyal Sorumluluk</b>
<b>MA:</b>	<b>Master of Arts</b>
<b>MDG's:</b>	<b>Millennium Development Goals</b>
<b>MKUKUTA: Tanzania</b>	<b>Mkakati wa Kukuza Uchumi na Kupunguza Umaskini</b>
<b>MNCs:</b>	<b>Multi-National Corporations</b>
<b>MSD:</b>	<b>Medical Store Department</b>
<b>MUM:</b>	<b>Muslim University of Morogoro</b>
<b>NAFTA:</b>	<b>North American Free Trade Agreement</b>
<b>NGO:</b>	<b>Non-Governmental Organisation</b>
<b>NSGRP:</b>	<b>National Strategy for Growth and Reduction of Poverty</b>
<b>ÖĞR.:</b>	<b>Öğrenci</b>
<b>PCSR:</b>	<b>Political Corporate Social Responsibility</b>
<b>PEPFAR:</b>	<b>President's Emergency Plan for AIDS Relief</b>
<b>PLM:</b>	<b>Project Last Mile</b>
<b>PPE:</b>	<b>Personal Protective Equipment</b>
<b>PR:</b>	<b>Public Relations</b>
<b>PRO:</b>	<b>Public Relations Officer</b>
<b>PSI:</b>	<b>Private Sector Initiative</b>
<b>RAIN:</b>	<b>Replenish Africa Initiative</b>
<b>RANU:</b>	<b>Rwandese Alliance for National Unity</b>
<b>ROI:</b>	<b>Return of Investment</b>
<b>RPF:</b>	<b>Rwandese Patriotic Front</b>
<b>RPF:</b>	<b>Rwandese Patriotic Front</b>
<b>SBP:</b>	<b>Small Business Project</b>
<b>SEO:</b>	<b>Search Engine Optimisation</b>
<b>SMEs:</b>	<b>Small and Medium Entrepreneurs</b>
<b>SNCs:</b>	<b>Super-National Corporations</b>

<b>SAP:</b>	<b>Structural Adjustment Programme</b>
<b>SP:</b>	<b>Sponsored</b>
<b>T.C.:</b>	<b>Turkiye Cumhuriyet</b>
<b>TANU:</b>	<b>Tanganyika African National Union</b>
<b>TBL:</b>	<b>Triple-Bottom-Line-Approach</b>
<b>TCCC:</b>	<b>The Coca-Cola Company</b>
<b>TEMA: Varlıkları</b>	<b>Türkiye Erozyonla Mücadele, Ağaçlandırma ve Doğal Koruma Vakfı</b>
<b>TURKB:</b>	<b>Tanzania, Uganda, Rwanda, Kenya, and Burundi</b>
<b>TURMEPA:</b>	<b>Turkish Marine Environment Protection Association</b>
<b>UK:</b>	<b>United Kingdom</b>
<b>UNAIDS:</b>	<b>United Nations Acquired Immuno-Deficiency Syndrome</b>
<b>UNDP:</b>	<b>United Nations Development Programme</b>
<b>UNEP:</b>	<b>UN Environmental Programme</b>
<b>UNGC:</b>	<b>United Nations Global Compact (GRI)</b>
<b>UNIDO:</b>	<b>United Nations Industrial Development Organisation</b>
<b>USAID:</b>	<b>United States Agency for International Development</b>
<b>USD:</b>	<b>United States Dollar</b>
<b>WADA:</b>	<b>Water and Development Alliance</b>
<b>WASH:</b>	<b>Water Sanitation and Hygiene</b>
<b>WB:</b>	<b>World Bank</b>
<b>WBCSD:</b>	<b>World Business Council for Sustainable Development</b>
<b>WHO:</b>	<b>World Health Organisation</b>
<b>WoM:</b>	<b>Word of Mouth</b>
<b>WWW:</b>	<b>World Wide Web</b>
<b>YDV:</b>	<b>Yeni Dünya Vakfı</b>
<b>YÖK:</b>	<b>Yükseköğretim Kurulu</b>
<b>YTB:</b>	<b>Turkiye Burslari</b>

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## INTRODUCTION

Every era has its new media. New media is always emerging as a new trend in different periods. When Gutenberg's Printing Press was invented in the 15<sup>th</sup> Century everyone was interested in the innovation. The same applied to the following inventions in media technologies; from camera obscura, the telegraph, the radio, and television, to the internet.

Now the world is speaking digital – the digital age stimulated by the globalization process. The application of digital technologies depends on the political system, level of economic development, and cultural aspects of different democracies in the world. The uses of Public Relations activities by Global Corporations have been dancing to the same tune and hence influence dynamism in how Public Relations is performed in different countries.

As the world is adopting new media technologies in information and communication activities, Public Relations is one of the professions that are expected to be at the forefront in reaping the benefits of the coming and development of new media technologies especially in developing countries like East African countries (Palaci, & Ozgen, 2020; Yang, & Saffer, 2018; Bilbil, & Günler, 2017; Sarah, & Shaul, 2016; Ozel & Yilmaz, 2014a, 2014b; Wissinger, 2007a, 2007b). This is because practitioners have been taken into the current social trends, technologies, cultural phenomena, and new communication trends as well as responding to sundry local and global audiences as clearly stated by Edwards, (2018).

Corporations worldwide are performing their activities using both conventional media and new media. Social media users, however, have recently been given a wide cinch due to the encroachment of the Information and Communication Technology (ICT) behind the mainstream/traditional media as clearly accorded by Bilbil & Gunler, (2017), Wang & Yang, 2017; Sriramesh, 2017; and Wright & Hinson, (2017 & 2009). This is due to the increase in their global community penetration through globalization

as supported by Rhee & Sung, (2013). This has become a more influential tool because more people, even in developing countries, have access to the Internet.

Global Corporations are using Public Relations' core activities such as Corporate Reputational Management, Corporate Brand/Identity Management, Corporate Sponsorship, and Corporate Social responsibility as asserted by Ozel, & Yilmaz, (2014a, 2014b). Corporate Social Responsibility is one of the fundamental activities of modern Public Relations, which is voluntary as supported by Ruggie, (2018). It has been among the very important activities in setting a good groundwork for the government, communities being served by the corporations, and other stakeholders.

Also, it has been explained that the global extension of Corporate Social Responsibility in recent decades has been impressive despite much discussion on its efficiency – especially whether the corporations are responsible for the social and environmental cost of their activities. It has been added that Global Corporate Social Responsibility frameworks such as the United Global Compact and the Global Reporting Initiative include thousands of business participants across multiple countries and industries, and draw wide support from governments and civil society organizations (Tsuitsui & Lim (2015: p.1).

Corresponding to the rising global profile of Corporate Social Responsibility which has attracted scholars from different parts of the world, this study sees the importance or rather the urgency of investigating how Global corporations use Corporate Social Responsibility activities in the five East African countries in line with the widespread use of social media.

Contemporary use of Corporate Social Responsibility practices by global corporations is chiefly coerced by two factors: first; the global nature of the contemporary efforts – whereby debates believe that Corporate Social Responsibility involves global tribulations that necessitate global elucidations, and second; the global growth of Corporate Social Responsibility thoughts and practices as echoed by Tsuitsui & Lim (2015: p.3).

On the other hand, screening Corporate Social Responsibility as a core element of the social parameter of the financial system, whether that parameter originates from government policies, taken-for-granted organizational models, or stakeholders of the corporation as described by Tsuitsui & Lim, (2015). The authors suggest Corporate Social Responsibility both in developed and developing countries highlighting that much emphasis was on developing countries to analyse more of the trends of Corporate Social Responsibility. This has added more eagerness to the justification of this study.

This study has, therefore, studied how global corporations are working in East African countries. The Corporation that has been used is Coca Cola while social media highlighted were – Facebook, Twitter, and Instagram with a major focus on Facebook. Selected countries were Tanzania, Uganda, Rwanda, Kenya, and Burundi.

This study has logically arranged its content into three chapters from exploring all important areas needed to conceptualize, different theories, arguments concepts, and methodologies from different scholars, the rationale of the study, the methodology of the study to the results of this study. The three major chapters are as follows:

Chapter one comprises Globalisation, Glocalisation, International Public Relations, Glocalization in the Context of International Public Relations, and Public Relations Policies and Strategies Effective in Glocalization.

Chapter two - “Effective Social Responsibility Projects on Globalisation” is a continuation of exploring the ideas, and points of view from diverse scholars. It has been broken down into smaller parts: the Concepts and Practice of Corporate Social Responsibility; Factors and Dimensions of Corporate Social Responsibility; Corporate Social Responsibility Communication; Pros and Cons of Corporate Social Responsibility; and lastly, Global Corporations’ Corporate Social Responsibility Projects in East African countries.

Its last chapter which is titled “Uses of Social Media in the Context of the Effect of Social Responsibility Projects Applied in East African Countries”, is comprised of

the purpose and Importance of the study; The Universe and Sample of Research; Research Hypothesis; Related studies; Research Methodology, and Research Results. Six hypotheses were developed and tested, these included: Global Corporations' Corporate Social Responsibility projects in East African countries have been localized; Coca-Cola Company Limited is involved in various Corporate Social Responsibility projects in Tanzania, Uganda, Rwanda, Kenya, and Burundi; Coca-Cola is using social media to engage in Corporate Social Responsibility projects in Tanzania, Kenya, Uganda, Rwanda, and Burundi; Like other Global Corporations, Coca-Cola uses Facebook more than other Social Networking sites in its engagements with its customers; and that Global Corporations' or Multinational companies' Corporate Social Responsibility projects in East African countries differ with other countries in the world. These hypotheses have been tested to assess the use of social media in the context of the effect of social responsibility projects applied in East African countries.

The concepts and theories that have been discussed in the previous chapters have been shown, analyzed, and interpreted, and findings have been presented on the objective of the study - Use of Social Media in the Context of the Effect of Social Responsibility Projects Applied in East African Countries.

The last part of this chapter is the research results after assessing the accessed information. The results are responses to the objectives and hypotheses of the study. Hypotheses included; Global Corporations' Corporate Social Responsibility projects in East African countries have been localized; Coca-Cola Company Limited is involved in different Corporate Social Responsibility projects in Tanzania, Uganda, Rwanda, Kenya, and Burundi. Coca-Cola is using social media to engage in Corporate Social Responsibility projects in Tanzania, Kenya, Rwanda, and Burundi; Like other Global Corporations, Coca-Cola uses Facebook more than other Social Networking sites in its engagements with its customers; and Global Corporations' or Multinational companies' Corporate Social Responsibility projects in East African countries; Tanzania, Uganda, Rwanda, Kenya, and Burundi differ with others.

In fact, in assessing the corporate social responsibility projects as discussed in the content; the six dimensions were used to analyze the uses of Corporate Social Responsibility projects. These included: Environmental Stewardship; Philanthropic Contribution; Educational Commitments; Community/Employee Involvement; Public Health Commitments and Sponsorship of Cultural/Sports Activities.

The analysis trickled down to observe the engagement of Coca-Cola using Facebook posts – eyeing one of the six categories of Corporate Social Responsibility practices, Health Commitment in the three sampled countries; Tanzania, Kenya, and Uganda.

## **CHAPTER ONE**

### **GLOCALIZATION IN THE CONTEXT OF INTERNATIONAL PUBLIC RELATIONS**

The period of globalization, characterized by the swift integration of economies, cultures, and communication networks across national boundaries, has brought about a substantial transformation in the field of international public relations (IPR). "Glocalization" has become an essential tactic for firms as they attempt to navigate this difficult environment. A combination of "globalization" and "localization," "glocalization" is the process of modifying global tactics to suit local circumstances. The intricacies of glocalization within IPR are explored in this chapter, along with its practical applications, theoretical foundations, and practitioner implications.

This chapter which acts as an entry point for this study includes the concepts and practices of Globalization, and Glocalisation. Moreover it discusses how glocalisation is conducted in the context of Public Relations. The chapter also demonstrates the detailed information on the policies and strategies of Public Relations in glocalisation.

#### **1.1 GLOBALISATION**

Over the past few decades, globalization—a complex and dynamic process—has significantly changed the face of the planet. Fundamentally, globalization is the term used to describe how markets, cultures, and communities around the world are becoming more interconnected and dependent on one another.

The quick movement of commodities, services, information, and ideas across international frontiers has been made possible by advancements in communication, transportation, and technology. Globalization has left its mark on many facets of daily life, from the ubiquitous availability of foreign news and cultural items to the predominance of global brands and multinational enterprises.

This section in chapter one which is among the important variables in this study comprises two subsections namely; concepts and practice of globalization and phases of globalization. These two areas provide a strong foundation for this study by highlighting the historical background, development, and practicability of globalization in cherishing Public Relations practices in the world.

### **1.1.1 Concepts and Practice of Globalisation**

The concept of globalization can be traced back to human civilization; however, the word globalization itself was not very popular until the integration of world dwellers, especially in the 1990s. Various scholars and institutions defined, argued, criticized, and discussed globalization using different forums.

The word globalization has been derived from the term globe which has been defined - as anything more or less spherical but it is used specifically for the planet Earth when preceded with the article 'the'. Thus, to globalize means to figure a globe or amalgamate it into a solitary globular collection. In the other way, globalization requires that the whole world must see itself as a solo society with a worldwide destiny (Albrow & King, 1990; Robertson, 1992; Bauman, 1998; Steger, 2013; Osterhammel & Niels, 2005).

Bauman (1998) offered a critical and complex analysis of globalization. He saw it as a deep and complex shift impacting the social, cultural, and political facets of life rather than just an economic or technological process. The salient features of Bauman's definition of globalization are as follows:

**Interconnectedness and Interdependence:** According to Bauman, globalization has produced a world in which decisions and actions in one area can have a big influence on others that are far away. The interdependence of nations, economies, and cultures increases as a result of this interconnection.

**Unequal Distribution of Benefits and Burdens:** Bauman was especially worried about how the benefits and drawbacks of globalization were distributed differently. He made the point that while some locations, organizations, and people profit enormously from the global flows of wealth, knowledge, and technology, others are left out or negatively impacted. This difference creates a gap between the rich and the poor on a worldwide scale.

**Mobility and Liquidity:** More mobility as well as the "liquidity" of capital, goods, people, and information is two characteristics of globalization. The "solidity" of the past, when social and economic structures were more dependable and stable, is in contrast to this liquidity. Traditional borders and barriers are becoming more dissolved or blurry in today's fluid society.

Bauman also emphasized the idea of time-space compression, which is the idea that time is compressed and distances are shortened as a result of rapid technological development and change. This causes people to feel as though the world is smaller and more immediate, which changes how they perceive and engage with global processes.

**Cultural Homogenization and Hybridization:** He admitted that globalization may result in cultural homogenization, in which dominant global cultures—largely influenced by the West—overshadow regional traditions. He was aware of the possibility of cultural hybridization, in which local and global components combine to produce fresh, original forms of culture.

**Risk and Uncertainty:** According to Bauman, there is a greater risk and uncertainty as a result of globalization. The quick and erratic shifts resulting from global interconnection can make people feel unstable and insecure, which can have an impact on people's lives both individually and collectively.

Consumer Society: According to Bauman, globalization creates a society where purchase patterns increasingly define social position and identities. Global media and markets fuel consumption, which shapes people's aspirations and lives everywhere.

Generally, according to Bauman (1998), globalization is complicated, and multidimensional, and has a significant impact on social structures, cultural identities, and people's daily lives. He draws attention to the disparities and uncertainties that come with global processes, providing a crucial lens through which to see the dynamics of the contemporary world.

Bauman's definition of globalization has been supported by Bhagwati (2004) who provides a thorough and fine distinctive analysis of globalization, concentrating mostly on its economic aspects. Bhagwati offers strong support of globalization contending that, when handled properly, it can be a tremendous driver for economic growth and the reduction of poverty. This was also indicated by Robertson, (1994).

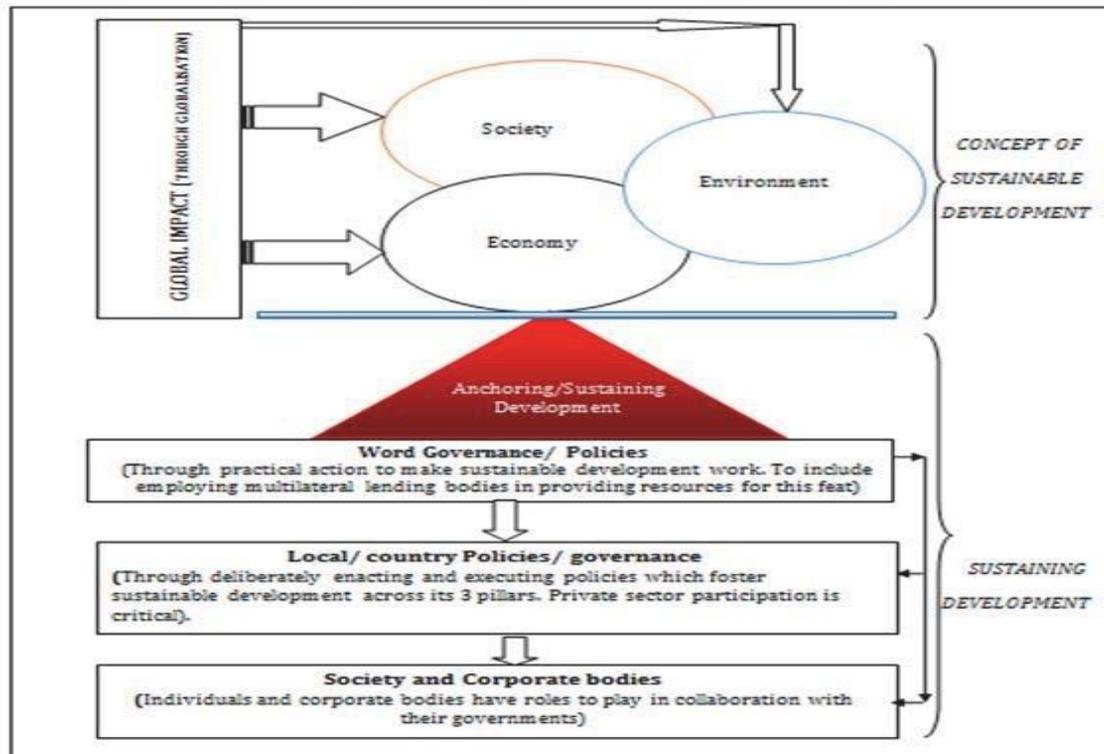
Globalization is said to have begun as a slow but sure progression (Robertson, 1994; Stiglitz, 2002 & 2007; Sriramesh, 2007). It is argued that the term globalization is widely spoken in every part of the world as Stiglitz (2007) says that globalization is the closer integration of the countries of the world which entails more interdependence and requires collective action. Globalization includes dimensions such as; the International flow of ideas and knowledge, sharing of cultures, global civil society, and the global environmental movement. The author also asserts that globalization has its benefits and losses to citizens of the world in all walks of life, especially in economics as he says that most developed countries gain while most developing countries lose from globalization (Stiglitz, 2002: p.4).

Abioje (2007: p.306) also reveals that the perception came into sight in the last decade of the 20<sup>th</sup> century when onlookers began remarking on how connected the world was becoming. He adds that the origin of globalization should be sketched to the early European breakthroughs that saw European supremacies arriving at the various

continents and that the eve of the globalization process gave birth to the trans-Atlantic trade from Africa to the Americas to Europe. The author further reveals that world dwellers are now living in a world telling on their television screens or computer terminals as they happen and impact daily lives as never before. This has resulted in consumption patterns, culture, eating habits, and diseases no longer being isolated to the places where they originate.

Position itself from an African perspective reports describe that there have been spectacular shifts in the progress of people from Africa to all corners of the world which have resulted in learning different cultural, political, social, religious, economic, and other human relations as well described by Makasi & Govender (2015) and Achmad & Hamzain, 2016).

**Figure 1.1: How development can be sustained through Globalization**



Source: An extract from Makasi and Govender (2015: p.20)

The word global literary means worldwide, international, total, comprehensive, inclusive, overall, large scale, macro, etc Globalization, is, therefore, a situation whereby an idea, service, good, news, culture, belief, politics, technology, information or anything else is regarded as the same worldwide or is considered the same internationally or it has a worldwide effect. We are referring to the situation where the geographical boundaries are ignored as if they do not exist and business goes as if the world is just one village. People of the world are following the same culture, beliefs, way of life, technology, political system, language, etc. Simply people of the world are dancing to the same tune, sometimes, without knowing, who is playing it, why, and for whose benefit (Albrow & King, 1990; Robertson, 1992; Bauman, 1998; Steger, 2013; Osterhammel & Niels, 2005).

Shao, (2004) defines globalization as the phenomenon that countries of the world are being drawn closer to each other, through the process of integration, economically, politically, culturally, and technologically. The time and space equation has been compressed by technology and communication, and information can proceed faster than ever before. Shao underlines the importance of technology and communication to globalization. The author argues that the two have contributed very much and to a large extent to make the world like a village by compressing time and space which have historically been the greatest obstacles. The author is quite right. When we discuss globalization today, we cannot underestimate the role played and being played by technology and communication, and for our purpose, freedom of expression is very much linked to and cannot be separated from communication and technology.

For Wangwe, (2002) globalization is associated with the rapid advances in technology, growth of world trade and competition and policy changes towards economic liberalization. He concludes by saying, globalization is therefore trade-driven, technology-driven, and policy-driven. Wangwe (2002) further argues that one of the motives behind this integration is to enjoy the economic, cultural, political, and social benefits expected to be realized from globalization. Globalization means more integration of different parts of the world into a global village. Wangwe, (2002; 2004)

shares the same view as Shao on the role played by technology in globalization but he adds other two elements, i.e. trade and policy. According to him, apart from technology, trade, and policy have been behind globalization.

This argument also is supported by other authors who ventured to discuss globalization. Chachage, (2005) once argued that globalization is an agent of economic liberalization and went further to criticize Western countries for using globalization to attain their economic dominance over poor countries. Here Chachage and Wangwe are talking about the same issue but from angles. They both relate globalization to economic and trade policy but one analyzes more on policy (Wangwe, 2004) while the other (Chachage, 2004) criticizes the economic evils associated with it. Shivji, (2006) without missing a word, says, that globalization is the new form of imperialism, whereby capital must go beyond geographical borders to sustain its economy.

These renowned scholars, at least, agree on the fact that globalization is more world interaction in terms of trade, economy, politics, culture, society, sports, etc. They also agree that technology, especially communication; has played a key role in globalization.

Globalization therefore refers to engagements in both the concentration and extent of international dealings and hence an international operation is a good measure of globalization. The international connections in every sector have been there since the time of explorers but now these international dealings have been intensified and are done to a huge point. There is no argument that international dealings have increased and technology is making such an increase simple and contemptible, as a result, the movement amplifies.

Globalization is the same with the growth of global corporations /corporations, whose major operations go beyond national limits. In other words, it is a multinational conglomerate augmentation, and its activities are ahead of the geographical limits on which they have a major office to be equal with globalization. The same has been

reflected by Robertson, (1992); Bauman, (1998); Steger, (2013); Chachage, (2004); Osterhammel & Niels, (2005); Shivji, (2006); and Stiglitz, (2007).

Koda & Kiduanga, (2004) define globalization as interdependence and joining together into a single global barrier. They further express globalization in several ways such as trade and financial liberalization, internationalization of production, distribution, and marketing, and free flow of factors of production. Interdependence is part and parcel of globalization, though not necessarily interdependence with equality. It may be at the expense of one part. This is the fact with globalization where the poor countries are reduced to a consumer and markets for the developed countries' goods and services.

Globalization increases interactions and interdependence between countries through a range of aspects such as: ideology, economics, trade, finance, directs investment, politics, social, sports, etc. To facilitate the interactions, the use of technology and the removal of 'borders' and "barriers" are necessary.

Globalization as a concept may be new but as a system, it is an old phenomenon Tandon, (2009) defines it as a continuation of the major wave of world history that includes exploration, slave trade, industrialization, colonization, decolonization, neo-colonization, imperialism, economic liberalization, etc., therefore, we should expect another form of globalization in future. It is not certain in which shape it will come but with this evolution, anything may happen.

Various countries and different people within the countries are affected differently by globalization depending on the stage and the level of their economic situations and how are they exposed to globalization. These are some of the general effects of globalization; Marginalization not only Economic but also in ethnic, gender, racial, employment, and social conflicts. Free Trade is an illusion. Rich countries have their interests differently from those stated in globalization documents. In most cases, the interest is not to reduce poverty in poor countries but rather to exploit and maximize their profit.

It is also argued that "globalization" is used to express the resolve and optimism of global order-making heralded as offering increased money, information, and people mobility that is advantageous to all. Recent technical advancements, most especially the Internet, seem to have sealed the fate of globalization for humanity. However, nobody appears to be in charge. In this comprehensive history of globalization, Bauman (1998) demonstrates that although human affairs now occur on a worldwide scale, we are powerless to control events and can only observe as borders, institutions, and allegiances change quickly and arbitrarily. Who gains from the current wave of globalization? Are those in need receiving assistance more swiftly and effectively? Or are the impoverished in worse shape than before? Will employment disappear in a globalized economy?

Privatization of industries in developing countries leads to retrenchment because new foreign management comes with their workers. The situation results in unemployment. Privatization and selling off public enterprises led to an environment that is surrounded by a lack of transparency, honesty, growing corruption, and breaches of original contracts: For example, companies producing goods use corruption to be accepted to run business (Kjell & Isinika, 2010).

These economic and political reforms imposed on African countries are not accepted by the people hence causing numerous strikes such as workers' strikes, public demonstrations, and slow down of food production – examples of countries affected included Kenya, Tanzania, Uganda, Zimbabwe, and Sudan where deterioration of norms, values, and culture was evident (Stiglitz, 2007). The author further argues that with the development of international networks especially the international system, for example, the spread of drugs and cinemas exposes youth to different norms and values which ultimately increase crime. Youth abandon their norms, values, and culture in favor of the globalized culture. But the truth is that there is nothing like globalized culture, norms, or values.

The internationally acclaimed economist Bhagwati (2004) has faced the skeptics of globalization, demonstrating that, when properly managed, globalization is the most potent force for social good in the modern world. Bhagwati is known for both the clarity of his reasoning. He defies critics' "gotcha" instances by demonstrating, through his unmatched understanding of international economics, that many of the issues attributed to globalization are mitigated by it. In an impoverished country, for example, globalization rapidly decreases child labor and raises literacy rates because, with enough money, parents send their kids to school rather than the workplace.

### **1.1.2 Phases of Globalisation**

As Osterhammel & Paterson (1992) and later on supported by Shao, (2004), globalization has four phases: 14<sup>th</sup> to 16<sup>th</sup> century, 19<sup>th</sup> century to the middle of the 20<sup>th</sup> century, from the 1960s to the 1980s, and from the 1980s to date. The authors have described the phases as follows:

Phase 1 - (14<sup>th</sup> to 16<sup>th</sup> Century)

This phase of globalization was characterized by the slave trade, characterized by the accumulation of capital, and the looting of natural and human resources.

Phase II - (started from the middle of the 19<sup>th</sup> Century to the middle of the 20<sup>th</sup> Century)

This phase was characterized by Colonialism. The big nations such as Britain, France, Italy, Germany, and others had colonies.

Phase III – (from the 1960s to the 1980s)

This phase was featured by neo-colonialism. Former colonies formed a new system of trade which was characterized by a debt system and transfer of technology. This argument was also echoed by Shivji (2006).

Phase IV – (from the 1980s to date)

This is the highest stage of globalization which is featured by the development of information and communication technology, free movement of people, the spread of ideas and ideology, free-market economy, and economic stimulus packages designed and imposed by international institutions such as Structural Adjustment Programme (SAP) (Stiglitz, 2002; 2007).

However, Sriramesh, Rhee & Sung, (2013) argue that beyond the novelty of the terminology, globalization has significantly influenced public relations practice, and hence one can strongly query whether globalization is new adding that globalization may be traced back to human history.

It has been also submitted that Multinational corporations are the agents of globalization and are affected in ways they may or may not like. This realism emanates from the fact that multinational corporations have numerous subsidiaries of which some benefit while others do not (Blomkvist, Kappen, & Zander, 2018).

The cultural aspect of globalization has been given special attention to the extent that if global corporations want to flourish they have to engage themselves in a cross-cultural business or glocalization - referring to localizing global branding, messaging, corporate values, and marketing; process engineering; and time orientation (Curtin & Gaither, 2007). The authors emphasize that local issues are different: geostrategic, economic, cultural, political, historical, and social though a common denominator is that practitioners have to rethink the new ways of applying the new trends. Public Relations practice in global corporations in a globalized public can, therefore, be by including overseas experience, deep self-awareness, sensitivity to cultural diversity, humility, life-long curiosity, global strategic thinking, and patiently impatient while strategizing public relations activities for better achievement.

Scholars (Kickbusch, Ilona, et al. 2002; Inhorn, et al., (Eds.), 1997; Woodward, Drager, Beaglehole, & Lipson, 2001; Lee, Kelley, et al. (Eds.), 2002; and Labonté,

Ronald, et al. (Eds.), 2009), have gone further highlighting the impact of globalization in the health that the sector was greatly impacted by globalization in the late 20<sup>th</sup> century, with several significant developments signaling its entry and subsequent influence. Moreover, they described some pivotal moments and trends of globalization in the health: First, the Early Influence (Post-World War II); the World Health Organization (WHO), founded in 1948, was instrumental in promoting global health initiatives, standardizing health practices, and coordinating international responses to health crises. Early international health conferences also laid the foundation for future global health cooperation and information exchange.

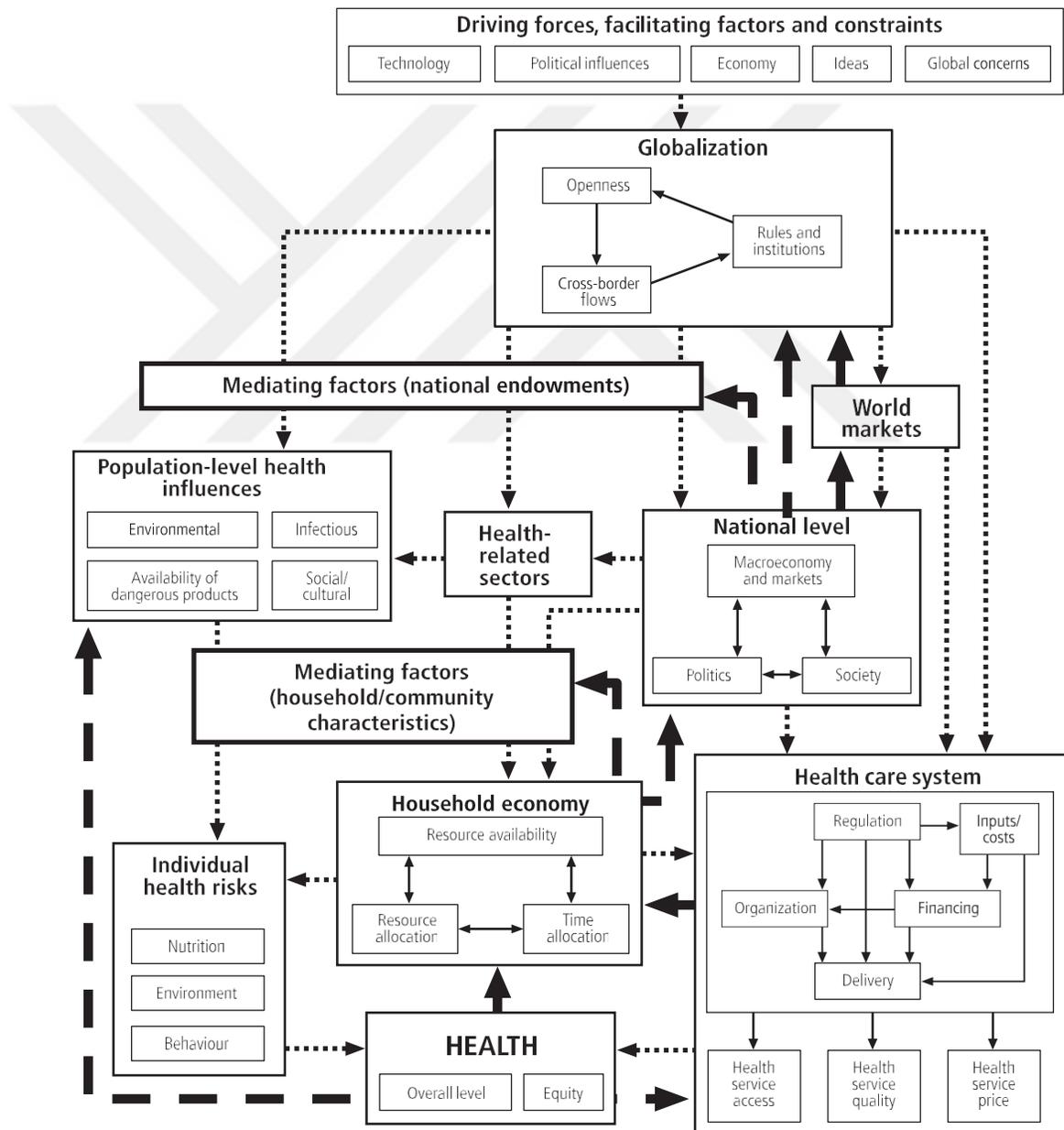
Second, the expansion of international trade and travel during the 1980s and 1990s accelerated the rise in migration and travel internationally, which in turn aided in the fast cross-border spread of diseases. This underscores the necessity of international health surveillance and collaboration. This was also seen in the pharmaceutical industry, which generated concerns about drug prices and intellectual property rights while simultaneously increasing access to medications and medical technologies globally.

Thirdly, the 1990s and 2000s saw the emergence of global health initiatives, including the Global Fund to Fight AIDS, Tuberculosis, and Malaria (2002), UNAIDS (1996), and the Global Polio Eradication Initiative (1988). These initiatives represented major attempts to address global health challenges through international cooperation. Furthermore, it is asserted that after realizing the significance of health for economic development, the World Bank and IMF started to emphasize health more in their development agendas.

The last factor that has accelerated telemedicine and digital health is the Digital Revolution and Information Exchange (2000s–Present). Technical advancements in this field made telemedicine possible, enabling remote diagnosis and treatment and filling up gaps in healthcare access. Additional initiatives during this phase included big data and health analytics, which emphasizes using big data and health analytics to improve the ability to track and predict health trends globally, facilitating more effective public

health interventions, and global health surveillance, which enabled systems like the Global Outbreak Alert and Response Network (GOARN) and thereby improved global disease surveillance and response capabilities.

**Figure 1.2: The impact of globalisation to Health sector**



**Source: Woodward, Drager, Beaglehole, and Lipson (2001)**

## **1.2 GLOCALISATION**

This section entails the understanding of glocalization in relation to globalization as another important variable in this study. It involves; concepts and practices of glocalization highlighting on its advantages and disadvantages; and the differences between glocalization and globalization.

### **1.2.1 Concepts and Practice of Glocalisation**

Glocalization is an amalgamation of the two words - globalization and localization. The former is the variation of a product or service to meet the needs of a particular way of living of people while the latter - glocalization is used to portray a product or service that is developed and allocated worldwide but is also fiddled with to have room for the user or consumer in a confined market (Bauman, 2000; Roudmetof, 2009).

As the two major approaches of International Public Relations apply – Ethnocentric and Polycentric, globalization emphasizes the use of policies or strategies that fit the particular communities according to their cultural, socio-economic, socio-political, and the advancement of science and technology especially ICT (Roudmetof, 2009).

The cultural aspect of globalization has been given special attention to the extent that if global corporations want to flourish they have to engage themselves in a cross-cultural business or glocalization - referring to localizing global branding, messaging, corporate values, and marketing; process engineering; and time orientation (Bauman, 2000; Curtin & Gaither, 2007; Roudmetof, 2009).

Curtin & Gaither, (2007) further emphasize that local issues are different: geostrategic, economic, cultural, political, historical, and social though a common denominator is that practitioners have to rethink the new ways of applying the new trends. Public Relations practice in global corporations in a globalized public can, therefore, include overseas experience, deep self-awareness, sensitivity to cultural

diversity, humility, life-long curiosity, global strategic thinking, and patiently impatient while strategizing public relations activities and Corporate Social Responsibility in particular, for better achievement.

The glocalization process can be costly and resource-intensive. To reach markets in other countries, the corporation may have to set up an ancillary, or on the other hand, the corporation can get hold of an accessible corporation in the target market (Kraidy, 2005). Normally the corporation confines advertising campaigns to make it friendlier to local consumers. For example, Coca-Cola may also sponsor not only global but also local sports dealings geared to increase consciousness and approval among local customers.

Glocalization tenders a wide range of benefits to both Multinational companies and the respective countries. These include an increase in chances of success; driving innovation; increasing sales; creating more jobs for the natives; increasing productivity; as well as increasing access to goods and services. As applied to any dealing, glocalization brings not only a positive impact but also risks. Among the disadvantages of glocalization are: requires large investment and resources; local market resistance; and Shutting down local businesses (Bauman, 2002; Bhagwati, 2004; Kraidy, 2005).

Glocalization is normally adopted by large transnational corporations - their being there boosts rivalry and forces prices down. However, since they have muscles and better wealth than local corporations, they have a better likelihood to control the local market. Local entrepreneurs normally close their businesses since they cannot contend with corporations from overseas.

### **1.2.2 The differences between glocalisation and globalisation**

The process of greater interconnectedness and interdependence between nations, economies, cultures, and communities on a worldwide scale is referred to as globalization (Robertson, 1995; Bauman, 2000; Roudmetof, 2009). It entails cross-border trade in products, services, ideas, information, technology, and culture. The expansion of

multinational firms, cross-border commerce, financial flows, and cultural uniformity are frequently linked to globalization as it has been aptly discussed above.

On the other hand the term "glocalization" refers to the process of adapting global goods, services, or concepts to local settings or combining local and global influences (Kraidy, 2005). It recognizes that although ideas and things are exchanged globally, how they are received and put into practice varies greatly based on regional preferences, customs, and culture. Glocalization is the process of modifying international goods and services to conform to regional customs, tastes, and preferences.

Globalization majorly emphasizes product consistency which means producing a product or service for use around the world without adapting it to local tastes while on the other hand, glocalization is working in overturn (Kraidy, 2005). Even though both approaches goal the international market, the corporation adapts its products to local flavors or desires. In its place of creating a standard carte du jour for all and sundry in diverse countries, it prepares the carte du jour according to local flavor or desires.

Generally, the differences between glocalisation and globalization lie on four factors – focus, cultural approach, business strategy, and impact on local cultures. On focus, glocalization stresses local adaptation within a global framework, whereas globalization stresses global integration and uniformity while on cultural approach glocalization encourages cultural sensitivity and customization, while globalization frequently results in cultural standardization. Moreover, considering business strategy factor, glocalization is the process of modifying products and processes to suit regional conditions and tastes, whereas globalization entails standardizing products and procedures across all markets. And lastly glocalization seeks to maintain and integrate local cultural features, while globalization occasionally has the opposite effect of weakening local cultures impact on local cultures (Bauman, 2000; Roudmetof, 2009).

### **1.3 GLOCALIZATION IN THE CONTEXT OF INTERNATIONAL PUBLIC RELATIONS**

In stretching their services and goods to the public, corporations, both governmental and non-governmental need to adopt strategic communication techniques and media relations which are among the tasks of the public relations profession. Public Relations is a part-and-parcel of the corporate culture of most larger enterprises where the organizations use it to provide their information on their goods and services in a skillful manner through corporate communications such as press statements, press releases, social media posts as well as website content.

Public Relations has been discussed for years by several scholars and hence there is no single definition on the same. Rex F. Harlow provided a more complex definition using 472 definitions which is useful both in Public Relations concepts operations (Sachdeva, 2009: p.4). He defines Public Relations as a unique management function that aids in the creation and maintenance of channels of communication, understanding, acceptance, and cooperation between an organization and the general public; deals with the handling of problems or issues; assists management in staying aware of and responsive to public opinion; defines and highlights the management's duty to serve the public interest; assists management in staying aware of and making effective use of change, acting as an early warning system to help anticipate trends; and relies primarily on research and ethical and sound communication.

However, as fervently argued by Public Relations academic circles, practitioners, and professionals for decades as stipulated in discussions by Duhe, (2012), Okay & Okay, (2016); and Wright & Hinson, (2017) to mention but a few, the explanations have the expertise, practice, personal, and ordinary intellectual ancestry and have been invented, re-invented, argued, discussed, developed, and modified over decades.

Since these definitions normally become bewildering and keep people ignorant of what public relations is all about, it is then recommended that the weight not be put on questions of definition only.

In this regard, therefore, there is a need to be more holistic, in conceptualizing Public Relations and understand Public relations as the planned communication that diverse types of organizations make use of for establishing and maintaining symbiotic relationships with pertinent publics many of whom are more and more flattering culturally diverse (Sriramesh & Verčič, 2009).

Public Relations can be majorly separated into two approaches - proactive and reactive. In the world of Public Relations, being proactive instead of reactive could determine whether an organization thrives or dies. Proactive Public Relations is associated with strategic planning, whereas reactive Public Relations consists of a piecemeal approach to addressing problems and opportunities (Heath, 2005: p.642).

It has been urged that the reason for an organization to involve Public Relations in its long-term plan so as goals could be carefully coordinated with the goals of the organization strategies and tactics. The programmes would be more positive than using a defensive approach which will be easier to even formulate short term plans whenever necessary with the presence of the long term one (Davis, 2005). Proactive Public Relations therefore foresees the important trends in the Corporations' practices - Issue management can be among the examples of the Proactive Public Relations.

On the contrary, Reactive Public Relations deals with the responses from the Corporate Public Relations activities – Crisis management can be mentioned as an example. Traditionally Public Relations was reactive than proactive in nature but recently businesses have been using more proactive Public Relations approaches to gain and create positive media coverage.

This was due to the political and media ownership patterns especially after the World War II where many free market policy ideals received negative impressions from the public and hence a need to minimize profile and negative coverage in the mainstream media which resulted into more uses of Reactive Public Relations practices than proactive (Davis, 2002: p.82).

Moreover, Heath (2005) argues that the use of either of the Public Relations approaches depends on three main factors; the use of an open or closed system, how the top management views Public Relations functions, and the skills of the Public Relations practitioner. He described the open system as a more democratic one that involves honest, use of two-way communication catapulted by the atmosphere of trust where feedback is an essential dimension for decision-making and meeting the expectations of the public. On the contrary, the closed system is more bureaucratic than the atmosphere of distrust that results in a limited sharing of information from the organization to its public and vice versa (Heath, 2005: p.643).

Narasinha (2019, p. 204) however, stresses that the use of Proactive or Reactive approaches to Public Relations depends largely on the public relations practitioner – whether to lean much on either of the approaches. The author describes the proactive approach as where Public Relations practitioner acts in anticipation of a problem rather than simply responding to a situation only when the public makes a complaint. Narasinha (2019: p.205) further argued that effective Public Relations demands proactiveness about the stakeholders, identifying six checklists of proactive Public Relations to gain a general overview of how proactive Public Relations professionals may need to provide answers for the questions. These include:

- i. Are we obtaining our fair share of feedback? If not, be honest; does it matter that much? Or is it a real problem that needs to be addressed? Find out the problem.

ii. How confident are we about the quantity and quality of feedback information that is being collected from the internal and external environment? There is always scope for more, to be sure of the information. The bigger question may be: What plans do we have to sustain our image and reputation?

iii. Do our image and reputation satisfy our corporate needs? If not, can we be doing more to address this? If the current situation appears to be fine, as it is understood, ask them: What plans do we have to sustain our image and reputation?

iv. How are we doing at meeting our customers' communication expectations? Should we get real about this, with more measures and deeper analysis? Or are we confident that the current levels of service quality are appropriate and mutually satisfactory?

v. Can we fairly claim to be creative in what we are doing? Are we making the best use of desperate, seemingly unconnected information and available resources both knowledge and skills? Could we come up with fresh ways of looking at old communication to meet new challenges?

vi. Are we identifying customers' grievances and problems unasked?

Another more recent study by Rim & Ferguson (2020) titled "Proactive Versus Reactive CSR in a Crisis: An Impression Management Perspective" which investigated the effects of Corporate Social Responsibility practices on protecting and restoring a company's reputation in crises, suggests that proactive approach has more ability to counter potential damages to corporate reputation resulted from the crisis.

Elaborating on Proactive and Reactive Public Relations through Corporate Social Responsibility (CSR), the authors explained that Proactive Public Relations occurs when companies convey Public Relations related information consistently to create a good picture of their services while Reactive Public Relations occurs when the

corporations use PR strategies to counter negative reports, especially during corporate crises.

It was, however, further revealed that there was a noteworthy incorporation between the Proactive and Reactive approaches of Public Relations as applied in Corporate Social Responsibility practices. This is to say in the modern world of Public Relations, the proactive approach is more encouraged than the reactive one though in some conditions the incorporation of the two may be determined by the scenery of the institution and the perception of the Public Relations practitioner.

Before the development of globalization in the World Public Relations literature was very much skewed toward the United States of America, where scholars took the lead in defining Public Relations concepts and practices and formalizing its formats (Curtin & Gaither, 2007). However, in the contemporary world, public relations have grown from a United States-based industry into a global industrial phenomenon straddling countries with immeasurably different cultures, economic and political systems, and levels of development (Curtin & Gaither, 2007).

The augment in the amount of public relations bureaus and institutions that have sprung up around the world recently give good reason for that public relations have in fact reached, known, formalized, and practiced ubiquitously in the world as clearly elucidated by Curtin & Gaither, (2007: p.1).

This means that Public Relations practice happens crossways international limits and civilizations which is professionally referred to as International Public Relations (IPR) (Okwuchukwu, 2014). In other words, this type of public relations crops up when an institution or organization and its public are in dissimilar countries (Alaimo, 2017).

Organizations that use International public relations, “implement distinctive programs in multiple markets, with each program tailored to meet the often acute distinctions of the individual geographic market” (Anderson, 1989: p.413) which relates to the local approach, which states that “different countries and cultures are so different

that they require strategies that are specifically designed to respond to local opportunities and challenges” (Alaimo, 2017: pp.3-4).

This was well trumpeted by Ingenhoff & Ruelh (2013: p.5) who argued that International Public Relations can be divided into two main categories – internal and external. They further argue that internal international PR encompasses thematic aspects such as corporate culture, intercultural management, or connections with employees from diverse cultural and/or religious backgrounds in the organizational environment.

The authors (Ingenhoff & Ruelh, 2013) also mentioned external aspects as strategic variables, like the Public Relations strategy which can assume four shapes. These include:

(1) A centralized strategy in which all Public Relations activities are organized at organizational headquarters;

(2) An internationally cooperative strategy in which international Public Relations is developed at headquarters in cooperation with other parts of the company;

(3) An umbrella strategy in which local adjustments are made at the level of national subsidiaries according to strategic communication guidelines, and finally;

(4) A decentralized strategy in which subsidiaries in other countries are free to design and implement their national PR strategies (Ingenhoff & Ruelh, 2013: p.5).

The authors have demonstrated the need for local adjustments in International Public Relations.

Moreover, International public relations overlays a general point of view on a program accomplished in two or more national markets, eyeing the similarities among audiences while automatically adjusting to regional differences to suit the needs and wants of the respective customers.

Okay & Okay (2016) also showed different definitions of International Public Relations. Samuel Black's (1993) International Public Relations is the geographical, cultural, or linguistic differences, or at the same time, planned efforts to achieve mutual understanding by bridging them all.

Black (1993) posits that the philosophy of public relations is very analogous to each other in all different countries of the world, but in planning and implementing programs, culture, religion, traditions, economic conditions, and other value judgments should also be taken into account.

It has been documented therefore that, due to cultural dissimilarity, great nationwide organizations may plan their public relations strategy and policy at their center, but programs may need to be adjusted to confined surroundings.

Thus, International Public Relations can be defined as the planned and organized efforts of a corporation, institution, or government to institute commonly positive relations with the citizens of another country.

It is from this notion that international Public Relations can be termed as a purposely planned organized and researched activities of an organization or nation that are aimed at maintaining sound, productive, and mutual relations with international publics such as customers, agents, government, businesses and non-business organizations.

Thus international public relations happens when the geographical scope of a PR operation has been enlarged to cover more than one country which affects the preparation, research, and communication that suits public relations operations (Nwosu, 1996).

From its historical point of view, managing international public relations can be explained using five groups:

Firstly, voluntaristic international public relations for states - for example Lafayette's trip to the United States of 1824-1825 and the image campaign implemented for the newly elected Pope Pius XI in 1847, who abolished all clandestine courts for political crimes and issued forgiveness for all political criminals in the Vatican state.

Secondly, International public relations of organizations where Krupp firm is a notable example of this which used a symbol to gain international recognition in 1851. Krupp was sent to the World Fair in London with a steel block that was the largest ever poured in a piece and weighed more than two tons, which became a sensation at the fair.

The third group is the International governmental public relations which can be referred to the Prussian press office established in 1849 as the beginning of the state-owned public relations towards the international in Germany, however, the propaganda movements of the United States of America during the First World War can also be a good example.

The fourth group in describing the historical point of view of International Public Relations is the biographies of public relations practitioners and public relations firms where notable public relations practitioners and firms around the globe grew tremendously.

The last group is the international development of the professional situation where Public Relations practitioners in London (United Kingdom) in 1955 organized a global basis in international public relations by establishing the International Public Relations Association (IPRA). The establishment was then later identified at the "Third World Congress on Public Relations" held in the city of Montreal, Canada in 1965, which called on public relations practitioners to establish a basis for work relations followed by other meetings held for public relations ethics.

Even though International public relations activities have been practiced since the beginning of the 20th century its literature has not adequately been addressed. The

witnessed growth of international public relations activities in the contemporary world as indicated by Okay & Okay (2016) can be grouped as follows:

Firstly, the developments in the field of communication and transportation - hasty developments in the field of communication drastically influence the international trade of institutions. The super-national or multinational institutions can thus establish more suitable, prompt, and effectual communication with their representatives in diverse countries. Here developments in the field of transportation nowadays have imperative effects on the promptness of many products in many countries. Eventually, this nurtures super national public relations practices.

Secondly, increasing multinational organizations and foreign trade – immediately after the Second World War, swift industrialization was pragmatic in the West especially when American super-national institutions or organization increased their investments specifically after the 1970s. For example, between 1960 and 1970 US direct capital investment in Northern Europe increased from USD 7 billion to USD 25 billion, and in 1979 this figure reached USD 82 billion (Okay & Okay (2016)).

Thirdly, the increase of international agreements and organizations - the connection between the increase of international agreements, organizations, and public relations can be viewed in the two major areas; the increase in trade due to international agreements between the countries and the public relations activities that the countries themselves take to be included in such agreements, and the International organizations perform various activities to reach their target groups around the world which consequentially increased the international public relations efforts.

Moreover, there are other reasons for the hasty growth of International Public Relations such as: continuous negotiation in the field of foreign policy - the responses of the world public opinion which are included in the foreign policy and public relations corporations are habitually for preserving their image; the increasing

internationalisation of the media system that facilitates the execution of international public relations campaigns.

The key players of International Public Relations can be classified according to the suitable profit system whether it is a privately or publicly organised system that results into four types, namely: Private profit-oriented systems - these types of systems and institutions are generally multinational organizations and businesses.

They actually try to improve their image and engage in international public relations activities in order to get closer to the people of the region where they are located; Private non-profit systems - foundations and associations can be given as examples of such systems, such as TEMA, Greenpeace, Robin Wood, TURMEPA. These non-profit organizations, most of which work for the public good, try to reach their target groups or make their voices heard through various activities; Public profit-oriented systems - some airline corporate can be a good examples of such systems.

Most airline companies which are public institutions, do not only engage in public relations activities for the citizens of the country they are in, but also carry out public relations campaigns that include these target groups, as they provide a worldwide service; lastly, Public nonprofit systems which include ministries, governments, and international nonprofit organizations.

The practice of International Public Relations is faced with different challenges that have to be observed with the International Public Relations practitioners. As aptly discussed by Okay & Okay (2016), many scholars (Curtin & Gaither, 2009; Sriramesh, 2009; Duhe, 2016, etc.) have identified the challenges into five areas - culture and language differences, nonverbal communication-body language, relations with the media, relations with governments, and others.

Naturally, there are cultural and linguistic differences between societies. The public relations specialist should be aware of this and take it into account when formulating his international public relations campaign. As a part of society's culture,

religion which includes; sacred articles, philosophical systems, beliefs and norms, worship, taboos, holidays, religious rituals and ceremonies constitutes the challenges in executing International Public Relations.

Also, attitudes and values which include; approaching time, success, study, wealth, change, scientific method, and taking risks add to the challenges of contemporary International Public Relations practices. Moreover, law - general laws, country law, antitrust policy, international law; and education -formal education, vocational education, primary and secondary education, higher education, literacy level, and human resources planning set as important criteria for the differences.

Another challenge can be seen in the social organization, that is; kinship, social institutions, authority structure, interest groups, social habits, social strata, and status system since all these have contributed to the challenges facing international public relations.

Technology and material culture (transport, energy systems, tools and purposes, communication, urbanization, science, exploration) and different national policies which include nationalism sovereignty, imperialism, power, national interest, ideologies, and political risk, pose another area of the challenges of executing international public relations.

As previously said, worldwide corporations—also known as global firms, multinational companies (MNCs), and supranational companies (SNCs)—use international public relations (IPR), sometimes known as global public relations (GPR). These businesses frequently support corporate social responsibility (CSR) initiatives meant to deliver "public goods" and influence policy decisions made by the government.

Such Political Corporate Social Responsibilities (PCSR) initiatives have been found to boost Multi-National Corporations' socio-political legitimacy and to help

forge relationships with the government and other significant external stakeholders, according to Shirdkar, Beddewela, and Richter (2018) in their abstract.

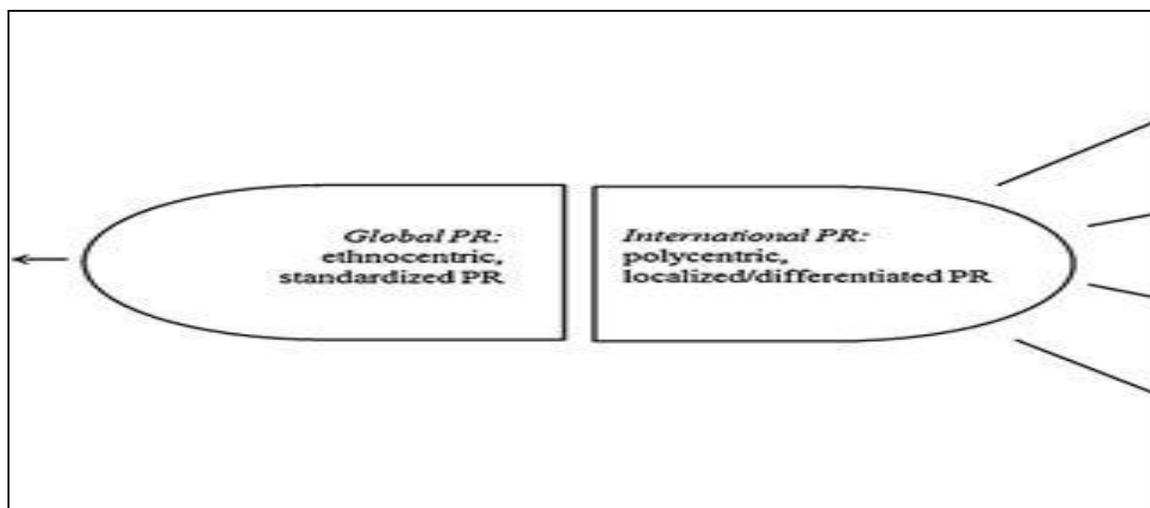
Ethnocentric and polycentric approaches to public relations practices in multinational corporations have been distinguished by academics and practitioners in realizing corporation's goals.

Developing countries which are also referred to as budding democracies have been a productive ground for goods and services produced and distributed by global corporations predominantly as receivers - in the old-fashioned two-way asymmetrical communication.

Regardless of their level of technological advancement, the wind of globalization has enabled them to be on the same wagon with the developed countries though in the hind compartments as explained by Wright & Hinson, (2017).

In this way, they have equally become active customers who can create content for themselves and other colleagues elsewhere in the world and hence a high need to understand their needs and gratifications (Duhe, 2012).

**Figure 1.3: A continuum of International Public Relations**



**Source: An extract from Ingenhoff, & Ruehl, (2013: p.6).**

Bearing these phenomena in mind Edwards, (2018: p.3) aptly puts it: “Practitioners are encouraged to be in touch with social trends, technologies, communication channels, and cultural phenomena, which they use to enhance the relevance and circulation of organizational messages to the target audience.” Edwards further explains that we might not even realize how often promotional thinking is used in everyday life since it has become so normalized. However, it provides a rich environment in which public relations can shape the structures of society and culture and thus forms the foundation for the argument that socio-cultural studies of public relations are necessary (Edwards, 2018).

The integration of promotional thinking into daily life has become ubiquitous and matter-of-fact that we may not even be aware of it. Nevertheless, it constitutes fertile terrain for public relations to influence how society and culture are organized and is the basis for the case that socio-cultural research on public relations is warranted. (Edwards, 2018: p.4).

It is for this reason that international Public Relations practitioners, professionals, and academicians have to customize their global or International Public Relations strategies or communication to suit the local content – Glocalising Public Relations.

Moreover, as Okwuchukwu (2014) argues new media has influenced the growth of International Public Relations; the same is possible in glocalising Public Relations practices in the settings of developing countries like East African countries considering their cultural, technological, and socio-political differences.

## **1.4 PUBLIC RELATIONS POLICIES AND STRATEGIES EFFECTIVE IN GLOCALIZATION**

It is worth admitting that it is not easy to discuss glocalization without touching the concepts of globalization since the former is the latter. As stated above, glocalization of Public Relations practices and in this sense Public Relations policies and strategies, one should be keen on cultural, economic, and socio-politic differences among the publics of different settings or nations.

All the Corporate Relations practices have to be confined not only to the global environment but also to the local public's needs for them to be effective that is to adopt the polycentric approach of Public Relations.

As Hajisoteriou & Angelides (2019) put in their interesting publication "Examining the nexus of globalization and intercultural education: theorizing the macro-micro integration process" when examining the nexus of globalization and intercultural education through macro-micro integration: "globalization is the source of super-diversity and cultural hybridity as the result of global migrations, cultural exchange, and technological advancement" (Hajisoteriou & Angelides, 2019: p.2) insisting that intercultural integration is not merely the result of imposition from the supranational to national (local) levels but entails a complex interrelationship of power that influences the willingness and capacity of individuals and groups to pursue positive social change (Hajisoteriou & Angelides, 2019: p.2).

The policies and strategies of public relations should therefore be played on all levels – a multilayered institutional playing field, above and across, and within the particular communities. The Public relations practices are discussed below.

### **1.4.1 Corporate Identity Management**

Corporate identity refers to what an organization is. This includes its organizational culture – communication, dress code, etc. Generally, the political, economic, cultural, and technological changes have demanded corporations to develop their uniqueness in the global market (Okay & Okay, 2016).

Corporate Identity includes; philosophy, design, communication, and behaviour as core elements. Corporate Philosophy refers to the core element of corporate identity. An institution attempts to reflect a created philosophy that determines its behavior, communication, and design.

In other words, it is the basic thoughts of the corporation/organization. It involves the target ideas and business foundations that are preferred by the organization for the development and emergence of the organization. Institutional behavior is the typical behavior and reactions of an institution in certain decision situations. It contains the basics of how the organization should be treated in a variety of issues. Corporate Design comprises visible elements/appearance as shaped by Corporate Identity.

It includes; logo, colour, clothing, sitting arrangement, etc. Every corporation identifies itself from others in the cluttered market with its unique design. Lastly, Corporate Communication - is the other important aspect of corporate identity. This includes all means of communication with the corporation's internal and external stakeholders which comprises public relations, sales development, memos, advertisement, market and public opinion research, personnel communication, and the like.

Corporate Identity is different from organizational identity as its focus is mainly on the external environment – how is it being viewed by its stakeholders, while organizational identity just focuses on issues related to internal employees. This is why Corporate Identity is also coined as an Organizational image that - organizations focus on externally (Di Lauro, Tursunbayeva, & Martnez, 2010; Stuart, 1999; Melewar, & Karaosmanoglu, 2006).

Amongst the importance of Corporate Identity/Image management include increases in long-term shareholder value, access to new markets, profitability, price

premiums, corporate brand trust, loyalty, and competitive advantages, facilitating staff recruitment as well as building social brand equity (Cowan, & Guzman, 2018: p. 1).

#### **1.4.2 Corporate Brand/Reputation Management**

As Cowan & Guzman (2018) describe Corporate/Brand Identity is very important in building and maintaining its status quo before the public, and managing the built status (reputation) is equally important for the stability of the Corporate Identity or Image.

Reputation can be defined as a whole consisting of a large number of personal and collective judgments about the reliability, trustworthiness, responsibility, and competence (power) of a company or industry based on a general set of values (Okay & Okay, 2016).

Reputation is considered as an income in terms of consideration, while fame is its highest level. It normally includes; the expectations and reactions of a firm about its activities, actions, products and services, future expectations, and reflections of the past. Moreover, it is a rational and emotional image of the corporation in the eyes of its public.

Building and maintaining a Brand/Corporate reputation requires one to consider three factors namely, corporate communication and corporate identity, Social responsibility, and Chairman of the board (CEO's role). In Corporate Communication and Corporate Identity, the communication style applied by the institution plays an important role in establishing a positive reputation. These include reactive and proactive, horizontal-vertical-diagonal communication, which is known to everyone within and outside the corporation.

Social Responsibility is a holistic consideration of the impact of corporations on the public. This role has been explained in detail in Corporate Social Responsibility as an independent role of Public Relations. The role of the chairman (CEO); and the

position of the chairman of the board of directors are very important in defining the Corporate Identity. His/her leadership style will pave the way to organizational behavior and hence when the reputation is well managed and uplifted, the same will happen to the corporate reputation.

Generally, managing corporate/brand reputation means ensuring the quality of products or services as not only told to the public but they should be seen and felt.

### **1.4.3 Corporate Crisis Management**

Mitroff (1989) describes Corporate Crises as “disasters precipitated by people, organization structures, economics, and/or technology that cause extensive damage to human life and nature as well as social environments” (Mitroff, 1989: p.283).

Businesses that are unable to cultivate a favorable reputation in the eyes of the public are said to need to understand that they will not be able to compete with their rivals and that market forces will eliminate them (Canpolat & Sahiner, 2017: p.213). The authors insist that the business image that has been created for a long period can be demolished with crises within a very short period, and hence a need for a well-planned image restoration strategy.

Public Relations should have a well-planned strategy and effective implementation to turn threats into opportunities – this is why Crisis Management is considered among the vital activities of Public Relations in ensuring the survival and nourishment of Corporations (Ozel, & Yilmaz, 2014a; Ozdemir, & Yamanoglu, 2010).

There are four essential phases of crisis management namely, detection, crises, repair, and assessment, (Okay & Okay, 2016; Mitroff, 1989, p. 184). The current global crisis management involved by many global corporations is the COVID-19 pandemic where corporations, nations, regions, and institutions worked fervently to minimize its effect.

#### **1.4.4 Corporate Sponsorship**

Sponsorship is aimed at mutually benefiting which comprises the processes of planning, implementing, and controlling all activities carried out with in-kind, cash, or other support to various individuals, organizations, and organizations in the fields of sports, culture, arts, and social to achieve the goals set by an organization (Okay & Okay, 2016). Organizations can sponsor similar events for different reasons.

The sponsorship reasons include; strengthening their image, placing their corporate identities, being perceived as a good institution in the eyes of the public, contributing to the society they operate in, and promoting the organization/Corporation. This is normally done to increase the credibility of the corporation since it is not easy to gain it under the titles of advertising, public relations, and marketing.

Generally, sponsorship has been made possible due to three major aims: Generally, it is possible to gather the aims of sponsorship in three groups: Public Relations objectives of sponsorship - reinforcing the identity of the institution, announcing the name of the organization to the target groups, reinforcing the image of the institution, winning the goodwill of the people, attracting media attention, and improving internal relations and creating entertainment opportunities; Advertising purposes of sponsorship - to announce products that are prohibited from advertising in the media to support products, and using other advertising opportunities; and Marketing purposes of sponsorship - placing a product on the market, making changes in marketing policy, promoting a new product, supporting product use, supporting sellers, and contributing to international marketing activities.

Okay, & Okay (2016) list down the factors that affect the growth of sponsorship activities that differ from country to country, sector from sector to sector as restrictions on alcohol and cigarette advertisements, increasing advertising prices in the media, increased leisure time of people, including the sponsored events in mass media, proof of sponsorship, inefficiencies caused by frequent channel switching in traditional media, especially on television.

There are four main types of sponsorship, namely; sports sponsorship, culture-art sponsorship, social sponsorship, and environmental sponsorship. Sports Sponsorship normally takes the widest part among the types of sponsorship. This is because sports can appeal to large audiences all over the world, which is specially made by organizations or brands that want to promote their products and services in a short time. Organizations can support a local, national, or international sports event using money, materials, or any other form that fits well the sponsorship goal.

Culture-art sponsorship is another important type of sponsorship that is mostly preferred by corporations in an attempt to create goodwill in society, contribute to the development of their image, and inspire the personnel within the organization to provide commercial benefits in the long term. It comprises of fields such as music, sculpture, museums, painting, photography, choir, performing arts, film-television program, orchestra, literature personal arts and artists, film-television programs, and exhibitions.

Social Sponsorship includes supporting activities in the community to win the hearts and minds of the public. Its activities include; charity and donations which factors that play a vital role in ensuring the perception aims of sponsorship, though they are not for profit. Lastly, Environmental Sponsorship, this type focuses on efforts to bring awareness of environmental issues that include; pollution, cleaning, and planting of trees.

Corporate Sponsorship has been studied for years because it draws the attention of scholars when relating it to Public Relations activities as well as marketing strategies. Its role in the integrated brand promotion aspect as well as economic importance, are currently much felt (Sheinbaum, Lacey, & Drumright, 2019).

The academics continue, a crucial component of the literature on sponsorship-linked marketing in general and ESR-related marketing, in particular, is event-sponsor fit, or congruity. Fit has generally been investigated in the research on sponsorship-

linked marketing as a moderator—that is, as something that enhances or intensifies direct interactions. (Sheinbaum, Lacey, & Drumright, 2019: p.142).

Global Corporations have been using Corporate Sponsorship as a means of winning hearts and minds of the publics and customers in particular. Current examples, include sponsorship of famous football leagues and teams in the world, environmental conservation campaigns, festivals to mention but a few.

### **1.4.5 Corporate Marketing**

The action, collection of organizations, and techniques for developing, delivering, trading, and distributing contributions that are valuable to partners, consumers, clients, and society at large is referred to as marketing, according to the American Marketing Association (AMA, 2017).

Moreover, Okay, & Okay (2016) defines marketing as "the process of planning and implementing the creation, pricing, distribution, and sales efforts of goods, services, and thoughts about ensuring change by the goals of individuals and organizations" in their fascinating book *Public Relations, Concepts, and Applications* (2016: p. 9).

In actuality, they argue that, marketing is comprised of a program in which stages of distribution, price, promotion, product design, research, packaging, and marketing are arranged in tandem with one another.

### **1.4.6 Corporate Social Responsibility**

A company's voluntary commitment to conducting business in a way that is economically, socially, and environmentally sustainable while balancing the interests of numerous stakeholders, such as shareholders, employees, customers, suppliers, communities, and the environment, is known as corporate social responsibility, or CSR.

Among these are environmental sustainability initiatives, in which businesses pledge to lessen the influence they have on the environment by putting eco-friendly

policies into place, cutting carbon emissions, preserving resources, and supporting renewable energy sources; social responsibility refers to activities that work to improve society as a whole, including charitable giving, community development projects, healthcare and education support, and tackling problems like poverty, inequality, and human rights; ethical business practices: organizations must follow the law and ethical guidelines while conducting business with honesty, openness, and justice. This covers treating workers fairly, sourcing products ethically, and using responsible marketing techniques.

Corporate Social Responsibility (CSR) or as UNIDO refers to it ‘Triple-Bottom-Line-Approach’ (TBL), is the main Public Relations practice that is used to carry the theme of this research – The Use Of Social Media In The Context Of The Effect Of Social Responsibility Projects Applied In East African Countries. As the central theme, the concepts and practices of CSR are being intensively discussed in the following item.

#### **1.4.7 Public Relations practices and social media uses in glocalisation**

The emerging advancement in information and communication in the world under the auspices of Web 2.0 technologies has changed or rather improved communication systems in the world as Crone (1995) earlier put that year 1980s and 1990s are to be remembered as a decade in which communication and media industry were changed significantly.

With the widespread use of digital devices in the world like smartphones, tablets as well as the accessibility of the internet, companies everywhere in the world have been cultivating relationships with their public through Social Networking Sites (SNSs) to supplement traditional media (Stoldt, Dittmore, Ross, & Branvold, 2020; Yang, & Saffer, 2018; Çalapkulu, & Şimşek, 2018; Bilbil, & Gunler, 2017; Okwuchukwu, 2014; Ozel, & Yilmaz, 2014a, 2014b; Canan, 2013: pp.12-13; Grunig, 2009; Crone,1995; Marshall, 2004; Possi, 2003).

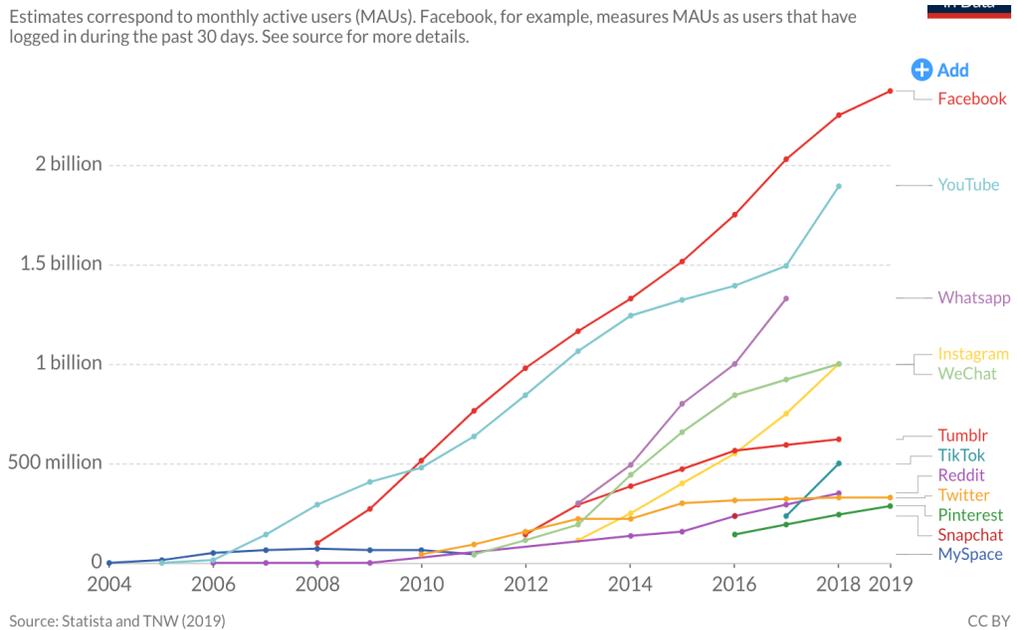
Corporations have become more active in their publics since the technologies have enabled them to be more active and become content creators rather than mere consumers (Sriramesh, 2009; Fong & Yazdanifard, 2014).

Adapting to the new dynamics of communication is predictable as Mayfield (2010, p. 10), quoting Rupert Murdoch explains that it is tricky, and certainly treacherous, to miscalculate the enormous changes this revolution will convey or the influence of developing technologies to construct and obliterate not just companies but whole countries and hence understanding social media well, one needs to know its distinctiveness.

According to Mayfield (2010) in his book 'What Is Social Media', social media has five major characteristics, these include: (1) Participation: Social media encourages participants and receives feedback from everyone involved. The media blur the boundaries of the target audience; (2) Openness: Very open to feedback and participation. These activities ensure that information on any subject is shared, interpreted, and voted on.

There are seldom restrictions on the categories of content usage and access to content on social media; social media generally do not contain hidden content. (3) Conversation: Traditional media is based on broadcasting; content is transferred to the audience and distributed. Social media is based on two-dimensional mutual communication. (4) Connectedness: Many types of social media improve the connectivity feature very well by providing links to other sites, and supporting other resources and people. And (5) Community: Social media enables a conversational word to be formed and to communicate effectively. Communities share a favorite photo, a complaint, or any favorite news or visual material.

**Figure 1.4: Number of people using media platforms in the world by year 2019**



Source: Statista and TNW (2019) retrieved from <https://www.smartinsights.com/wp-content/uploads/2020/04/Growth-of-social-networks.png>

Mayfield (2010) adds that social media uses numerous tools in its functions. The author mentioned six tools, namely; social networking sites, blogs, podcasts, forums, community communities, wikis, and micro-blogging. Every one of these tools has its features:

- i. **Social Networking Sites:** Social networking sites are websites where individuals or organizations who are internet users can create profiles for themselves, meet and communicate with other members/their public, and share common interests and opinions on various topics and situations. Facebook is among the famous social networks.

ii. Blogs: Blogs can be defined as personal web pages where individuals can give their opinions about any subject, event, or situation. Blogs can also be expressed as online web diaries.

iii. Podcast: Podcast is the name given to subscription sprayed audio and video files.

iv. Forums: Forums can be defined as online discussion platforms.

v. Wikis: It is similar to other types of online communication such as wikis, blogs, and forums. All these forms of communication are not synchronous. Asynchronous communication contributions are made not in real-time, but differentiated. Wikis are different from both blogs and forums.

vi. Microblogs: Microblogs are web-based applications where they briefly share what they do. This normally contains a web page where it allows a user to update their web page with a set of archived posts in chronological order. The most important information of microblogs according to blogs is that they provide real information and the opportunity to share messages with their short content. The most familiar microblogging is Twitter.

vii. Content Communities: Content communities are based on sharing like social networking sites. The user is a member of these communities and they share photos, videos, and. Content communities can be defined as communities where various contents are organized and shared. YouTube is mentioned as one of the popular content communities.

With these mentioned tools of social media, including many others like LinkedIn, MySpace, Flickr, WordPress, Typepad, LiveJournal, Wetpaint, Second Life, Tik tok, etc., many contemporary new media scholars (Stoldt, Dittmore, Ross, & Branvold, 2020; Wright and Hinson, 2018; Sriramesh, 2017; Duhe, 2012) mention Facebook, Twitter, and Instagram amongst social networking sites naming them as the

most used social networking sites in the contemporary world. This study has used Twitter as the most used SNS for Corporate communication.

Furthermore, the creation of new media/social media enabled by Web 2.0 technologies has transferred the focus from companies to consumers, persons to communities, nodes to networks, publishing to contribution, and intrusion to enticement as clearly asserted by Khajeheian & Mirahmadi, (2015). The authors quoted Berthon et al, (2012) emphasizing the sociological effects and little short of modernization in their insinuation for business.

There are several definitions relating to what new media is, Duhe (2012: p.4), for example, defines new media as; budding information and communication technologies and applications such as portable phones, the Internet, streaming technologies, wireless networks, and the high-quality publishing and information sharing capacities of the World Wide Web.

The SNSs have become an integral part of many individual's daily life making it an indispensable venue through which companies, non-profit organizations, and even politicians stay connected with net-savvy citizens (Duhe, 2012: p.75). This advancement and popularity of social network sites have tremendously impacted the way companies manage their marketing (Fong & Yazdanifard, 2014).

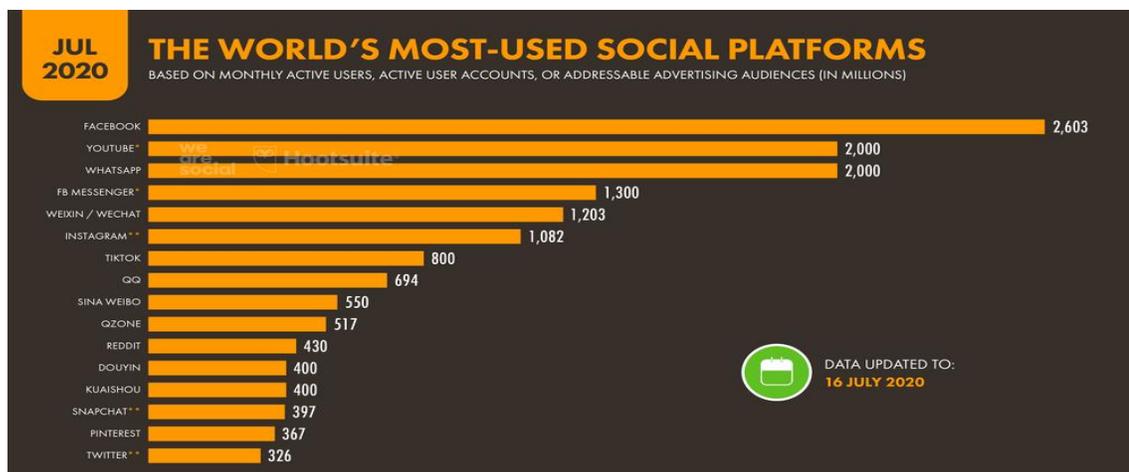
Çalapkulu, & Şimşek, (2018: p.270), for example, argue that social media has provided a wide range of opportunities to share different topics of social concern. Moreover, Carah, & Shaul (2016), in their study – “Brands and Instagram: Point, tap, swipe, glance, mobile. Media and Communication” add that Corporations have changed their culture since the inception of digital technology, stressing the power of Instagram to consumers in creating and circulating images of their bodies, borrowing Wissinger's (2010) notion, coding Instagram as an “image machine” (Carah, & Shaul, 2016: p.70).

This has been equally echoed by Evans, Phua, Lim, & Jun, (2017) in their interesting study – “Disclosing Instagram Influencer Advertising: The Effects of

Disclosure Language on Advertising Recognition, Attitudes, and Behavioral Intent”. It examined the effect of disclosure language (control/no disclosure, “SP,” “Sponsored,” and “Paid Ad”) in Instagram-based influencer advertising on ad recognition, brand attitude, purchase intention, and sharing intention among a sample of 237 students. Its results offered a significant input to the literature on consumers’ information processing and understanding in the digital era (Evans, Phua, Lim, & Jun, 2017: p.145).

Moreover, another interesting study was conducted in 2011 by Jalilvand, Esfahani, & Samiei on the challenges and opportunities of Word-Of-Mouth (WOM) communication which took its electronic form (eWOM) through the changes in media technology. The authors add that more opportunities have been brought by eWOM as compared to WOM (Jalilvand, Esfahani, & Samiei, 2011, p. 42). The most popular new media or rather social media networks in the world are; Facebook, Twitter, YouTube, LinkedIn, and Instagram (Çalapkulu, & Şimşek, 2018; Wright & Hinson, 2017; Duhe, 2012). This was also indicated by datareporter.com (2022) as shown in the figure below.

**Figure 1.5: The World’s Most Used Social Networking Sites – based on monthly active user accounts, or addressable audiences (in millions) by July, 2020.**



Source: <https://datareportal.com/reports/more-than-half-the-world-now-uses-social-media> - retrieved on May 7, 2022-05-07.

However, it is also argued that next to the challenges of globalization in implementing local cultures in some countries, social networks have tailored local sites like Renren in China, Mixi in Japan and Orkut in India as aptly explained by Linjuan Rita Men and Wan-Hsiu Sunny Tsai in their article - How Companies Cultivate Relationships with Publics on Social Networks, with evidence from China and the United States (Duhe, 2012: p.76).

The authors also recommended public relations professionals customize their social media networks' messages and tactics to local audiences as they are communicating to the public of different needs and gratifications, internet behaviors, and communication orientations (Duhe, 2012: p.85).

This study, therefore, is fervent in understanding the activities of global corporations working in East African countries and their uses of new media.

**Figure 1.6: Social media users vs. Population – the total number of social media users in each region compared to the eligible user population**



**Source:** Global social media research report 2020, retrieved from <https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.pewresearch.org/global-social-media-research-report-2020/>

## **CHAPTER TWO**

### **THE EFFECT OF SOCIAL RESPONSIBILITY PROJECTS IN GLOCALIZATION**

The idea of glocalization—combining global goals with local needs and preferences—has become essential for firms looking to stay relevant and cultivate good relationships among varied communities in an increasingly interconnected globe. Implementing social responsibility initiatives is a key component of this strategy since it improves corporate reputation while also promoting local sustainable development. This chapter examines how social responsibility projects might help close the gap between local expectations and global goals by examining the significant influence they have within the context of glocalization.

This chapter consists of seven sections that explain in detail the Corporate Social Responsibility Projects in glocalised world. It includes; the concepts and practices of corporate social responsibility, factors and dimensions of corporate social responsibility, corporate social responsibility communication, advantages and disadvantages of corporate social responsibility, how global corporations use corporate social responsibility, global corporate social responsibility projects, and corporate social responsibility projects in the health sector.

#### **2.1 THE CONCEPT AND PRACTICE OF CORPORATE SOCIAL RESPONSIBILITY**

The incorporation of Corporate Social Responsibility (CSR) has become a need for firms striving for sustainable growth, in the quickly changing business landscape of today. The underlying ideas, developing trends, and real-world implementations of corporate social responsibility (CSR) in modern business frameworks are explored in this book.

For companies looking to match their operations with moral, social, and environmental requirements, this investigation provides a road map, from comprehending the fundamentals of corporate social responsibility to putting effective

procedures into place. This section sheds light on how responsible corporate practices can positively impact societal transformation and improve long-term value generation by thoroughly examining CSR strategy, initiatives, and results.

### **2.1.1 Understanding Corporate Social Responsibility and its Practices**

As the focal point of this study, Globalising Public Relations and Social Media Uses in East African Countries as explained in the first chapter – focusing on Corporate Social Responsibility as a key function of Public Relations, the term Corporate Social Responsibility (CSR) should be well defined and elaborated as the major variables of the study. Corporate Social Responsibility is widely used by business, marketing, public relations as well as in media studies.

It has also been defined by interest groups, organizations, and academicians in several different ways, and hence there is no universally accepted definition of corporate social responsibility in the literature (Fener, Elgünler, & Deniz, 2011; O'Riordan & Fairbrass, 2008). However, the following are some of the highlighted definitions of Corporate Social Responsibility:

The United Nations Industrial Development Organisation (UNIDO) defines Corporate Social Responsibility as an administration perception whereby corporations incorporate social and environmental apprehensions in their business operations and communications with their stakeholders.

It further explains that CSR is generally understood as being the way through which a corporation realizes an equilibrium of economic, environmental, and social essentials also referred to as the 'Triple-Bottom-Line-Approach' (TBL), while at the same time addressing the prospects of shareholders and stakeholders.

UNIDO also adds that it is very significant that CSR be differentiated from strategic business management notion, and charitable trust, sponsorships, or philanthropy even though both are geared to decrease poverty and enhance corporate

status, CSR goes further than that as it requires approaches that fit the particular needs and capacities of businesses, and do not unfavorably affect their economic viability. With its TBL approach/framework that measures corporate performance against three major aspects – economic, social, and environmental dimensions.

SMEs in developing countries have found the Triple Bottom Line (TBL) Approach to be a valuable tool for achieving social and ecological goals without sacrificing their competitiveness, and this is the foundation upon which UNIDO's CSR program was established.

This shows that to align private companies with the objective of sustainable global development, the UNIDO method aims to provide them with a wider variety of operational objectives than profit.

Furthermore, according to the UK's Department for Trade and Industry (DTI), defining corporate social responsibility—also known as CSR—best involves observing how businesses act. Businesses have to abide by prescribed minimal standards of behavior to be deemed socially responsible.

Achieving commercial success in ways that honor ethical values and respect people, communities, and the natural environment is what BSR means by all of these concepts. BSR claims that socially conscious companies take a broad approach to corporate social responsibility (CSR) and will deal with a range of CSR "issues," including human rights, environmental concerns, workplace policies and practices, community investment, business ethics, governance, and accountability. Additionally, BSR highlights that businesses will benefit from their social consciousness.

IBLF acknowledges that CSR is a very broad, complex as well and challenging topic that includes; human rights, labor and security; enterprise and economic development; business standards and corporate governance; health promotion; education and leadership development; human disaster relief, and; the environment.

Another interesting definition of Corporate Social Responsibility is from Wan-Jan (2006) who tried to provide a working definition as an attempt to respond to the widely agreed concept that there is no single globally accepted definition of Corporate Social Responsibility.

In her paper titled 'Defining Corporate Social Responsibility' the author reviewed different works from different scholars (Mintzberg, 1983; Carroll, 1991; Lantos, 2001, 2002, 2003; Henderson, 2001, 2004; Johns, 2003; Schwartz & Carroll, 2003; and Weitzman, 2004) to strengthen her definition.

Mintzberg's (1983) article, "The Case for Corporate Social Responsibility," which offered four moral types of CSR, served as the basis for the author's initial analysis of the definition of CSR. When CSR is done for its own sake, like in the first form, it is recognized as the purest form, according to the author.

This version states that companies often have no expectations of return on their corporate social responsibility (CSR) efforts and enter the social responsibility space only out of a sense of moral obligation. Under the second, less pure form, corporations that engage in CSR do so out of a sense of "enlightened self-interest," believing that CSR will pay off in some way, whether that compensation is material or intangible.

Wan-Jan (2006) describes that according to Mintzberg (1983), apart from the first, pure form of CSR the other forms see CSR not as an ethical position adding that Mintzberg is of the opinion that CSR can only survive, and should be practised, in its purest and most proper form—as an ethical position without any expectation of paybacks as the position supported by Moore (2003), and Goyder (2003).

Moore (2003) for example, argues that the use of CSR in the quest of enhancing profitability is actually putting virtue at the service of greediness adding that there is a tension between social and economic endeavours and by becoming socially responsible, corporations are actually working to alleviate this strain.

His emphasis is that if CSR is to be properly applied in business practices, then it must not be at the service of greater profitability. Goyder (2003) also warns that 'compliance CSR' will only make firms tell stakeholders what they want to hear so that the corporation is seen as fitting into society's shape.

Furthermore, Jacques Derrida, a well-known philosopher (Weitzman, 2004), was evaluated by Wan-Jan (2006), quoting Jones (2003), who stated that it is problematic to use CSR to gain a strategic aggressive perimeter or calculative edge from an ethical standpoint. According to Jones (2003), a company is not engaging in the act of "giving" if it assumes that being socially conscious entails "giving back" to society at the moment it begins to analyze the financial benefits of social responsibility or to plan ethically. Wan-Jan (2006), on the other hand, disputes the idea that corporate self-interest reduces society to "earlier and darker ages" by elevating avarice to "some sort of high calling."

The author further adds that despite the worry from other scholars such as Friedman (1970) and Henderson (2001, 2004) who argued that Corporate Social Responsibility is a dangerous concept as it threatens the basic principles of market economy, many others from the same school of thought believe that CSR can become a very useful tool to increase shareholders value.

Generally, she supports Hopkins's (2003), definition that CSR means 'treating the stakeholders of the firm ethically or responsibly', as her best definition of CSR argues that the definition allows CSR to be seen both as an ethical stance and as a business strategy.

It also provides a means of seeing how CSR can or should work in practice as well as conforming to the argument that CSR should be an ethical position of the corporation without any anticipation of getting rewards or payback as this definition does not put any emphasis on reaping benefits to the corporation.

Moreover, the author (Wan-Jan, 2006) adds that the definition does not reject the notion that CSR should be aimed at enhancing profitability since by serving the needs of the stakeholders, the corporation surely stands more chance to gain more rewards and hence more suitable in defining CSR.

In addition to its dual meaning as a company strategy and ethics, Corporate Social Responsibility (CSR) was further subdivided into three aspects in a previous study (Lantos, 2001): strategic, altruistic, and ethical. In elucidating the three aspects of corporate social responsibility, the author states that: Altruistic CSR is genuine voluntary caring, even at potential organizational or personal sacrifice; Ethical CSR is the demand for firms to be morally responsible to prevent injuries and harm that could result from their activities; and Strategic CSR, where a corporation undertakes certain "caring corporate community service activities that accomplish strategic business goals" (Lantos, 2002: p.207).

Beginning with economic responsibility, which is the 'first and foremost category of social responsibility of business states that the corporations are responsible to sell goods at a profit. Legal responsibility is the obligation of corporations to abide by the rules of law.

The third face is ethical consideration where the corporation should be ethically bound in avoiding or minimizing harm from its publics. And the fourth face, 'discretionary' element covers corporations' activities like philanthropic contributions and other non-profit generating acts.

Carroll improved his Social Responsibility Categories model in 1991 when he came up with the Pyramid of CSR - both emphasise that economic aims are undeniably a major component of CSR as also echoed in McWilliams & Siegel (2001) that CSR should be referred to as situations where the firm goes beyond compliance and engages in actions that could further social good, beyond the interests of the corporation.

### **2.1.2 Evolution of Corporate Social Responsibility**

Corporate Social Responsibility has a long history as it is for human interaction as it has been aptly described by Ferramosca, and Roberto, (2019) in their study which used a scientometric approach, to examine the evolution of corporate social responsibility (CSR) research over 46 years. In their study, the authors studied the main topics, references, sources, and countries of publication emergent in the CSR research.

The analyses illustrate the interdisciplinary character of CSR and that numerous topics in the history of CSR research have emerged, vanished, or become steady over time. The study highlighted what they referred to as the newest and hottest topics plotted out the evolution of CSR research, and practical implications.

Another current study on the evolution of Corporate Social Responsibility was conducted by Mario, Rodrigo, Luis, & Fidel (2023) titled “Corporate Social Responsibility: Where Does It Come from, and Where Does It Go?” In a nutshell, the study reveals the most current concerns of Corporate Social Responsibility activities.

Among the most studied fields of Corporate Social Responsibility include the Board of Directors - the network with the highest density and one with the highest centrality which includes Corporate Governance Disclosure, and Corporate Performance.

The second is Financial Performance which contains concepts such as Stakeholder Theory, Management, Strategy, and Reputation. Additionally, this network links with elements of performance management, such as Corporate Social Performance, Environmental Performance, and Financial Performance.

The third field is Organizational Citizenship Behaviour which is mainly associated with people management concepts, such as Commitment, Leadership, Human Resource Management, Employees, and Satisfaction, among others. The

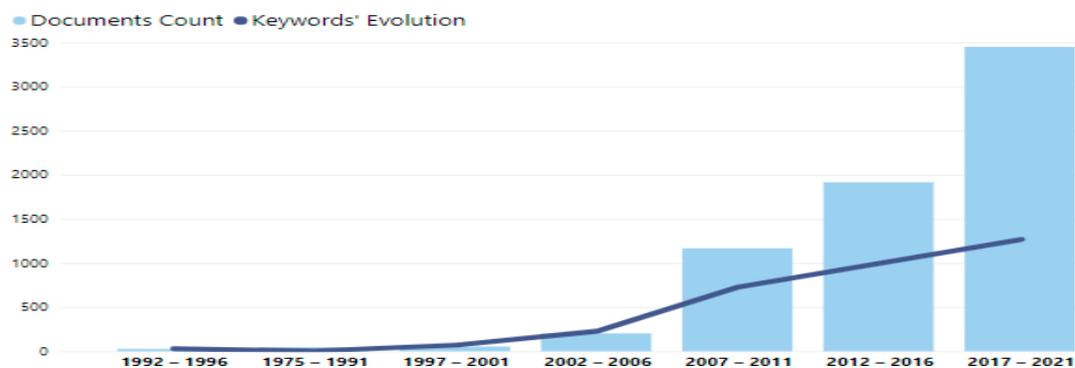
fourth field is Brand - concepts which are closely related to marketing practices and their expected effects, such as Consumers, Loyalty, Trust, and Purchase Intention is also in the list of the current areas of study.

Other areas include Agency Theory which focuses on worth mentioning the research on the role of “manager”, with concepts such as Ownership Structure, Investor Protection, Institutional Investors, and CEO Power; Environmental Management - which associates keywords such as Sustainability, Institutional Pressure, and Competitive Advantage, and relates keywords associated with the supply chain, such as Supply Chain Management and Environmental Supply Chain; and Sustainability Reports -two types of concepts are present in this network.

On the one hand, those concepts that drive or motivate reporting (Transparency, Legitimacy, Sustainability Assurance), and on the other, concepts associated with the characteristics of reporting (Global Reporting Initiative, Quality, Nonfinancial Information, Statement).

Generally, from the studies above the dynamics of Corporate Public Relations are concomitant with the development of social, political, cultural, economic, and technological symbiosis throughout the world which calls for practitioners' need for flexibility.

**Figure 2.1: The trend of evolution of Corporate Social Responsibility**



**Source: An extract from Mario, Rodrigo, Luis, & Fidel (2023: p.9)**

## **2.2 FACTORS AND DIMENSIONS OF CORPORATE SOCIAL RESPONSIBILITY**

In understanding well the concept of Corporate Social Responsibility as one of the key variants of Public Relations, it is important to explain it into two aspects – factors that cherish Corporate Social Responsibility, and the Dimensions of Corporate Social Responsibility.

### **2.2.1 Factors for the Corporate Social Responsibility**

In addition to its dual meaning as a company strategy and ethics, Corporate Social Responsibility (CSR) was further subdivided into three aspects in a previous study (Lantos, 2001): strategic, altruistic, and ethical.

Describing the three dimensions used to define Tsuitsui and Lim (2015) suggests that the degree to which corporations engage in Corporate Social Responsibility is primarily determined by two factors: the social-institutional and political-economic dimensions. Additionally, the author outlines the global and local levels, which are where the two primary categories (dimensions) reside.

The world society theory, international treaties, global corporate social responsibility frameworks, transnational social movements, pressure from international organizations (IGOs/INGOs), normative pressures, global norms, regional networks and collaborations, and international organizations are examples of social and institutional factors that are influenced globally.

### **2.2.2 Dimensions of Corporate Social Responsibility**

Uses of Corporate Social Responsibility by corporations mainly look into both internal and external organizational environments and hence they can be termed as another dimension of categories of CSR.

The internal environment includes treatment of special groups and minorities, employee relations, and advancement potential while the external environment also includes; environmental concerns, external perceptions of quality, and external perceptions of employee compensation to the marketplace (Rothbardt, 2012).

**Table 1.1: Corporate Social Responsibility in the context of social regulation of economy**

<b>Levels</b>	<b>Social – Institutional factors of CSR</b>	<b>Political –Economic factors of CSR</b>
<i>Global Level</i>	Normative Pressures	Foreign economic penetration
	Global norms	Cross-national economic transactions
	International Organizations (IGOs/INGOs)	Arm’s-length/short-term vs. embedded/long-term relations
	Transnational social movements	Economic dependence
	Global Corporate Social Responsibility frameworks	Race-to-the bottom vs. ratcheting up
	International treaties	Trade, foreign investment, debt
	Regional networks and collaborations	World system theory

	World society theory	
<i>Domestic Level</i>	Cognitive receptivity	National economic system
	Rationalization of business environment	Government orientation to economic planning
	Predominance of rules, standard operational procedures	Liberal vs. coordinated economies
	Reduction of organizational uncertainty	Government business relations
	Transparency vs. corruption	Coercion vs. collusion between state and business actors
	Democracy, humanity development	Varies of capitalism
	Organizational institutionalism	

**Source: borrowed from Tsuitsui & Lim (2015: p.7).**

Several scholars have attempted to refine CSR activities by separating economic responsibility activities from other performances because these activities, like product quality and customer satisfaction, heavily focus on business success but not greater social benefits. Carroll's (1979, 1991) four dimensions of CSR, also known as Carroll's Four Faces, have been widely used to explore corporate socially responsible activities (Kim, et al, 2014).

For instance, Mohr et al. (2017) listed CSR activities with five characteristics: environmental, social, economic, stakeholder, and voluntariness. Dahlsrud (2008) also explained these dimensions.

Kim and colleagues (2014) proposed six classifications of corporate social responsibility (CSR): environmental management, charitable giving, employee and community involvement, education, public health, and sponsorship of cultural and sporting events.

### **2.3 CORPORATE SOCIAL RESPONSIBILITY COMMUNICATION**

Public relations and organizational communication of the company are directly linked to corporate social responsibility (CSR) communication, which is defined as the dissemination of CSR messaging to internal and external stakeholder groups. By drawing in participants who appreciate this feature, it strikes a balance between words and deeds. But this aspect of CSR communication has shown that conventional marketing and PR tools and metrics are inadequate, and occasionally even misleading (IPRA, 2020).

Furthermore, CSR communication is still very beneficial to the corporation's use of CSR activities because, in addition to improving stakeholder attitudes and support behaviors (investing, buying, and looking for work), corporations can also improve their corporate image, fortify their bonds with stakeholders, and strengthen their advocacy behaviors over the long run.

They also propose measures to be taken that include; managers to have a deeper understanding of key issues related to CSR communication so that they can design an effective CSR communication strategy with an expectation of reducing stakeholder skepticism and to convey favorable corporate motives in a company's CSR practices.

Other specific measures identified include; proper use of content of the message and channels of communication concomitantly to the level of the corporation's

involvement with its publics through rhetorically framed messages with commitment, impact, motives and fit.

Furthermore, the selection of the channel for communicating CSR messages depends on the target of communication and the target publics. Internal channels include official documents such as annual reports, CSR reports, news releases and other formal documents – all these can be accessible in printed formats or available at a corporation's corporate website and monitored by the corporation itself. External channels of communication may also be employed according to the goal of CSR communication. These include; traditional advertising in mainstream media that includes newspapers, magazines, outdoors, Television and radio.

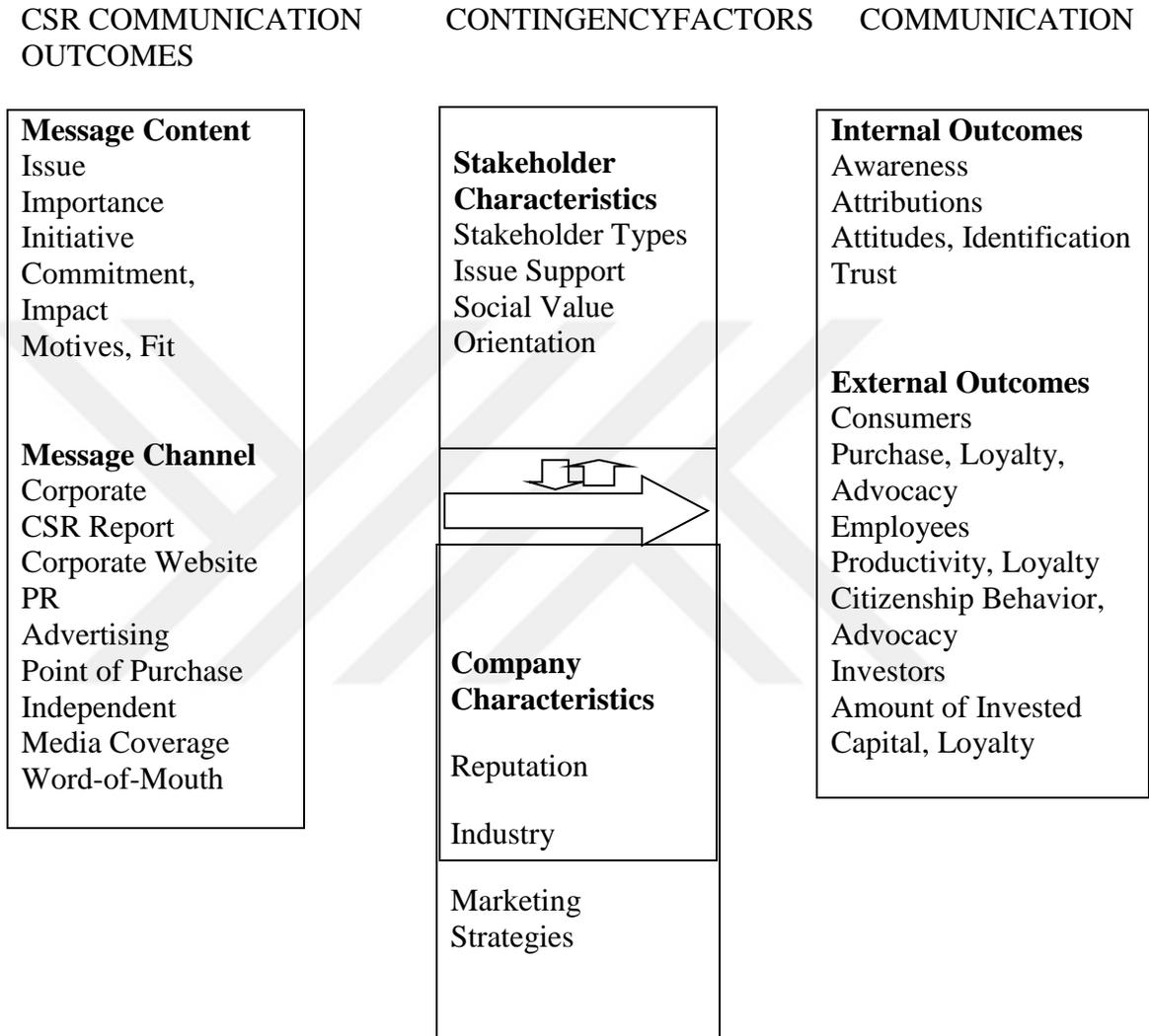
Because of this, IPRA (2020) has created ten criteria to ensure that CSR messages are shared effectively through communication. They include:

- a. Pay special attention to the opinions that clients express on a business and the social and environmental issues that they find significant. Information regarding these discussions is now available to us that was not before possible.
- b. Keep an eye on social media conversations and let them shape the content and services you provide. Determine the precise audience categories that are most likely to take part in CSR conversations and the highly connected people that make up those segments.
- c. Hold fast to the organization's social assets, mission, and fundamental principles.
- d. Continue to represent the organization honestly and sincerely. Arrange CSR messaging so that these assets contribute to greater legitimacy.
- e. Have the backing of senior management, which is the last check. Pay special attention to the opinions that clients express on a business and the social and

environmental issues that they find significant. Information regarding these discussions is now available to us that was not before possible.

- f. Keep an eye on social media conversations and let them shape the content and services you provide.
- g. Determine the precise audience categories that are most likely to take part in CSR conversations and the highly connected people that make up those segments.
- h. Build ties with consumers and employees based on shared values — the true potential for corporate social responsibility messaging lies in fortifying these relationships.
- i. Make sure that employees are the focal point; the main goal should be to make employees feel that CSR activities are relevant to them. Just like for consumer audiences, employee-focused communications should be structured around the primary elements that determine their relevance.
- j. Make it simple for customers to become involved, connect, and show support - A company's CSR experience establishes relevance, not just what you read or hear about it.

**Figure 2.2: A framework of Corporate Social Responsibility Communication**



Source: borrowed from Du, Bhattacharya, & Sen, (2010).

## **2.4 ADVANTAGES AND DISADVANTAGES OF CORPORATE SOCIAL RESPONSIBILITY**

This part has been divided into two; the general advantages and disadvantages of Corporate Social Responsibility and the Internal and External Advantages and Disadvantages of Corporate Social Responsibility.

### **2.4.1 The Advantages and Disadvantages**

Scholars concur that corporate social responsibility initiatives require substantial financial support from corporations, companies, or institutions; nonetheless, the rewards outweigh the drawbacks. Multinational corporations, often known as global corporations, have been heavily investing in community-related activities for this reason.

Both public and non-governmental local businesses, organizations, and companies have adopted a similar pattern. Benefits include: being accountable for current issues and challenges; taking responsibility for social and economic reality; having a lot of power and influence; having large budgets and resources for CSR programs; having access to information about current local issues in various regions; drawing attention to and involving people in CSR initiatives; and having knowledge and potential.

**Table 2.2: Comparison between the advantages and disadvantages of Corporate Social Responsibility**

Advantages of CSR	Disadvantages of CSR
Responsibility of being a partner of social and economic reality	Business of business is business – corporate social responsibility refers to generating profits
Responsibility for current problems and challenges	Corporations are legally responsible only towards their owners (shareholders) – using corporate funds for other goals that increase shareholder value means violating the law (fiduciary duty)
Huge power and impact possibility (55% of production generated by big global players)	Corporate Social Responsibility leads to increasing corporation role – corporations may abuse their power and influence possibility
Huge budgets and assets for corporate social responsibility programmes	Corporations do not have necessary knowledge and experiences in solving social problems
Access to different regions and information on current local challenges	
Attracting people’s attention and involving them in corporate social responsibility initiatives	
Know-how and possibility to support and cooperate with Non-Governmental Organizations (NGOs)	

**Source: Taken from Aluchna (2017: p.15).**

### 2.4.2 External and Internal Advantages of Corporate Social Responsibility

After discussing the benefits and drawbacks of implementing corporate social responsibility in businesses, organizations, and institutions—particularly for multinational conglomerates—let us focus on the advantages that these initiatives, practices, and activities have both internally and externally.

**Table 2.3: Comparing internal and external advantages of Corporate Social Responsibility**

External advantages of CSR	Internal advantages of CSR
1. Marking the corporate mission reliable	1. Improvement of employer image
2. Image improvement	2. Creating the motivation system
3. Conflict – free economic activity	Strengthening the Corporate culture (strong norms) and communication systems
4. Increase of customers loyalty and increase of new customers number	3. Innovative production and packaging
5. Improvement of the competitive advantage to distinguish company from rivals	4. Lower cost due to cuts in energy and materials and waste generation
6. Base for the business model	
7. Tax avoidance	

**Source: Aluchna & Idowu (2017: p. 16).**

In the end, this adds value to firms' adoption of CSR initiatives. To begin with, companies that use corporate social responsibility (CSR) strategies or projects to connect their goods and services to customers have the chance to enhance their employers' reputation, which is a crucial component of their feeling of belonging to the company.

Since it is insufficient, corporate social responsibility motivates an employer and catalyzes their fervor and energy.

## **2.5. HOW GLOBAL CORPORATIONS USE CORPORATE SOCIAL RESPONSIBILITY**

Global firms, sometimes referred to as multinational corporations, have an ethical duty to manage their Corporate Social Responsibilities in the countries in which they conduct business, according to Paul Argent (Rivoli & Waddock, 2011, p. 94). These duties include fostering a friendlier company image and permitting both conciliatory and combative reactions.

Even so, the parent company retains limited liability even though it owns all of its subsidiaries together. According to Osibanjo, Oyewunmi, & Salau (2014) and Tirimba & Macharia (2014), it is primarily focused on achieving its goals. As Ruggie (2018, p.) clearly explains, this means that the corporate parent is typically not accountable for risks taken by a subsidiary or monetary damages imposed on a subsidiary beyond the extent of its investment in it.

Corporate Social Responsibility is still very important for the success of the Corporation. It is the interest of this study, therefore, to investigate Corporate Social Responsibility activities performed in the sampled emerging democracies by Global Corporations for the betterment of both internal (Branch/Agency) and parent images in stretching for their acceptance. The analysis has allowed the researcher to describe the involvement of Public Relations in emerging democracies as compared to developing democracies.

## **2.6 GLOBAL CORPORATIONS' CORPORATE SOCIAL RESPONSIBILITY PROJECTS IN EAST AFRICAN COUNTRIES**

Super-national companies, corporations, and global corporations have stepped up their strategies to capture the African market niche, according to the majority of African studies on corporate social responsibility (Seriki, 2020; Johnson, 2019; Aluchna & Idowu, 2017; Makoni, 2016; Cheruiyot & Onsando, 2016; Osibanjo, Oyewunmi, & Salau, 2014; Tirimba, & Macharia, 2014; Forstater, Zadek, Guang, Yu, Xiao, & George, (2010); Zorn, 2009; and Egels, 2009). As a result, the multinational companies are finding it difficult to enter the emerging African markets. This also applies to the situation in East African nations where multinational companies are attempting to implement local approaches in their CSR initiatives.

As previously said, this research has used the Kim, et al. (2014) Corporate Social Responsibility model to examine its programs in East African nations. There are six in the model.

## **2.7 CORPORATE SOCIAL RESPONSIBILITY PRACTICES IN THE HEALTH SECTOR**

The World Business Council for Sustainable Development (2000) defined Corporate Social Responsibility as the ongoing commitment made by businesses to act morally and promote economic and social development while enhancing the standard of living for employees and their families, the local community, and society at large.

This includes a range of voluntary strategies and actions carried out by private-for-profit organizations without any legal, social, or financial obligations, but only to positively impact various facets of society (Sharma & Kiran, 2012). The authors go on to explain that corporate social responsibility can also be seen as a business's contribution to the long-term, sustainable development of society, the country, and the world.

The health sector's CSR practices extend beyond providing medical care and concentrate on integrated healthcare delivery through cross-sectoral partnerships. These include addressing the supply and demand match in public health infrastructures, forming community partnerships on various health issues, supporting fund-raising initiatives, volunteering for health campaigns and planning health camps, coordinating and cooperating with various health institutions to act cooperatively, and producing or selling drugs at a reduced cost for economically disadvantaged populations, among other things (Sharma & Kiran 2012; Amponsah-Tawiah, & Mensah, 2015). Along with bringing safety to the health sector, Amponsah-Tawiah and Mensah (2015) identified areas that got significant focus in their work relating to community interactions, which was later endorsed by Nwobu, (2021).

This was also echoed in the Schiavo (2014) who wrote on “*Health Communication: From Theory to Practice*”. The author focuses on the uses of Health Communication in engaging, empowering and influencing individuals and communities in improving health related activities.

Another interesting study by Hossain, Yahya, Rahman, Sobhani, & Rahman, (2019) on Corporate Social Responsibility in Healthcare: A case of Islamic Banks (IBs) in Bangladesh used a content analysis methodology to analyze objectively and systematically the websites and annual reports of the IBs and the relevant publications of the central bank of Bangladesh, found that IBs are used in healthcare schemes, which have been growing considerably over some time.

However, the results also portrayed that, among all the IBs, Islamic Bank Bangladesh Limited has made the highest contribution to healthcare CSR by establishing hospitals, operating health camps, providing medical assistance, assistance to mothers and neonatal, etc.

In their attempt Shukla, & Pandey, (2023) that despite the economic difficulty due to virulent illness, the corporations engaged themselves in giving consciousness and support on how to deal with the disease.

The arguments provided by Shukla & Pandey (2023) were also well argued by Schwartz & Kay (2023) in their study “The COVID-19 global crisis and corporate social responsibility” that have shown that COVID-19 had a strong influence on Corporate Social Responsibility.

The scholars have submitted that there is a significant relationship between COVID-19 and its colossal impacts on the Corporate Social Responsibility of organizations worldwide, which impacted society, people, and the environment, derived from corporate practices, governance structure, and stakeholders. Generally, corporate bodies typically slot in CSR activities to be represented in a good light.

Some of their activities include commitment in educating the host community, monitoring health of people, providing diagnostic services, mobilizing community partnerships, providing care, among others. Corporate entities majorly offer public health services in form of charity.

## **CHAPTER THREE**

### **THE USE OF SOCIAL MEDIA IN THE CONTEXT OF THE EFFECT OF SOCIAL RESPONSIBILITY PROJECTS APPLIED IN EAST AFRICAN COUNTRIES**

This chapter comprises the purpose and Importance of the study; The Universe and Sample of Research; Research Hypothesis; Related studies; Research Methodology, and Research Results.

The concepts and theories that have been discussed in the previous chapters have been shown, analyzed, and interpreted and findings have been presented on the Use of Social Media in the Context of the Effect of Social Responsibility Projects Applied in East African Countries.

#### **3.1 PURPOSE AND IMPORTANCE OF THE STUDY**

As the world is embracing new media technologies in information and communication activities, Public Relations is among the professions that are expected to be at the forefront in using the advantage of the coming and advancement of new media technologies (Palaci, & Ozgen, 2020; Yang, & Saffer, 2018; Bilbil, & Günler, 2017; Sarah, & Shaul, 2016; Ozel & Yilmaz, 2014a, 2014b; Wissinger, 2007a, 2007b) especially in developing countries like East African countries.

This is because practitioners have been dragged into the current social trends, technologies, cultural phenomena, and new communication trends as well as responding to diverse local and global audiences (Edwards, 2018). Globally, Corporations are performing their activities using both mainstream media and new media.

Social media users, however, have recently been given a wide girth due to the advancement of the Information and Communication Technology (ICT) in supporting the mainstream/traditional media as accorded by different studies (Bilbil & Gunler, (2017); Wang & Yang, 2017; Sriramesh, 2017; Wright & Hinson, 2017 & 2009; Carah

& Shaul, (2016); Duhe, 2012; Baran & Davis, 2010); and Wissinger, (2007a, 2007b) and as they increase their global community penetration through globalization (Sriramesh, 2009 & 2017; Fong & Yazdanifard, 2014; and Rhee & Sung, 2013). It is actually, becoming a more powerful tool because more people, even in the less developed countries have access to the Internet.

Global corporations are utilizing basic techniques of public relations, including corporate sponsorship, corporate reputation management, corporate identity management, and corporate social responsibility (Bilbil & Gunler, 2017; Yeomans & Tench, 2014; Ozel & Yilmaz, 2014a, 2014b). One of the most crucial aspects of modern public relations is corporate social responsibility (CSR), which is by nature voluntary (Ruggie, 2018). CSR has been instrumental in building a solid foundation for the government, the communities that corporations serve, and other stakeholders. Furthermore, there has been a strong argument made that despite the numerous discussions about the effectiveness of Corporate Social Responsibility (CSR), particularly regarding whether or not corporations should be held responsible for the social and environmental effects of their operations, the field has been rapidly expanding globally in recent years.

It has also given the practitioners and academicians a task to redefine the term public relations in a manner that reflects the practice as a global activity involving diverse publics (Sriramesh & Verčič, (2009).

In another publication, Sriramesh, (2010) posited that four factors have played a significant role in the current area of globalization thereby also contributing to the importance of global public relations namely: The increase in democratization around the world that happened predominantly in the second half of the twentieth century; the formation of trading blocks in the final decade of the twentieth century (EU, NAFTA, APEC, etc.).

Beyond the novelty of the expression, globalization has had a substantial impact on public relations practice, according to Sriramesh, Rhee, and Sung (2013). As a result, it is reasonable to question if globalization is a recent phenomenon, given that it can be traced back to human history. Additionally, as explained by Blomkvist, Kappen, and Zander (2018), multinational firms both drive globalization and are impacted by it in ways that they may or may not find desirable.

The reason for this reality is that multinational firms have a large number of subsidiaries, some of which profit from globalization while others do not. The cultural side of globalization has received particular emphasis to the point where multinational firms must participate in cross-cultural business.

Curtin & Gaither (2007) emphasize that local issues are different: geostrategic, economic, cultural, political, historical, and social though a common denominator is that practitioners have to rethink the new ways of applying the new trends. Public Relations practice in global corporations in a globalized public can, therefore, include overseas experience, deep self-awareness, sensitivity to cultural diversity, humility, life-long curiosity, global strategic thinking, and patiently impatient while strategizing public relations activities and Corporate Social Responsibility in particular, for better achievement.

The general purpose of this study therefore, is to analyze the Global Corporations' Public Relations Practices in Developing Countries and their social media engagement in the digital era, focusing on identifying the local Corporate Responsibility practices of global corporations operating in Tanzania, Kenya, Uganda, Rwanda, and Burundi; identifying and analyzing the involvement of the global corporations in Corporate Social Responsibility projects; analyzing the corporations, use of social media in Corporate Social Responsibility projects; and showing how the Corporations' local projects differ from their activities elsewhere in the world.

After the completion of this study, – Use of Social Media the Context in of the Effect of Social Responsibility Projects Applied in East African Countries; Corporations, academicians, researchers, policymakers, and the entire public will benefit by understanding the contemporary trends of new media in Public Relations and effective ways to benefit from them in the globalized market. Specifically, this study will act as an anchor in East African terrain on the dynamics of Public Relations since very few studies of its nature have been conducted.

### **3.2 THE UNIVERSE AND SAMPLE OF THE RESEARCH**

As stated by Leomans & Tench (2014) and Baran (2002), everything that will be included in the study might be considered the universe of the study. It gives an explanation of the range of data that will be gathered using the research methodologies to draw more logical conclusions and offer pertinent answers to the investigation. The study "The Use of Social Media in the Context of the Effect of Social Responsibility Projects Applied in East African Countries" looked at and evaluated Coca-Cola's corporate social responsibility (CSR) programs in five different East African countries: Tanzania, Kenya, Uganda, Rwanda, and Burundi.

The study used a content analysis methodology to look at the Corporation's local operations and social media uses.

In this study, purposive sampling has been used to determine the sample for the selected countries, social networking sites, and the Global Corporation since for academic purposes, research needs to use only information-rich case studies. This is what the researcher considered in doing sampling for this study.

It is for the reason mentioned above; that Coca-Cola global corporation has been purposively sampled as one of the corporations working in East African countries – among the biggest global corporations stretching their services not only in developed countries but also in developing countries (Sharma & Kiran, 2012).

Moreover, in the case of the selected Social Media, Facebook has been sampled as among the most used SNS by Coca-Cola Company in East African countries behind Twitter. It also ranks number one as the most used Social Networking site in the World as thoroughly elucidated by Wright & Hinson (2017).

It has been, therefore, the lust of this study to understand how the glocalization of Public Relations and Corporate Social Responsibility projects, in particular, are being carried out in East African countries and use social media in their corporate social responsibility activities.

Sample sizes that are typically appropriate for most investigations range from thirty (30) to five hundred (500), according to Wisner (1975), as referenced by Sekaran (2000, p. 296). It is also clarified that the sample shouldn't be too big or too little.

According to Kothari (2004), Stacks (2011), Wimmer & Dominick (2010), and other sources, it should be the best sample possible, meeting the criteria for efficiency, representativeness, dependability, and adaptability. Ever since the accounts were created in each of the sampled East African countries, content analysis has been done on the social responsibility projects that are shared on social networking sites, particularly Facebook.

Since this study has been conducted primarily in five developing countries, their differences in economic, political, cultural, and technological dimensions may be one of the challenges in collecting and analyzing data from the countries. However, this may as well act as strength and uniqueness of the study as it will expose the dynamics and their impacts on Public Relations practice and Corporate Social Responsibility projects in particular.

Moreover, with the effect of the COVID 19 Pandemic, all fieldwork research processes have been affected since the problem is still haunting many countries including East African countries. This study has extensively used online means of

collecting information and other activities as the COVID 19 pandemic is still limiting physical interactions.

### **3.3 RESEARCH HYPOTHESES**

**H1:** Global Corporations' Corporate Social Responsibility projects in East African countries have been localized.

**H2:** Coca-Cola Company Limited is involved in various Corporate Social Responsibility projects in Tanzania, Uganda, Rwanda, Kenya, and Burundi.

**H3:** Coca-Cola is using social media to engage in Corporate Social Responsibility projects in Tanzania, Kenya, Uganda, Rwanda, and Burundi.

**H4:** Like other Global Corporations, Coca-Cola uses Facebook more than other Social Networking sites in its engagements with its customers.

**H5:** Global Corporations' or Multinational companies' Corporate Social Responsibility projects in East African countries; Tanzania, Uganda, Rwanda, Kenya, and Burundi differ with other countries in the world.

### **3.4 RELATED STUDIES**

There are several studies conducted on international public relations, globalization and public relations, and corporate social responsibility – the concepts contained in this study. However, glocalization as another important concept in this study has not very much been covered compared to other mentioned concepts. Generally, this study - The Use of Social Media in the Context of the Effect of Social Responsibility Projects Applied in Eastern African Countries has benefitted from several studies or publications, both international and local ones.

Few related studies have therefore been selected to reflect the topic under this study as they can be highlighted here below.

### **3.4.1 International Studies**

The majority of the publications analyzed for this study had a direct bearing on the research question, which was "The Use of Social Media in the Context of the Effect of Social Responsibility Projects Applied in Eastern African Countries." On the other hand, several studies focused on specific aspects of the topic, like glocalization, globalization, corporate social responsibility, and public relations techniques and tactics, particularly those about international public relations. This study's main focus is on corporate social responsibility.

International research, such as those of Sandra Duhe (2012), Onal (1997), Okay & Okay (2016), and Sriramesh (2009, 2010, 2013, & 2017), addressed almost every aspect of the subject. Research on the concepts of globalization can be found in the works of Stiglitz (2002, 2007); Uluc (2008); Shen (2006); Sriramesh (2009, 2010, 2013, & 2017); and Martens (2010).

As can be seen in the topic of the study - The Use of Social Media in the Context of the Effect of Social Responsibility Projects Applied in Eastern African Countries, understanding new media concepts and practices especially relating or integrating with public relations practices is one of the important areas to be studied. Readings in this area include Stoldt, Dittmore, Ross, & Branvold, 2020; Palaci, & Ozgen, (2020); Yang, & Saffer, (2018); Çalapkulu, & Şimşek, (2018); Wright & Hinson, (2017); Fitzpatrick, (2017); Bilbil, & Günler, (2017); Evans, Phua, Lim, & Jun, (2017); Carah, & Shaul, (2016); Khajeheian & Mirahmadi, (2015); Ozel & Yilmaz, (2014a, 2014b); Fong & Yazdanifard, (2014); Canan, (2013); Duhe, (2012); Jalilvand, Esfahani, & Samiei, (2011); Mayfield, (2010); Grunig, (2009); and Wissinger, (2007a, 2007b).

The studies that have been consulted discussing Corporate Social Responsibility are also plentiful as can be seen in the previous chapters of this study. These include Sharma & Kiran (2012); Schiavo (2014); Hossain, Yahya, Rahman, Sobhani, & Rahman (2019). Schwartz & Kay (2023); and Shukla & Pandey (2023); Palaci, & Ozgen, (2020); Ruggie, (2018); Shirdkar, Beddewela & Richter, (2018); Mohr et al, (2017); Okay & Okay (2016); Tsuitsui & Lim (2015); Kim, et al, (2014); Killinc, Sahin, & Ates, 2013); Rothbardt, 2012; Rivoli & Waddock, 2011); Wan-Jan, (2006); Weitzman, (2004); Schwartz & Carroll (2003); Goyder (2003); Moore, (2003); Goyder, (2003); Lantos, (2001, 2002); Henderson (2001, 2004); Carroll, 1991; and Mintzberg, (1983).

### **3.4.2 Local Studies**

Since the study highlights Glocalising Corporate Social Responsibility projects in developing countries and East African countries in particular, the related studies from other African countries have also been considered as local studies. If there had been enough related studies from East African countries there would be no need to search for other studies from other parts of developing countries.

In conceptualizing globalization, its opportunities and challenges scholars from Tanzania; Shivji, (2006); Msambichaka, (2006); Wangwe, (2004a&b); Shao, (2004); Koda & Kiduanga (2004) have allowed an understanding of globalization and its contents in the local setting. Another interesting study from Aboje, (2007) from Nigeria shows different views of globalization from developing and Western countries.

Additionally, Osibanjo, Oyewunmi, & Salau (2014); Tirimba & Macharia (2014); and Aluchna & Idowu (2017)—all from Nigeria—were consulted by the study regarding the theories and applications of corporate social responsibility in developing nations. The consensus among the authors is that corporate social responsibility theories and practices have marginalized the African context, as evidenced by the struggles of some multinational corporations to adapt to local strategies. These concepts are also

reflected in GIZ's (2009) attempt to survey corporate social responsibility initiatives in Sub-Saharan Africa.

The investigation of Chinese International Construction Companies' (CICCs) CSR initiatives in Africa is the focus of Seriki (2020). According to the survey, when it came to implementing CSR strategies, CICC's scored highly on construction quality and adherence to local laws and customs, but poorly on employee welfare sensitivity and environmental care.

The dissertation for Makoni's master's degree (2016) focused on competitive advantage and corporate social responsibility at the Nairobi Additionally, Coca-Cola Bottling Company Ltd. reveals that multinational corporations such as Coca-Cola are leveraging the CSR potential to enhance their brand recognition in home markets.

The author makes the case that corporate social responsibility has evolved from being a catchphrase for business to becoming an essential component for companies looking to strengthen their public image to accomplish their stated goals or simply wanting to return to society a portion of their profits.

Zorn (2009) contributed to this research as he investigated the Corporate Social Responsibility (CSR) initiatives of a group of twenty-eight top consumer product businesses in sub-Saharan Africa.

According to Johnson's (2019) further local study, social relationships have become more intense due to the surge of globalization, particularly when employing CSR tactics. He makes the case that CSR is seen as a development instrument on par with conventional bilateral and multilateral aid, particularly in Sub-Saharan Africa. According to the author, Coca-Cola has been actively involved in CSR projects in Kenya that focus on entrepreneurship, water, and scholarships, making it a valuable partner in the nation's development efforts.

Cheruiyot & Onsando (2016) is another interesting African study on Corporate Social Responsibility from Kenya titled: Corporate Social Responsibility in Africa: Context, paradoxes, stakeholder orientations, contestations, and reflections. The authors aptly argue that Corporate Social responsibility in Africa has been witnessing an increased pace of interest of people and therefore become critical and controversial.

The authors further argue that African studies on Corporate Social Responsibilities have failed to address the theories of Corporate Social Responsibility witnessing many of them transplanting wholesome Western theories without contextualizing them to the African ideal CSR theories such as Ubuntu/Utu (humanism), African Renaissance, Omulwabi and Harambee suggesting all of them as humanity.

According to Egels' (2005) research, which uses Tanzania as a case study for CSR in the electrification of rural Africa, multinational firms have begun to investigate low-income African markets to find legality and expansion prospects.

Using the Asea Brown Boveri (ABB) rural electrification project in Tanzania, the author attempted to investigate CSR by examining how the processes of defining CSR develop when multinational companies enter low-income markets in Africa and the outcomes of these processes in terms of local definitions of CSR. The author employed two theoretical approaches, namely Actor-Network Theory (ANT) and Descriptive Stakeholder Theory (DST), to provide relevant localized definitions that would increase integration. The author further describes that multinational corporations have to use four stages are essential in defining corporate social responsibility in local settings.

These include: *problematization* – here the actor formulates the definition of Corporate Social Responsibility that the actor wants to adopt by suggesting roles for other actors and links between them; *intressement* – here the actor attempts to lock other actors into the defined roles; *enrolment* – where other actors accept their assigned roles;

and *mobilisation* – where the actor mobilizes all actors involved in the first stage (problematization) to play their assigned roles.

Despite all the approaches used, Egel (2005) suggests that in establishing and maintaining relations with Corporate Social Responsibility local definitions need to be integrated with the local people.

### **3.5 RESEARCH METHODOLOGY**

Public Relations activities are set to be measured to attest to their efficiency to the intended goals as what are referred to as Barcelona Principles. Public Relations research generally measures relationships, reputations, trust, confidence, and credibility (Stacks, 2011).

This study has analyzed Corporate Social Responsibility projects as one of the fundamental Public Relations practices with their engagement in social media – Social Networking Sites. This descriptive study – relying majorly on describing how data gathered is distributed within the sample (Tench & Yeomans, 2014; Kothari, 2004 & 2014; Stacks, 2011; Wimmer & Dominick, 2010 & 2006; Kumar, 2005) uses the mixed-method (approach).

The study's methodology was selected because it allows for the integration of methods and instruments from qualitative and quantitative research to support data collection, analysis, and presentation. This will yield significant insights into the problem at hand and possible solutions. This strategy has also allowed the researcher to provide extensive data frequencies of the Corporation's social media contacts with its clientele.

The research also used a comparative case study approach through content analysis to aid in the integration of information when evaluating data for the final report

(Stacks, 2011; Wimmer & Dominick, 2010; Creswell, 2009; Baran, 2002). Field data collection and analysis were required for this.

To evaluate how global corporations use social networking sites for CSR initiatives in East African countries—five of the seven East African Community (EAC) members have been chosen for this study: Tanzania, Uganda, Rwanda, Kenya, and Burundi—content analysis has also been used in this study. In contrast to the previous plan, which was influenced by the existing worldwide COVID-19 pandemic issue, the approach, sampling nations, corporations, and social media were chosen based on accessibility considerations (Kothari, 2014, 2004; Wimmer & Dominick, 2010, 2006; Kumar, 2005).

The study's quantitative component involved subjecting public relations efforts and social media participation to both qualitative and quantitative content analysis. Although the corporate social responsibility initiatives of all corporations have been assessed using the qualitative technique.

However, in data recording and analysis of this research, data obtained from the code sheets were recorded code sheets. In analyzing the qualitative data the study used to describe and interpret the data obtained and give a narrative analysis of the data through thematic analysis (TA). For quantitative statistical frequencies have used SPSS and presented it in tables, figures, or graphs

Moreover, Public Relations as a profession among the notable professions in the world with its crystal clear ethical codes of conduct (Stacks, 2011). Through different Public Relations professional associations such as the International Public Relations Association (IPRA) – ranked third, and the Public Relations Society of America (PRSA) – the second in the ranks, Public Relations is guided by professional codes of conduct. Moreover, it also uses ethical codes of other related professions such as the International Association of Business Communication (IABC), the Arthur W. Page Society – which is ranked in the fourth position, the American Psychological

Association (APA), and the American Medical Association (AMA) (Stacks, 2011). In the IABC, Public Relations professional ethical codes can be echoed in Articles, seven, eight, and nine. Moreover, the Arthur W. Page Society has jotted down seven principles of Public Relations ethical conduct. These include:

- Tell the truth,
- Prove it with Action,
- Listen to the Customer,
- Manage for tomorrow,
- Conduct PR as if the whole company depends on it,
- Realise the Company's true character is exposed by its people, and
- Remain calm, and patient, and avoid humor.

The American Psychological Association (APA) and the American Medical Association (AMA), identified six major code points in research:

- All research participants must agree to actively participate in the research
- Participants must be allowed to withdraw from the Research Project at any point without penalty
- Participants must understand what they are volunteering for
- The actual research must not harm the individual, psychologically, or physically
- Participants' actions, behaviors, and or statements must remain confidential and anonymous, and,

- The participants must not be labelled as “subjects” or “victims” since it makes the researcher feel superior to the participant. (Stacks, 2011, p. 105).

Furthermore, the International Public Relations Association (IPRA), as an umbrella for Public Relations professionalism seems to be more distinctive compared to other professional associations as far as ethical codes by having the addition of practice codes. These include the Code of Venice, 1961; Code of Athens, 1965/1968; the Code of Nairobi, 1991; and the Code of Brussels, 2006. It is, however, very unfortunate that the codes have not mentioned research (Stacks, 2011).

This study has, therefore, adhered to all ethical codes as identified and explained by the International Public Relations Association (IPRA) (adopted from IABC), Arthur W. Page Association, and specifically, the six major code points by the American Psychological Association (APA) and the American Medical Association (AMA).

In a nutshell, this section meticulously outlined the study methodology used to examine the relationship between Corporate Social Responsibility (CSR) initiatives and their participation in Social Networking Sites (SNS) as core Public Relations (PR) activities. The study's approach sought to address the implications for PR strategies and results as well as to give a thorough understanding of how firms use SNS platforms to interact with stakeholders and convey CSR activities.

Capturing the complex nature of CSR-SNS engagement required the application of a mixed-methods strategy that combined qualitative and quantitative techniques. This research aimed to triangulate data sources and viewpoints, strengthening the findings through a thorough literature review, content analysis of CSR-related posts on SNS platforms, and in-depth interviews with PR experts.

Generally, the ethical codes have been considered throughout the process of this study, specifically during data collection, analysis, and interpretation.

### **3.6 RESEARCH RESULTS**

This part has comprises the outcome of the study. It includes: East African countries' brief profiles; Coca-cola – the sampled corporate social responsibility operating in East Africa countries; Coca-cola corporate social responsibility projects in east African context; Coca-cola's social media uses in its corporate social responsibility projects in East African countries; and engagement of coca cola through Facebook accounts in the public health commitment corporate social responsibility issues in the selected countries. It is actually the heart of this study.

#### **3.6.1 East African Countries' profiles in brief**

The East African Community (EAC), which was once limited to the United Republic of Tanzania, Kenya, and Uganda, is largely responsible for the region's widespread recognition among East African nations. But as their neighbor saw how it was expanding, they began to ask to become a part of the community. Among them were South Sudan, Rwanda, Burundi, and the Democratic Republic of the Congo, which just became a member.

The EAC's Treaty, which created the Community, serves as a basis for its operations. Every member state has a distinct background in terms of political history, economic development, and technical innovation. However, the Democratic Republic of the Congo and the Republic of South Sudan have been purposefully left out of this study.

One of the world's fastest-growing regional economic blocs, the EAC is fostering greater cooperation among its member nations in several important areas for their mutual gain.

The political, economic, and social domains are among them. As seen by the encouraging developments of the East African Customs Union, the Common Market's

formation in 2010, and the execution of the East African Monetary Union Protocol, the regional integration process is currently well underway.

**Figure 3.1: The current map of the East African Community**



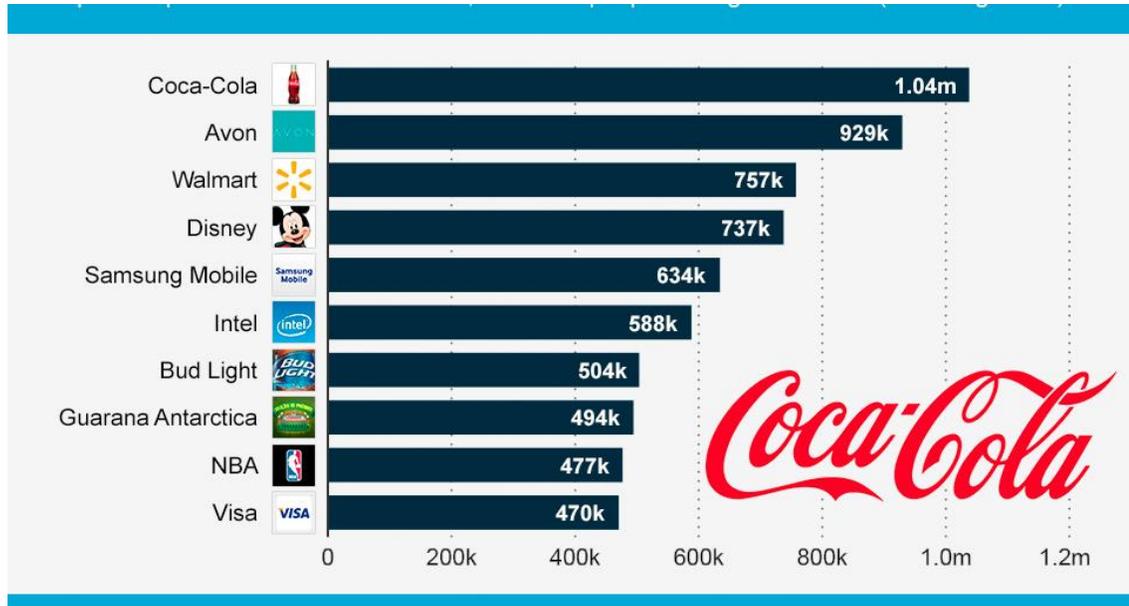
Source: <https://tanzaniatimes.net/wp-content/uploads/2022/04/map-7.jpg>

### 3.6.2 Coca Cola – the Sampled Global Corporation Operating in East African Context

The Coca-Cola firm is a publicly traded firm that is "owned" by thousands of global investors and shareholders. Its shares are traded on the New York Stock Exchange. In 1919, The Coca-Cola Company's stock symbol was CCO, and the company issued its first Coca-Cola shares.

By 1923, "CCO" had been superseded by "KO." Dr. John S. Pemberton created Coca-Cola on May 8, 1886, in Atlanta, Georgia. It was so well-liked that it was sold for five cents a glass right away. The Coca-Cola business is also responsible for producing some of the most well-known beverage brands in the world, including Fanta, AdeS soy-based beverages, Ayataka green tea, Dasani waters, Del Valle juices, and nectars, Honest Tea, innocent smoothies and juices, Minute Maid juices, and Powerade.

**Figure 3.2: Top 10 Corporate Brands on Facebook in the year 2020**



**Source: Statista (2022) retrieved from** [https://ec.europa.eu/eurostat/statistics-explained/images/thumb/e/e0/Enterprises\\_using\\_social\\_networks%2C\\_2013\\_and\\_2019\\_%28%25\\_of\\_enterprises%29.png/800px-](https://ec.europa.eu/eurostat/statistics-explained/images/thumb/e/e0/Enterprises_using_social_networks%2C_2013_and_2019_%28%25_of_enterprises%29.png/800px-)

The Global Corporation's social initiatives and social Responsibility activities have successfully reached countless people globally. For example, Coca-Cola EKOCENTERS are providing access to water, power, and the Internet to a growing number of people around the world. Through its project Last Mile - the availability of medicines in remote areas in Africa has increased, and through 5by20, hundreds of thousands of women have been equipped with the tools and knowledge to become successful entrepreneurs.

While data provides concrete evidence of program's positive impact, there is nothing like meeting the people whose lives have been changed, hearing their stories first-hand, and getting an up-close look at how these initiatives make a difference. Coca-Cola had also sponsored big global events (Annual Review, 2011).

The Coca-Cola Africa Foundation was also established to manage and fund community initiatives within the African continent. In June 2001 UNAIDS declared a partnership with The Coca-Cola Africa Foundation to bring new thrust to the battle against AIDS. The collaboration between Coca-Cola and UNAIDS builds on existing models of public/private partnerships to strengthen private sector involvement in tackling global issues such as AIDS.

The program was built on three pillars of partnership, namely: Local Community Infrastructure – intended to deploy unique infrastructure and presence in local communities to support local prevention, education, and treatment programs; Marketing Resources – intended to provide marketing expertise to develop public awareness and information campaigns for UNAIDS, international and local partners across Africa; and Human Resources Policies - as the largest private sector employer in Africa, intended to develop and implement model human resources policies and practices for their employees, consistent with local laws ([http://archive.gbchealth.org/member\\_profiles/coca-cola\\_company/](http://archive.gbchealth.org/member_profiles/coca-cola_company/)).

The story goes on to say that the Coca-Cola Africa Foundation announced in September 2002 that it was partnering with Coca-Cola's 40 African bottlers to support them in increasing their HIV/AIDS employee healthcare benefits, which included antiretroviral medications.

The healthcare program is the most recent effort in a multi-year drive to combat the AIDS pandemic in Africa, spearheaded by The Coca-Cola Africa Foundation and Coca-Cola bottlers in the region. To improve the provision of public health services throughout the continent, the Foundation and bottlers have formed strategic partnerships with UNAIDS and other non-profit organizations. They also currently sponsor HIV/AIDS campaigns in ten different countries. The extended healthcare benefits program, it was further stated, has been one of the largest business-initiated HIV/AIDS initiatives to start rolling out in Africa.

Through its partners Coca Cola existing benefits, the expanded healthcare program offered access to anti-retroviral drugs to the employees and spouses of any Coca-Cola bottler that chooses to participate. Countries involved included: Egypt, Morocco, Burundi, Congo, Democratic Republic of Congo, Reunion, Angola, Rwanda, Kenya, Tanzania, Ethiopia, Mozambique, Namibia, South Africa(some), Uganda, Botswana, Lesotho, Swaziland, and Zambia. Given some of the infrastructure challenges, it will take up to 12 months to fully roll this out in these countries.

These bottlers have already put in place extensive policies regarding HIV/AIDS prevention and awareness which continues to be the area of focus. The Coca-Cola Africa Foundation works with other bottlers in Africa to expand the number of those participating in the healthcare program over the next year.

### **3.6.3 Coca Cola Corporate Social Responsibility Projects in East African context**

Coca-Cola has been one of the development partners in the sampled countries of East Africa – Tanzania, Uganda, Kenya, Rwanda, and Burundi despite their differences in political, social, economic, and cultural dimensions as part of Corporate Social Responsibility activities. The following are engagements of Coca-Cola country-wise:

**TANZANIA:** Coca-Cola Tanzania (Coca-Cola Kwanza Limited) – was established several decades ago, which won very good media relations as it used to invite bloggers and journalists in its projects to attract wide coverage and acceptance in the Tanzanian public.

As an attempt to appeal to both internal and external stakeholders, Coca-Cola organized a journey for journalists and bloggers around the nation to observe and hear firsthand how its business and sustainability initiatives are improving people's lives across the nation.

To leverage its supply chain, distribution, logistics, and marketing skills, Coca-Cola Tanzania Limited is collaborating with the government's Medical Stores Department (MSD) to distribute essential medications to isolated African villages. According to Kushner (2014), since their collaboration with Coca-Cola started in 2010, the number of medications available at their clinics has increased by up to 30 percent, indicating the company's strong support.

**KENYA:** One way to understand the value of CSR in sustainable development is to explore the business-society relationship of a multinational corporation that has a footprint in Kenya and is a partner with development agencies and the government.

The Coca-Cola Company, headquartered in Atlanta, Georgia, has a supply chain network that reaches over 200 countries with more than 421 million customers (Coca-Cola, 2015). One percent of the previous fiscal year's revenue was earmarked for charitable causes and disseminated through the company's nonprofit division, the Coca-

Cola Foundation (Coca-Cola Foundation, 2016). In 2018, \$125 million in contributions was provided to 139 countries (Coca-Cola Company, 2018).

The company has pledged \$65 million for health and sanitation education programs since 2009, and it announced in 2015 a \$4.5 million education initiative focused on youth, with Kenya serving as a key focus country for investment (Coca-Cola Company, 2015).

Through the establishment of the Coca-Cola Africa Foundation to strategically invest in sub-Saharan Africa and increase sustainable development, the corporation partners with governments and organizations such as the UN; USAID; the Global Fund to Fight AIDS, Tuberculosis, and Malaria; and the Discovery Channel Global Education Partnership to achieve metrics identified in its CSR plan.

The company notes in its own public relations materials that it uses CSR to identify progress and areas for improvement or change by setting measurable goals each year (Coca-Cola, 2015).

It focuses on three core priority areas: education and youth development; economic empowerment and entrepreneurship; and access to clean water, water conservation, and recycling. The CSR plan provides for strengthening communities including human rights, philanthropy, and a focus on women within each of the core priority areas.

Since the company's global supply chain reaches some of the least-resourced countries with large populations of out-of-school children and because of its interest in sustainable development, focus on core elements of CSR theory articulated in Carroll's (1979) definition, strategic emphasis on education, and partnership with Kenya, it provided the appropriate backdrop for this research study.

**UGANDA:** Coca-Cola in Uganda is known as Coca-Cola Beverages Africa Uganda namely; Cocacola, Cocacola-zero sugar, Sprite, Fanta, and Minute Maid. Coca-Cola Uganda is the biggest industry producing drinks in the country. The company also includes Ruwenzori Water.

It has been reported that Ruwenzori Water currently employs two deaf employees. Coca-Cola Uganda has been hiring people with disability to work with it as part of Corporate Social Responsibility activities. The company also supports the disabled people in different ways.

For example, Coca-Cola has been providing free coolers for different businesses of persons with disabilities in some parts of Uganda since 2010. This leads to the empowerment of people with disabilities and makes sure they can lead a sustainable life. Both Coca-Cola and Rwenzori Water have had relationships with Disabled People's Organisations (DPOs) for years.

**RWANDA:** Producing and distributing Coca-Cola goods like Coca-Cola, Sprite, and Fanta, Coca-Cola Co. is also active in Rwanda. Aside from this, the business has been actively participating in national Corporate Social Responsibilities. According to reports, the 25,000 people who live in Ruhunda, Rwanda, are going to have their lives changed since they can now easily access services and facilities that were before unavailable.

Several new amenities, such as access to a fully functional health center and a telecommunications tower offering 3G wi-fi internet connections, had been made available through Coca-Cola EKOCENTRE, a social enterprise initiative that the company launched in 2013 to empower communities while enabling business and economic growth. These included mobile charging facilities, access to filtered water from a recently constructed water collection center, etc.

To grow their CSR initiatives in Rwanda, Coca-Cola and Ekocentre worked together with partners. These were: Pentair, which operates two water purification units

that use a combination of technologies, including reverse osmosis, to provide up to 20,000 liters of safe drinking water per day; Philips, which powers the lighting for the new soccer field and surrounding areas, including the health center; Ericsson, which is assisting in the construction of a new cell phone tower to provide connectivity while TIGO provides 3G coverage for internet access; Medshare, which supplies medications to the town's government-run health center; and Solarkiosk, which constructed and will operate the Ekocenter, a neighborhood retail space that sells necessities and Coke products.

These partners of Coca Cola were optimistic with the launch of Ekocentre in Rwanda, for instance, Mr. Hogan revealed that: "We are committed to building sustainable economic models to make a long-lasting impact, as is Coca-Cola." Everyone uses their abilities in this paradigm, and we can do far more as a team than we can on our own. Our engineers collaborated with the engineers of Coca-Cola to create a novel, long-lasting clean water solution that requires less energy in remote areas.

Furthermore, according to CEO of Solarkiosk Andreas, Africa is endowed with a lot of sunshine, and solar-powered energy solutions offer the continent a lot of options and that they are thrilled about the numerous ways in which our mission and Coca-Cola's Ekocenter for community empowerment naturally complement one another.

**BURUNDI:** As with other nations, Burundi has been designated as a beneficiary of Coca-Cola Corporate Responsibility programs. The US Agency for International Development (USAID) and The Coca-Cola Company (DTC) have forged a special partnership to address the needs of people in developing countries like Burundi (Water and Development Alliance, 2014).

WADA works to safeguard and improve the sustainability of watersheds, encourage the efficient use of water, and provide clean water and sanitation services to the most underprivileged. It works in conjunction with local USAID Missions, the

Global Environment & Technology Foundation (GETF), and the Coca-Cola system partners (foundations and bottling facilities) to accomplish this.

With plans to grow, WADA has spent more than \$33 million since 2005 to improve the lives of people and the condition of ecosystems in 30 African nations, including Burundi, Asia, the Middle East, and Latin America.

In general, Coca-Cola has used several CSR programs throughout the world. Coca-Cola started its CSR program, Ekocentre, in 2013 and has since partnered with various foreign firms to take its CSR initiatives global. East African nations have taken such measures.

Through EKOCENTRE, Coca-Cola has engaged in the following activities: sponsorship of athletic and cultural events, public health, education, charity, community and worker relations, and environmental stewardship.

#### **3.6.4 Coca-Cola's Social media uses in its Corporate Social Responsibility projects in East African countries**

The study examined the Coca-Cola home pages on the websites of every country that was sampled, including Tanzania, Uganda, Rwanda, Kenya, and Burundi. It also examined how social networking sites like Facebook, Twitter, and Instagram were used for CSR projects over five years starting in June 2017. See the figures in table 3.1 below.

**Table 3.1: Posts of Coca-Cola Projects in Facebook accounts**

	<b>Tanzania</b>	<b>Uganda</b>	<b>Rwanda</b>	<b>Burundi</b>	<b>Kenya</b>
Environmental Stewardship (1),	8	8			9
Philanthropic Contribution (2),	15	15			1
Educational Commitments (3),	2	2			1
Community/Employee Involvement (4),	17	17			15
Public Health Commitments (5),	38 (41.3%)	38 (41.3%)			42 (53%)
Sponsorship of Cultural/Sports Activities (6)	12	12			11
<b>TOTAL</b>	<b>92</b>	<b>92</b>			<b>79</b>

**Facebook account of Coca-Cola Tanzania @cocacolatanzania**

The Coca-Cola Tanzania Facebook account accessed in January 2022 had a very good picture of the uses of the Facebook account for its corporate communications. After thorough scrutiny with the independent coders, it was agreed that there were a total of 92 posts in the analyzed time. Among the 92 posts (100 percent); eight (8) posts (8.6 percent) were recorded as related to Environmental Stewards; fifteen (15) (16.3 percent) for Philanthropic Contribution; two (2) (2.1 percent) for Educational commitments, seventeen (17) posts (18.4 percent) for Community/Employee Involvement, thirty-eight (38) posts (41.3 percent) for Public Health Commitments, and

twelve (12) posts (13.0 percent) for Sponsorship of Cultural/Sports Activities as shown in the table below.

Most of the posts were not localized into the Tanzanian context as they were concerned with global, or regional contexts. However, few posts were in favor of the Tanzanian context. For example even its name “Coca-Cola Kwanza”, the second name is the Swahili word meaning “First” and hence literally means Coca-Cola First. This is among the strategies put in place to serve its customers in Tanzania.

**Table 3.2: Facebook account of Coca-Cola Tanzania**

<i>Country</i>	<i>Corporate Social Responsibility projects</i>	Frequency	Percentage
<i>Tanzania</i>	Environmental Stewardship (1),	8	8.6
	Philanthropic Contribution (2),	15	16.3
	Educational Commitments (3),	2	2.1
	Community/Employee Involvement (4),	17	18.4
	Public Health Commitments (5),	38	41.3
	Sponsorship of Cultural/Sports Activities (6)	12	13.0
<b>Total</b>		<b>92</b>	<b>100</b>

### Twitter account of Coca-Cola Tanzania

As it was for the Instagram page of Coca-Cola, the Twitter account also is linked to Coca-Cola Africa which was supposed to be Coca-Cola Tanzania. The page was established in July 2013 with 19,800 tweets, 263 followers, and 69,300 followers.

In the specific time under study – January 2019 to December 2021, there was a total of 326 tweets that were related to East African countries and Africa in general. Among the tweets, 194 tweets were on Sponsorship of Culture and Sports followed by Community/Employee Involvement with 21 tweets, Public Health Commitments with 13 tweets, and Environment Stewardship with two (2) tweets.

Other categories had zero tweets. However, 94 tweets were not relevant to any of the Corporate Social Responsibility projects but rather product commercial advertising.

**Table 3.3: Coca-Cola in Tanzania – Twitter account**

<i>Country</i>	<i>Corporate Social Responsibility projects</i>	<i>Frequency</i>	<i>Percentage</i>
<i>Tanzania</i>	Environmental Stewardship (1),	2	0.6
	Philanthropic Contribution (2),	0	0.0
	Educational Commitments (3),	0	0.0
	Community/Employee Involvement (4),	21	6.4
	Public Health Commitments (5),	13	3.9
	Sponsorship of Cultural/Sports Activities (6)	194	59.5
	Uncategorized	96	29.4
<b>Total</b>		<b>326</b>	<b>100</b>

### **Instagram account of Coca-Cola Tanzania**

On its Instagram account, Coca-Cola Tanzania – presented as Coca-Cola Africa with a total of 1,353 posts, 63,200 followers, and 88 followers since its establishment had 103 posts from January 2019 to December 2021. It is interesting that instead of just showing interest in the Tanzanian context, the page has posts covering different issues from different parts of the continent. Countries mentioned included; South Africa, Nigeria, Uganda, Kenya, and Tanzania. This connotes that social media uses – Instagram was not very localized – looks like it uses the one-fits-all approach of International Public Relations.

Despite showing the content for most African countries in general, the efforts to localize their services can be seen in some of its posts. For example, in its 25th April 2021 post on one of its commercial advertisements, it used the Swahili language – “Mjomba’s Coal-Roasted Corn on the cob”. *Mjomba* means uncle. Another good example is “Bibi’s famed Kaimati with a side of seconds for children posted on 12th April 2021. This was equally reflected in the “Kunywa” commercial advert of 21<sup>st</sup> February 2021.

Moreover, Coca-Cola Tanzania's Instagram account linked to Coca-Cola Africa in celebrating International Mother Language Day. In its post, it says “No matter the language you speak, a Coke® is a Coke® served ice-cold! How do you say "drink" in your mother language? #InternationalMotherLanguageDay

Also, the posts on Coca-Cola – Instagram account are majorly skewed toward commercial adverts for its products and services. Very few posts were not concerned with commercial ads. This can also be verified in its post of March 2021. The commercial advert says “...Since 22<sup>nd</sup> March, we have cut our commercial advertising across all brands and redirected this spend to amplify recommended global health center”.

The same was reflected on its 3<sup>rd</sup> July 2020 as it says that both the real world and social media are places where racism has no place. The Coca-Cola Company will take a minimum of 30 days to halt paid advertising on all social media platforms worldwide. We will use this time to gather any necessary information. Additionally, we anticipate increased transparency and accountability from our partners on social media.

On the categories of Corporate Social Responsibility projects, Coca-Cola Tanzania – shown as Coca-Cola Africa, there was not a single post that was directly linked with Corporate Social Responsibility projects.

However, after thorough scrutiny with coders - the inter-coder agreement was reached after scanning the posts and hence most posts were indirectly linked to Community/Employee Involvement, Sponsorship of Culture and Sports, and Public Health Commitment.

**Table 3.4: Coca-Cola in Tanzania – Instagram account**

<i>Country</i>	<i>Corporate Social Responsibility projects</i>	<i>Frequency</i>	<i>Percentage</i>
<i>Tanzania</i>	Environmental Stewardship (1),	1	0.9
	Philanthropic Contribution (2),	0	0.0
	Educational Commitments (3),	0	0.0
	Community/Employee Involvement (4),	24	23.3
	Public Health Commitments (5),	6	5.8
	Sponsorship of Cultural/Sports Activities (6)	27	26.2
	Uncategorized	18	17.4
<b>Total</b>		<b>103</b>	<b>100</b>

### Facebook account of Coca-cola Uganda @cocacolatanzania

It is interesting to note that Tanzania @cocacolatanzania is the username associated with the Coca-Cola Uganda Facebook page, which was accessed in January 2022 and again in May 2022.

Even the fact that the content is the same is intriguing. This is a classic example of the "one-size-fits-all" approach; in addition to treating the Tanzanian and Ugandan environments similarly, it also shows how Facebook accounts are used for corporate communications in both Tanzania and Uganda by using the account that was intended for Tanzania. As a result, Facebook Uganda was represented by the same figures as Tanzania.

**Table 3.5: Facebook account of Coca-cola Uganda**

<i>Country</i>	<i>Corporate Social Responsibility projects</i>	Frequency	Percentage
<i>Tanzania</i>	Environmental Stewardship (1),	8	8.6
	Philanthropic Contribution (2),	15	16.3
	Educational Commitments (3),	2	2.1
	Community/Employee Involvement (4),	17	18.4
	Public Health Commitments (5),	38	41.3
	Sponsorship of Cultural/Sports Activities (6)	12	13.0
<b>Total</b>		<b>92</b>	<b>100</b>

**Figure 3.3: Coca-Cola Tanzania and Uganda Facebook account alerting on health issues**



### **Twitter account of Coca-Cola Uganda**

As it was for Facebook Coca-Cola Uganda is actually Coca cola Africa, and it has statistics similar to that of Tanzania namely; the page was created in the year 2013 and it has a total of 19,000 tweets, 263 following and 63,300 followers by May 2022, the updates can be seen in the last parts. In the specific time under study – January 2019 to December 2021, there was a total of 326 tweets (100 percent) which were related to East African countries and in Africa in general.

Among the tweets, 194 tweets (59.5 percent) were on Sponsorship of Culture and Sports followed by Community/Employee Involvement with 21 tweets (6.4 percent); Public Health Commitments 13 tweets (3.9 percent); and Environment Stewardship two tweets (0.6 percent. Other categories had zero tweets. However, there

were 96 (29.4 percent) tweets which were not relevant to any of the Corporate Social Responsibility projects but rather product commercial advertising.

**Table 3.6: Coca-Cola Uganda Twitter account tweets on Corporate Social Responsibilities**

<i>Country</i>	<i>Corporate Social Responsibility projects</i>	<i>Frequency</i>	<i>Percentage</i>
<i>Uganda</i>	Environmental Stewardship (1),	2	0.6
	Philanthropic Contribution (2),	0	0.0
	Educational Commitments (3),	0	0.0
	Community/Employee Involvement (4),	21	6.4
	Public Health Commitments (5),	13	3.9
	Sponsorship of Cultural/Sports Activities (6)	194	59.5
	Uncategorized	96	29.4
<b>Total</b>		<b>326</b>	<b>100</b>

**Coca-Cola Kenya posts in Facebook account on Corporate Social Responsibilities**

Unlike Tanzanian and Ugandan Facebook accounts, the research found that Coca-Cola Kenya had few posts in total compared to Tanzania and Uganda but it has many posts with Public Health Commitments. Generally; Environmental Stewardship has 9 posts (11.5 percent); Philanthropic Contribution one (1) post (1.2 percent); Educational Commitments one (1) post (1.2 percent); Community/Employee Involvement fifteen (15) posts (18.9 percent); Public Health Commitments forty-two

(42) posts (53 percent); and Sponsorship of Cultural/Sports Activities eleven (11) posts (13.9 percent) as it can be seen in the table 3.7 below.

**Table 3.7: Coca-Cola Kenya posts in Facebook account on Corporate Social Responsibilities**

<i>Country</i>	<i>Corporate Social Responsibility projects</i>	<i>Frequency</i>	<i>Percentage</i>
<i>Kenya</i>	Environmental Stewardship (1),	9	11.3
	Philanthropic Contribution (2),	1	1.2
	Educational Commitments (3),	1	1.2
	Community/Employee Involvement (4),	15	18.9
	Public Health Commitments (5),	<b>42</b>	53
	Sponsorship of Cultural/Sports Activities (6)	11	13.9
<b>Total</b>		<b>79</b>	<b>100</b>

**Social media (Facebook) Engagement of Coca-Cola on Public Health Commitments in East African countries**

This subsection entails the results for how Coca-Cola has been engaging with its stakeholders through its Facebook account focusing n public health commitments

category of corporate social responsibility. As it has been highlighted in earlier chapters, the East African countries under this study involved Tanzania, Kenya, and Uganda.

### **Engagement with Coca cola Tanzania customers in the Corporate's Facebook account**

As it has been Coca-Cola Tanzania's Facebook page which was created on July 27, 2015, has shown how the corporation has engaged with its customers using the Facebook account. As it was explained earlier, engagement with social media was just focused on Public Health Commitments which has 38 posts out of 92 posts (41.3 percent).

Moreover, a few comments were randomly selected for the analysis of how the posts were engaged with customers. For example, there is this comment from Stewart Down of Dar es Salaam Tanzania commenting on the Cocacola Tanzania post on its Facebook account on 2<sup>nd</sup> April 2020 disclosing its commitment to support the global campaign against COVID-19 with the Hashtag - #StaySafe#COVID19.

Mr. Stewarts commented that: “Kiukweli kwa mlio liamua kwamungu mtapata makubwa na ata kiwanda kitakua na ulinzi mkubwa na kuongezeka kwa viwanda nchini na nje wa nchi” (In fact what you have decided will be rewarded by God and the company will have protection from God).

Another comment from Mally Hululu Kazi says: “Asanten Sana coca cola kwa kazi yenu ambayo nzuri mmethamilia kuifanya sisi tunazidi kuwaombea kwa mwenyez mungu azidi kuwajali katika kazi zenu pia na katika familia zenu mungu yu pamoja nanyi coca cola asanten saana”(Thank you very much Cocacola for nice job done, May God bless you and your families abundantly).

The interesting thing with the comments is that some were not relevant to what had been posted but rather used the platform to air their grievances. An example of this kind of comment is from Ephraim E. Ndelwa - nicknamed Baba Erick from “Cocacola

mmefika mahala mmelewa mafanikio! Ukienda kununua soda kwa maargent wenu wanalazimisha eti ili upate soda Fulani lazima ununue soda fulani ndo utapata unayoitaka, na usiponunua hiyo soda wanayoitaka wao hata hela wanaikataa!! Kweli kabuki cha mafanikio ni kaya sana” (So this is what success has led you to! If you go to your agents to buy soda, you are forced to buy a certain soda of their choice so that you can buy what you want to buy, they may reject even your money!! Is this reward for success?

On its 30<sup>th</sup> March 2020 post which has 83,000 likes, 2,000 comments, and 1,700 shares. Sasha Samir commented that “Coca-Cola...mtwara newala tunapataje soda za chupa maana adimu sana” (Cocacola... how can we get bottled soda here at Newala Mtwara, seem to be so rare nowadays) and the administrator (Cocacola) responded that: “Habari Sasha Samir, Asante kwa kuwasiliana nasi. Tafadhali tuambie unaishi katika mji gani? (Hello Sasha Samir, thank you for contacting us. Can you tell us where are you living?)

Moreover, on 22<sup>nd</sup> March 2020, there was a post written “As humankind, we all need to work together so that tomorrow looks a little bit better. Stay home wherever possible even if you feel well to #StaySafe #Covid19”. The post has 33,000 likes, 516 comments and 426 shares. Among the comments included this from Linda Kelly, who wrote:

“I want to let the owner of Coca-Cola know that my brother Brian is battling the coronavirus. He has Down’s syndrome and is fighting in the hospital at St Luke’s in Newburgh NY. I was able to see him last Saturday but due to the corona couldn’t get back in. My siblings and I all live out of town. So I came back to Syracuse. Remote phone updates. I told the nurses Brian lived Coca Cola but they didn’t have any so my Bff delivered a six-pack today and the nurse says he’s loving it and cheered him up. Brisn nick name is Captain Coke. It’s the little things. Thanks for having a great product. Here he was at his last birthday”

It is however, very interesting to see all emphasized posts on Public Health were on COVID-19 and the focus was on three months – March, April, and May of 2021 as can be seen in table 3.8 below:

**Table 3.8: Engagement of Coca-Cola Tanzania with its customers through Facebook account on Public Health Involvement Corporate Social Responsibility issues**

<b>Date</b>	<b>Post</b>	<b>Likes</b>	<b>Comments</b>	<b>Shares</b>
May 1, 2020	For everyone, everywhere, this is for you! We will get through this. <a href="#"><u>#StaySafe</u></a> <a href="#"><u>#COVID19</u></a>	44	4	2
April 2, 2020	Advert on COVID19	11,000	372	130
March 30, 2020	Kama wanadamu, sote tunahitaji kufanya kazi kwa pamoja ili kesho inaonekana bora kidogo. <a href="#"><u>#KaaSalama</u></a> <a href="#"><u>#COVID19</u></a>	83,000	2,000	1,700
March 24, 2020	Baki Salama	67	5	1
March 22, 2020	As humankind, we all	33,000	516	526

	<p>need to work together so that tomorrow looks a little bit better. Stay home wherever possible even if you feel well to #StaySafe #Covid19.</p>			
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**Engagement with Coca-Cola Kenya customers in the corporation’s Facebook account**

CocaCola Kenya's Facebook page has also the same characteristics as seen in the Tanzanian one; posts are not only concerned with Kenyan clients but include other participants in the African countries. Even the posts posted by Coca-Cola Kenya had the same characteristics.

Moreover, considering the earlier found number of posts on Public Health commitments – forty-two (42) posts (53 percent) of all posts, ten posts have been sampled that relate to Public Commitments and analyze their engagements.

The first post was posted on the 15<sup>th</sup> of October, 2020 where the administrators posted:

*Today is Global Hand Washing Day and we want to thank YOU for playing your part by washing your hands consistently. The Coca-Cola Foundation's Replenish Africa Initiative (RAIN) has played an integral part in providing access to water and sanitation across Africa. Learn more about it here: <http://spr.ly/6183JMejv>.*

The above post received six (6) likes, and zero for comments and shares.

The second post was posted on 18<sup>th</sup> of August, 2020:

*Through support from FCDO and USAID, Project Last Mile (PLM) supported small local PPE companies through seed funding to build a resilient health system for the future. To date, more than 1.9 million units of PPE have been manufactured through this initiative. To read the full story, click here — <http://spr.ly/6180yUXzI> PLM is a public-private partnership between The Coca-Cola® Company and its Foundation, PEPFAR, USAID, the Bill and Melinda Gates Foundation, and The Global Fund to Fight AIDS, Tuberculosis and Malaria. For over a decade, PLM has leveraged the Coca-Cola® Company's marketing capabilities and supply chain expertise to increase the availability of life-saving medicines and demand for healthcare services across Africa. The post had 449 likes, 30 comments, and 7 shares. Among the comments of the post included the followings: Modupi Magampa wrote: "True company that is building legacy around the globe better than other companies that are taking our resources and build their legacy in their countries #Trueleaders. I'm looking for funding sponsorship how do I get it on Coca-Cola." Cocacola Africa (Author) responded: "Hi there! Please send us a private message with your request via inbox and we will assist you further."*

*Another comment was written by Magdeline Jacobs who wrote "I give people food at my house please help with sponsorship🙏". Cocacola responded: "Hi there! Please send us a private message with your request via inbox and we will assist you further."*

The third post was posted on 26<sup>th</sup> of June 2020 where Cocacola wrote:

*Beyond providing our expertise and the donations made by our Coca-Cola Foundation, we have donated over 1.45m USD to national Solidarity Funds, such as in South Africa, as well as NGOs such as Gift of the Givers, The International Red Cross and Red Crescent, and many others. These funds are*

*going to be used towards national response plans and immediate disaster relief efforts for communities most impacted by COVID-19.*

The post attracted 49 likes, 9 comments, and two shares. Among the comments included this of Thomas Makange who wrote: “What I would like to see from the company, is the transformation of the youth in Africa which add up to 70% of the total population. Transformation of both mind and attitude towards job creation and empowerment. Great, this is one indication of fulfilling social responsibility.” The comment was responded to by Coca-Cola: “We're glad you think so!”.

Another comment on the post was from Derrick Kayser who praised Cocacola by writing: “Wow! Well done!! Great initiatives!!”. Cocacola also responded on the comment by writing: “Thank you, Derrick.”

The fourth post was published on June 22, 2020, which read:

*On 23 April Uganda confirmed that there were only 55 cases of COVID-19 and no deaths, in support of the government’s efforts to prevent a further outbreak, Coca-Cola® Beverages Africa has implemented a range of initiatives to prevent the spread including donations of items such as face masks, food, backpacks and water bottles. We have also made a nationwide distribution system which includes a fleet of 100 Lorries available to support the National Department of Health. In addition, USD100,000 was granted by The Coca-Cola® Foundation to the Uganda Red Cross Society to distribute relief and food items to vulnerable communities. To help drive behavior change and embed hygiene practices, we have also redirected our marketing commercial spend of 460 million Ugandan shillings (approx. USD122,000) and dedicated it to COVID-19 health and safety messaging under the #StaySafeUG banner. The post attracted 46 likes, 6 comments and 4 shares.*

The fifth post was posted on June 19, 2020. It reads: “As we do everything we can to curb the spread in Eswatini, we stand committed to providing support to local

*communities and the most vulnerable. #InThisTogether #COVID19*". The post attracted 56 likes, 4 comments and 8 shares.

The Sixth post was on 8<sup>th</sup> June, 2020. CocaCola wrote: *"Over the past couple of weeks, we have used our expertise in distribution and offered our trucks to make a difference in communities across South Africa by donating and distributing essential supplies such as hand sanitizers, water, and protective equipment in KZN, Free State, Eastern Cape, Gauteng and Limpopo. #InThisTogether #COVID19". The post attracted 60 likes, 13 comments, and 6 shares.*

The seventh post which was posted on 5<sup>th</sup> June, 2020 reads: *"Information is the key to understanding what we're all dealing with. Know the symptoms. #InThisTogether #COVID19."* The post has 20 likes and only five shares.

The eighth post was posted on 28<sup>th</sup> May, 2020:

*Coming together is just the beginning, staying together is progress and working together to combat COVID-19 is a success. We're committed to assisting communities most in need during the global pandemic. Here is some of the work we have done so far during this outbreak phase. Our focus is on using our expertise in distribution, marketing, bottling and other areas, to help communities and government prevent the spread of the virus. #InThisTogether.*

The post received 53 likes, 5 comments, and 34 shares.

The ninth post was posted on 1<sup>st</sup> of May 2020 which reads: *"For everyone, everywhere, this is for you! We will get through this. #StaySafe #COVID19".* It attracted 95 likes, 8 comments and 151 shares.

The last sampled post was posted on 10<sup>th</sup> October, 2019 which reads:

*The Coca-Cola® Company and its Foundation, The Global Fund to Fight AIDS, Tuberculosis and Malaria, USAID Southern Africa, and Gates Foundation, are very pleased to announce that we have renewed our commitment to the Project*

*Last Mile partnership for the next 5 years. This commitment enables Project Last Mile to support the Global Fund's goal to save 16 million lives in its new replenish commitment between 2021 – 2023.*

The post attracted the highest reaction that all sampled post as it has 8,800 likes, 212 comments and 65 shares. Among the comments were as follows: **Creky Wakwao** “*Love your company hope one day I will work with you can I get a chance plz.*” The comment was responded by **Coca-Cola Africa** – “*Hey Creky. We're excited you want to join our team. Please visit the Coca-Cola Africa careers website to view the available vacancies and requirements - <http://spr.ly/61871G2CS>.*”

**Mugabi Allan Pius** also commented that: “*We as Agency for sustainable development in uganda (ASCOD) a local CBO operating in Busoga particularly bugiri district we are happy and looking forward for a partnership*”. **Coca-Cola Africa** reacted that: “*We appreciate you getting in touch, Mugabi. Please click the link below to access the Project Last Mile website where we share updates and info on possible volunteer and work opportunities — <http://spr.ly/61841HsaG>.* **PROJECTLASTMILE.COM.** PLM – Project Last Mile – We improve the availability of life-saving medicines and demand for health services in Africa by sharing the expertise and network of the Coca-Cola system. PLM – Project Last Mile – We improve the availability of life-saving medicines and demand for health services in Africa by sharing the expertise and network of the Coca-Cola system. Chaty also commented that: “*Include me in the participation and training*”. **Coca-Cola Africa** responded: “*Hey Chaty. We appreciate the interest you've shown. You can find out more on this by following the link below — <http://spr.ly/61891yKFJ>”*

Another comment was from **Caroline Mwanza** who asked: “*What happened to diet coke? Nowadays it has too much sugar*”. **Coca-Cola Africa** responded: “*Hey Caroline. If you are having trouble finding some in your area, you can chat to us on 087 283 2222 (or 021 936 5500 if you're based in the Western Cape). Please ignore the*

*prompt to provide a customer number and stay on the line until you're through to a sales agent".*

The following observations were made on the social media involvement pattern on Kenyan Facebook accounts, in contrast to Tanzanian and Ugandan Facebook accounts. First off, compared to Tanzania and Uganda, there are a lot more posts in the Corporate Social Responsibility programs under the Public Health category.

Secondly, in comparison to the two countries, there were comparatively fewer likes, comments, and shares, except for a single article that garnered 8,800 likes, 212 comments, and 65 shares.

Third, compared to Tanzania and Uganda, Coca-Cola had more reactions to the remarks it had made about Kenya. The low quantity of posts in comparison to the two countries mentioned could be the cause of this. See table 3.9 below.

**Table 3.9: Engagement of Coca-Cola Tanzania with its customers through Facebook account on Public Health Involvement of Corporate Social Responsibility issues**

<b>Date</b>	<b>Post</b>	<b>Likes</b>	<b>Comments</b>	<b>Shares</b>
15 <sup>th</sup> October, 2021	Today is Global Handwashing Day and we want to thank YOU for playing your part by washing your hands consistently 🧼🧴. The Coca-Cola Foundation's Replenish Africa Initiative (RAIN) has played an integral part in providing access to water and sanitation across Africa. Learn more about it here: <a href="http://spr.ly/6183JMejv">http://spr.ly/6183JMejv</a>	6	0	0

18 <sup>th</sup> August, 2021	<p>Through support from FCDO and USAID, Project Last Mile (PLM) supported small local PPE companies through seed funding to build a resilient health system for the future. To date, more than 1.9 million units of PPE have been manufactured through this initiative. To read the full story, click here — <a href="http://spr.ly/6180yUXzI">http://spr.ly/6180yUXzI</a></p> <p>PLM is a public-private partnership between The Coca-Cola® Company and its Foundation, PEPFAR, USAID, the Bill and Melinda Gates Foundation, and The Global Fund to fight AIDS, Tuberculosis and Malaria. For over a decade, PLM has leveraged the Coca-Cola® Company’s marketing capabilities and supply chain expertise to increase the availability of life-saving medicines and demand for healthcare services across Africa.</p>	449	30	7
26 <sup>th</sup> June, 2020	<p>Beyond providing our expertise and the donations made by our Coca-Cola Foundation, we have donated over 1.45m USD to national Solidarity Funds, such as in South Africa, as well as NGOs such as Gift of the Givers, The International Red Cross and Red Crescent, and many</p>	41	9	2

	<p>others.</p> <p>These funds are going to be used towards national response plans and immediate disaster relief efforts for communities most impacted by COVID-19.</p>			
June 22, 2020	<p>On 23 April Uganda confirmed that there were only 55 cases of COVID-19 and no deaths, in support of the government’s efforts to prevent a further outbreak, Coca-Cola® Beverages Africa has implemented a range of initiatives to prevent the spread including donations of items such as face masks, food, backpacks and water bottles. We have also made a nationwide distribution system which includes a fleet of 100 lorries available to support the National Department of Health.</p> <p>In addition, USD100,000 was granted by The Coca-Cola® Foundation to the Uganda Red Cross Society to distribute relief and food items to vulnerable communities. To help drive behaviour change and embed hygiene practices, we have also redirected our marketing commercial spend of 460 million</p>	46	6	4

	Ugandan shillings (approx. USD122,000) and dedicated it to COVID-19 health and safety messaging under the <u>#StaySafeUG</u> banner			
June 19, 2020	As we do everything we can to curb the spread in Eswatini, we stand committed to providing support to local communities and the most vulnerable. <u>#InThisTogether #COVID19</u>	56	4	8
8 <sup>th</sup> June, 2020	Over the past couple of weeks, we have used our expertise in distribution and offered our trucks to make a difference in communities across South Africa by donating and distributing essential supplies such as hand sanitizers, water, and protective equipment in KZN, Free State, Eastern Cape, Gauteng and Limpopo. <u>#InThisTogether #COVID19</u>	60	13	6
5 <sup>th</sup> June, 2020	Information is the key to understanding what we're all dealing with. Know the symptoms. <u>#InThisTogether #COVID19</u>	20	0	5
28 <sup>th</sup> May 2020	Coming together is just the beginning, staying together is progress and working together to combat COVID-19 is a success.  We're committed to assisting communities most in need during the	53	5	34

	global pandemic. Here is some of the work we have done so far during this outbreak phase. Our focus is on using our expertise in distribution, marketing, bottling and other areas, to help communities and government prevent the spread of the virus. <u>#InThisTogether</u>			
1 <sup>st</sup> May 2020	For everyone, everywhere, this is for you! We will get through this. <u>#StaySafe</u> <u>#COVID19</u>	95	8	151
10 <sup>th</sup> October, 2019	“ The Coca-Cola® Company and its Foundation, <u>The Global Fund to Fight AIDS, Tuberculosis and Malaria</u> , USAID Southern Africa, and Gates Foundation, are very pleased to announce that we have renewed our commitment to the Project Last Mile partnership for the next 5 years. This commitment enables Project Last Mile to support the Global Fund’s goal to save 16 million lives in its new replenish commitment between 2021 – 2023.”	8,800	212	65

### **3.6.5 Engagement of Coca-Cola through Facebook accounts in the Public Health Commitment Corporate Social Responsibility issues in the selected countries**

As was discussed in the parts above, The Coca-Cola Company, one of the multinational corporations with operations in East Africa, has been involved in several projects, especially those related to corporate social responsibility.

The initiatives sampled the following East African countries: Tanzania, Kenya, Uganda, Rwanda, and Burundi. Social media use in the context of corporate social responsibility has been discussed and investigated earlier, as was also the case; nonetheless, a detailed analysis of the Social Responsibility Practices' Health Commitment category is given below.

This study, which focused only on Coca-Cola Global Corporation's Facebook accounts in Tanzania, Kenya, and Uganda—the three countries that were ultimately selected as the study's main points—presented and assessed Health Commitment Messages.

The report's author has categorized health commitment challenges into five groups, one for each of the three countries' corporate social responsibility efforts. Meat, safety, safe and clean water, diseases, and environmental health are among them.

Following the preliminary analysis, the researcher offered mini-categories for further classification, ultimately classifying all five groups. HIV/AIDS, cancer, Ebola, malaria, tuberculosis, and the COVID-19 pandemic are the five subcategories that make up the illnesses category.

Within the safety mini-category, the researcher additionally developed five mini-categories of health analysis. These include self-safety, occupational safety, traffic safety, biological health, and environmental health. A distinct category of clean and pure water, known as WASH (Water, Sanitation, and Hygiene), includes safe drinking water, sanitation, and hygiene.

It has been also explained that drinking unsafe water impairs health through illnesses such as diarrhea, and untreated excreta contaminates ground waters and surface waters used for drinking water, irrigation, bathing, and household purposes. Chemical contamination of water continues to pose a health burden, whether natural in origin such as arsenic and fluoride, or anthropogenic.

Safe and sufficient WASH plays a key role in preventing several Non Transmitted Diseases such as trachoma, soil-transmitted helminths, and schistosomiasis. It was further put that facts suggest that improving service levels towards safely managed drinking water or sanitation such as regulated piped water or connections to sewers with wastewater treatment can dramatically improve health by reducing diarrhoeal disease deaths.

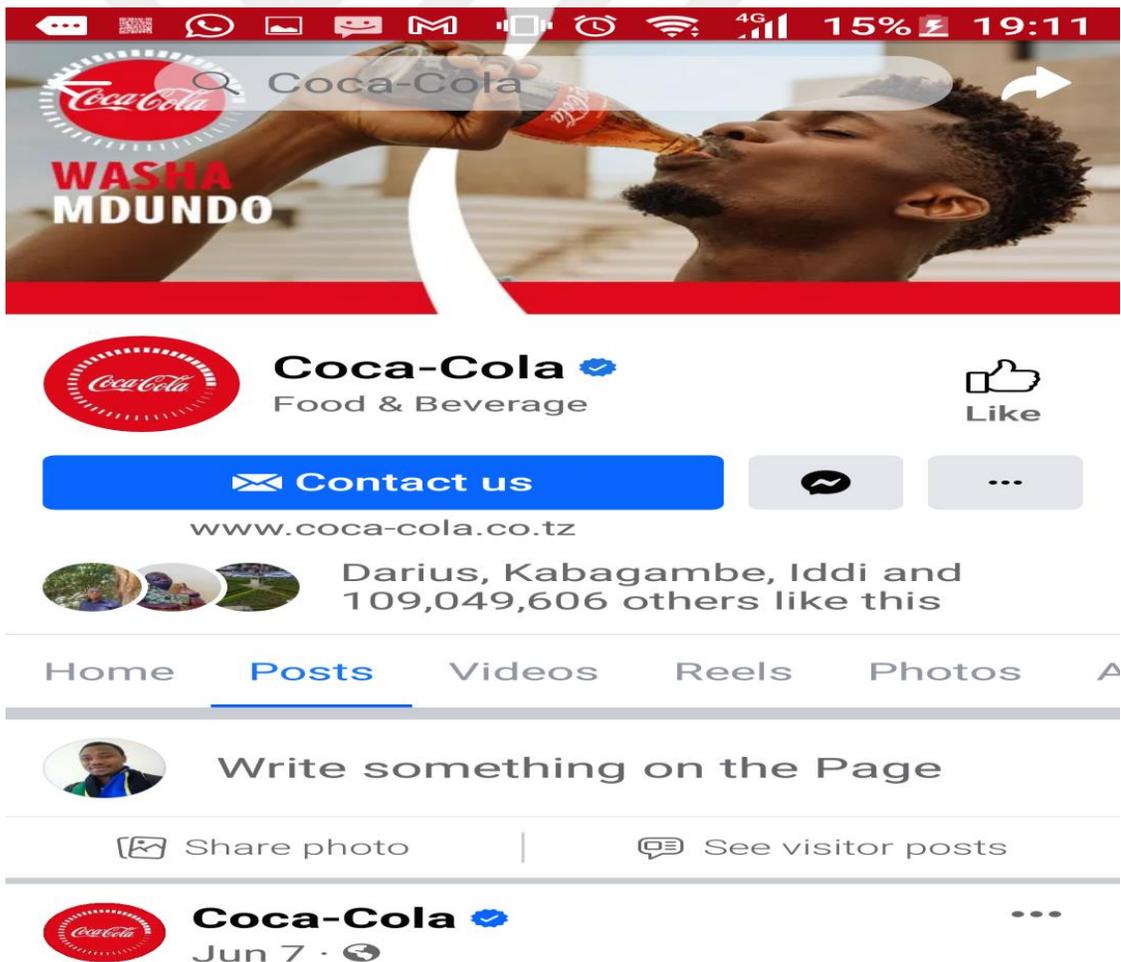
Through its Facebook accounts, this study analyzed Coca-Cola CSR projects and activities in the health sector and category in East African countries using four microcategories. These include drought, sewerage management, the availability of safe and clean water, and the preservation of water supplies. Physical, chemical, biological, and cultural domains are just a few of the elements that make up the environmental category of health study of CSR operations in East African nations. These topics have been tailored into nine sections to fit this analysis. Extreme precipitation (rain or snow), unstable infrastructure, animal attacks, pollution, deforestation and reforestation, floods, cyclones, and earthquakes are a few of these. A meal is the final category to be examined when examining how social media is used in corporate social responsibility initiatives in East African nations.

The next sessions, reveal the engagement of Coca Cola as the samples Multinational Company that uses Corporate Social Responsibility through Facebook accounts in the public health commitments in the selected countries – Kenya, Uganda, and Tanzania for analysis.

### 3.6.5.1 Uses of Facebook in Health Commitment Messages of Coca-Cola Corporate Social Responsibility activities in Tanzania

As it has been explained above, on the categories of health commitment activities of the Coca-Cola Global Corporate, the Corporate had been engaging in several activities in Tanzania to support community and Government initiatives in providing awareness or providing incentives on the same. The study has disclosed that a total of sixty-three (63) messages have been posted on the Corporate Facebook Account – Coca Cola Tanzania since its inception on July 2015 to date.

Figure 3.4: Coca-Cola Tanzania Facebook Home Page



Of the 63 (100 percent) posts, eleven (18.03 percent) were on messages on alert or awareness campaigns on diseases (health threats), two (3.2 percent) were on safety issues, five (8.19 percent) were on clean and safe water, three (4.91 percent) were on environmental health, and forty-two (68.85 percent) were on the meal. As it can be depicted majority of sampled issues on the health commitment category of Corporate Social Responsibility were on meals to reflect the normal life of its customers and Tanzanians at large, see table 3.10 below.

**Table 3.10: Posts of Corporate Social Responsibility Health Category on Coca-Cola Facebook Account in Tanzania**

s/n	Health category	Number of posts	Percentage
1.	Diseases	11	18.03
2.	Safety	2	3.27
3.	Clean and Safe Water	5	8.19
4.	Environmental Health	3	4.91
5.	Meal	42	68.85
6.	<b>Total</b>	<b>63</b>	<b>100</b>

Moreover, the analysis went down to understand the diseases which were in the posts of which COVID-19 pandemic had eleven posts (84.60 percent), Cancer, HIV/AIDS, and Ebola had zero (0 percent) each, Tuberculosis and malaria had one (7.69 percent) each, see table 3.11 below.

**Table 3.11: Analysis of posts on Diseases of Facebook Account of Coca-Cola Tanzania on Corporate Social Responsibility activities**

s/n	Disease	Number of posts	Percentage
1.	COVID19 Pandemic	11	84.6
2.	Cancer	0	0.00
3.	HIV/AIDS	0	0.00
4.	Tuberculosis	1	7.69
5.	Malaria	1	7.69
6.	Ebola	0	0.00
7.	<b>Total</b>	<b>13</b>	<b>100</b>

In the second category of Health Commitment – safety health, which includes; self-safety, road safety, work-organization safety, biological health, and environmental health; there were only two posts (100 percent) on the road safety mini category while other four categories had not even a single post. Table 3.12 below shows the details.

**Table 3.12: Posts of Corporate Social Responsibility Health Category – Safety Health on Coca-Cola Facebook Account in Tanzania**

s/n	Health category	Number of posts	Percentage
1.	Self Safety	-	-
2.	Road Safety	2	100
3.	Work-organisation Safety	-	-
4.	Biological Health	-	-
5.	Environmental Safety	-	-
6.	<b>Total</b>	<b>2</b>	<b>100</b>

In part of the Safe and Clean water/ Water, Sanitation and Hygiene mini category which involves availability of clean and safe water, Protecting water sources, Sewerage management, and drought; availability of clean and safe water had scooped a total of two posts (66.6 percent), followed by protecting water sources had a single (33.3 percent) while the remaining two mini categories - sewerage management and drought had n even a single post (0 percent). See table 3.13 below.

**Table 3.13: Posts of Corporate Social Responsibility Health Category – Water, Sanitation and Hygiene on Coca-Cola Facebook Account in Tanzania**

s/n	Health category	Number of posts	Percentage
1.	Availability of clean and safe water,	2	66.6
2.	Protecting water sources	1	33.3
3.	Sewerage management,	-	-
4.	Drought	-	-
5.	<b>Total</b>	<b>3</b>	<b>100</b>

The environmental category of health analysis of Corporate Social Responsibility activities in East African countries comprises; Afforestation/Deforestation, Extreme precipitation (rain/snow), Unstable infrastructure, Animal attacks, Pollution, Floods, Cyclones, and Earth Quake; three categories only had posts closely related to them – afforestation/deforestation and the extreme temperature had two posts (40 percent) each, unstable infrastructure had a single post while the remaining categories had n even a single post (0 percent), see table 3.14 below.

**Table 3.14: Posts of Corporate Social Responsibility Health Category – Environmental Health on Coca-Cola Facebook Account in Tanzania**

s/n	Health category	Number of posts	Percentage
1.	Afforestation/Deforestation	2	40.0
2.	Extreme temperatures	2	40.0
3.	Extreme precipitation (rain/snow)	-	-
4..	Unstable infrastructure	1	20.0
5.	Animal attacks	-	-
6.	Pollution	-	-
7.	Floods	-	-
8.	Cyclones	-	-
9.	Earth Quake	-	-
10.	<b>Total</b>	<b>5</b>	<b>100</b>

In the last mini category meal, drinks had the lion's share – 18 (42.8 percent) followed by junk food which had 13 posts (30.9 percent). The three remaining mini categories had a total of eleven posts (26.1 percent); traditional cuisine had five posts (11.9 percent), a balanced diet had three posts (7.1 percent) while global cuisine and weight loss had two (4.7 percent), and single (2.3 percent) posts respectively, see table 3.15 below.

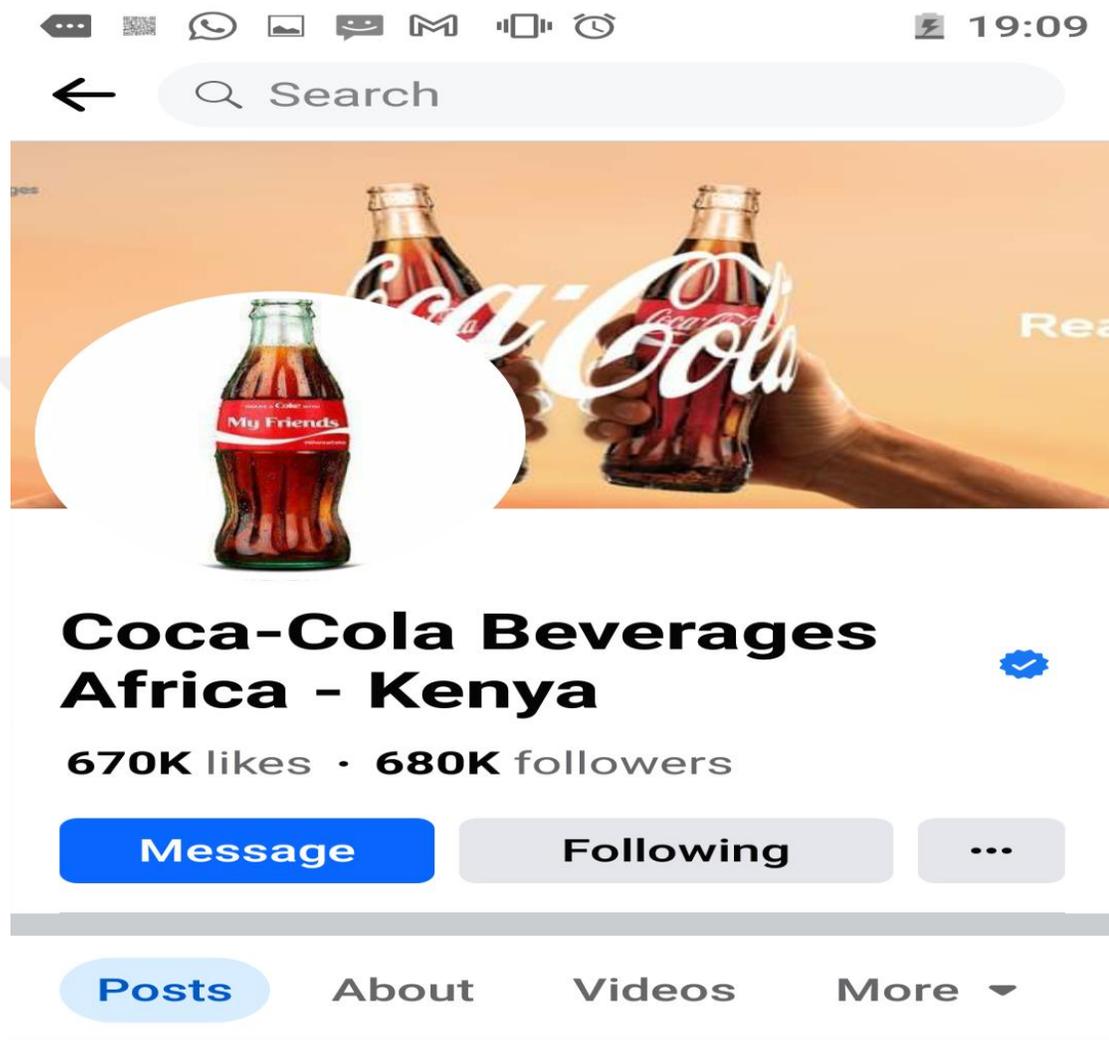
**Table 3.15: Posts of Corporate Social Responsibility Health Category –  
Meal mini category on Coca-Cola Facebook Account in Tanzania**

<b>s/n</b>	<b>Health category</b>	<b>Number of posts</b>	<b>Percentage</b>
1.	Traditional Cuisine	5	11.9
2.	Global Cuisine	2	4.7
3.	Junk food	13	30.9
4.	Drinks	18	42.8
5.	Balanced Diet	3	7.1
6.	Weight Loss	1	2.3
7.	<b>Total</b>	<b>42</b>	<b>100</b>

**3.6.5.2 Uses of Facebook in Health Commitment Messages of Coca-Cola Corporate Social Responsibility activities in Kenya**

Unlike Tanzania, the statistics on posts of Coca-Cola Kenya on Corporate Social Responsibility activities specifically on Health Commitment have increased. There were a total of one hundred and fifteen posts (100 percent) of which forty-two 36.52 percent) were related to awareness of diseases, thirteen posts (11.30 percent) were on safety health, and twelve posts (10.43 percent) were related to the clean and safe water health mini category.

Figure 3.5: Coca-Cola Kenya Facebook Home Page



## Details

Moreover, the Environmental Health category had experienced the least posts – two posts (1.73 percent) while as it was in Tanzania the share of the health commitment posts – forty-six (40.00 percent) were for meals, see Table 3.16 below.

**Table 3.16: Posts of Corporate Social Responsibility Health Category on Coca-Cola Facebook Account in Kenya**

s/n	Health category	Number of posts	Percentage
1.	Diseases	42	36.52
2.	Safety	13	11.30
3.	Water (Water, Sanitation and Hygiene)	12	10.43
4.	Environmental Health	2	1.73
5.	Meal	46	40.00
6.	<b>Total</b>	<b>115</b>	<b>100</b>

Of the diseases mini category, forty-two posts (36.52 percent) were related to community awareness of the COVID-19 pandemic, while Cancer had seven posts (16.66 percent). Also, the analysis has revealed that the HIV/AIDS mini category had two posts (4.76 percent), while Tuberculosis, Malaria, and Ebola had zero posts (0.00 percent). See table 3.17 below.

**Table 3.17: Analysis of posts on Diseases of Facebook Account of Coca-Cola Kenya on Corporate Social Responsibility activities**

s/n	Disease	Number of posts	Percentage
1.	COVID19 Pandemic	33	78.57
2.	Cancer	7	16.66
3.	HIV/AIDS	2	4.76
4.	Tuberculosis	0	0.00
5.	Malaria	0	0.00
6.	Ebola	0	0.00
7.	<b>Total</b>	<b>42</b>	<b>100</b>

Coca-Cola Kenya’s Corporate Social Responsibility activities in the health category, safety mini category had 13 posts in total of the 13 posts six (46.1 percent) were in environmental health while work-organisation safety and road safety had 4 (30.7 percent, and two (15.3 percentage) posts respectively. Self-safety had only a single post (7.6 percent), see Table 3.18 below.

**Table 3.18: Posts of Corporate Social Responsibility Health Category – Safety Health on Coca-Cola Facebook Account in Kenya**

s/n	Health category	Number of posts	Percentage
1.	Self Safety	1	7.6
2.	Road Safety	2	15.3
3.	Work-organisation Safety	4	30.7
4.	Biological Health	-	-
5.	Environmental Safety	6	46.1
6.	<b>Total</b>	<b>13</b>	<b>100</b>

Moreover, on the Safe and Clean water/ Water, Sanitation and Hygiene mini category; protecting f water sources emerged as the leading mini category which had six (50.0 percent) followed by availability of clean and safe water which had 4 posts (33.3 percent). The drought had only two posts (16.6 percent) while there was not even a single post on sewerage management. See Table 3.19 below.

**Table 3.19: Posts of Corporate Social Responsibility Health Category –  
Water, Sanitation and Hygiene on Coca-Cola Facebook Account in  
Kenya**

s/n	Health category	Number of posts	Percentage
1.	Availability of clean and safe water,	4	33.3
2.	Protecting water sources	6	50.0
3.	Sewerage management,	-	-
4.	Drought	2	16.6
5.	<b>Total</b>	<b>12</b>	<b>100</b>

Environment category of health analysis of Corporate Social Responsibility activities in East African countries a single mini had two posts (100 percent). The remaining namely, extreme precipitation, unstable infrastructure, extreme precipitation, animal attack, floods, cyclones, and earthquakes had not even a single post (0 percent), see table 3.20 below.

**Table 3.20: Posts of Corporate Social Responsibility Health Category –  
Environmental Health on Coca-Cola Facebook Account in Kenya**

s/n	Health category	Number of posts	Percentage
1.	Afforestation/Deforestation	2	100.0
2.	Extreme temperatures	-	-
3.	Extreme precipitation (rain/snow)	-	-
4..	Unstable infrastructure	-	-
5.	Animal attacks	-	-
6.	Pollution	-	-
7.	Floods	-	-
8.	Cyclones	-	-
9.	Earth Quake	-	-
10.	<b>Total</b>	<b>2</b>	<b>100</b>

As it was for Coca-Cola Tanzania, drinks and junk foods had taken the big chunk of the statistics in the meals mini category of health in analyzing Coca-Cola's engagement in Health commitments in Kenya. They had 18 (39.1 percent) and 16 (34.7 percent) posts respectively. Traditional cuisine, global cuisine, and balanced diet had also five (10.8 percent) and three (6.5 percent) posts each while weight loss had a single post (2.1 percent). See table 3.21 below.

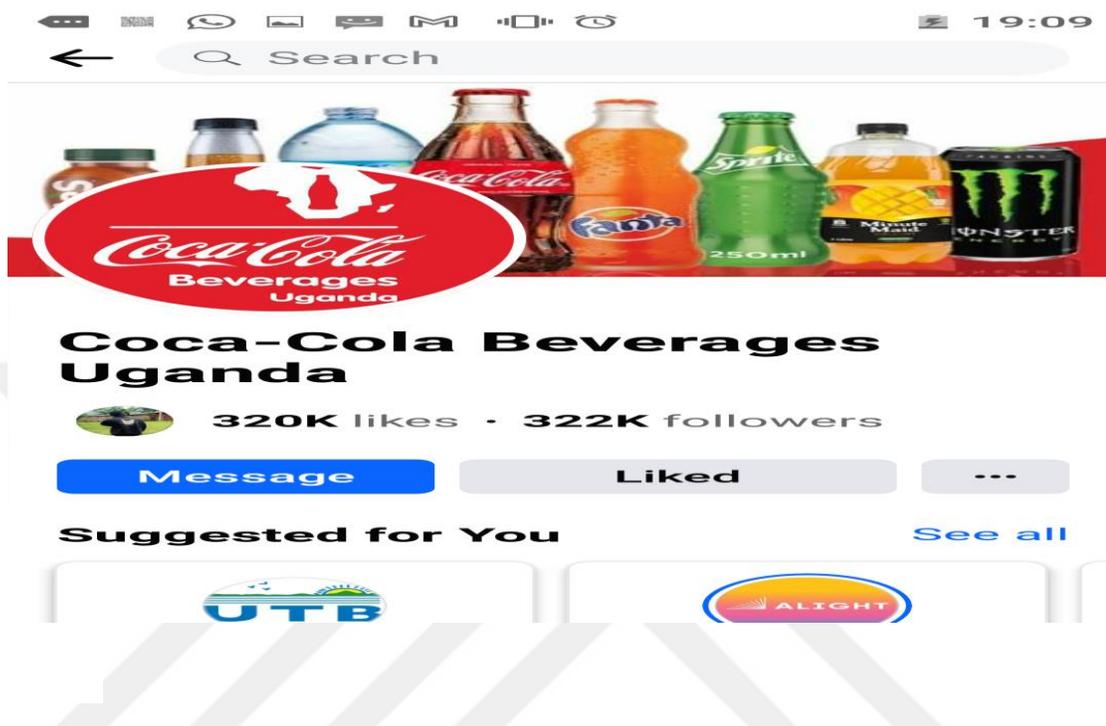
**Table 3.21: Posts of Corporate Social Responsibility Health Category – Meal mini category on Coca-Cola Facebook Account in Kenya**

s/n	Health category	Number of posts	Percentage
1.	Traditional Cuisine	5	10.8
2.	Global Cuisine	3	6.5
3.	Junk food	16	34.7
4..	Drinks	18	39.1
5.	Balanced Diet	3	6.5
6.	Weight Loss	1	2.1
7.	<b>Total</b>	<b>46</b>	<b>100</b>

### **3.6.6.3 Uses of Facebook in Health Commitment Messages of Coca-Cola Corporate Social Responsibility activities in Uganda**

Coca-Cola Corporate Social Responsibility projects/activities undertaken by the corporation through the Health Commitment category focusing on Facebook Account posts in Uganda is above two-fold of Coca-Cola Tanzania's statistics on the same and 16 more posts from Coca-Cola Kenya on the same.

**Figure 3.6: Coca-Cola Uganda Facebook Home Page**



Of 131 posts (100 percent), the diseases mini category scooped 42 posts (32.06 percent) followed by posts about a meal – thirty-eight posts (29.00 percent). Safety had twenty-two posts (18.32 percent) while clean and safe water and environmental health had twenty-two (16.79 percent) and five (3.81 percent) posts respectively. See table 3.22 below.

**Table 3.22: Posts of Corporate Social Responsibility Health Category on Coca-Cola Facebook Account in Uganda**

s/n	Health category	Number of posts	Percentage
1.	Diseases	42	32.06
2.	Safety	24	18.32
3.	Clean and Safe Water	22	16.79
4.	Environmental Health	5	3.81
5.	Meal	38	29.00
6.	<b>Total</b>	<b>131</b>	<b>100</b>

Among the three countries in which Coca-Cola Global Corporate practices its Corporate Social Responsibility activities – Tanzania, Kenya, and Uganda; Uganda had more posts - in total and more posts on the diseases mini category in specific. It has a total of forty-four (44) posts in the Diseases category (100 percent) whereby it had at least a post in all categories.

Of 44 posts, the majority were taken by the COVID-19 pandemic, followed by Cancer – fourteen posts (31.81 percent), HIV/AIDS – three posts (6.81 percent), and Ebola – two posts (4.54 percent). Tuberculosis and Malaria received only a single post (2.27 percent) as can be seen in table 3.23 below.

**Table 3.23: Analysis of posts on Diseases of Facebook Account of Coca-Cola Uganda on Corporate Social Responsibility activities**

s/n	Disease	Number of posts	Percentage
1.	COVID19 Pandemic	23	52.27
2.	Cancer	14	31.81
3.	HIV/AIDS	3	6.81
4.	Tuberculosis	1	2.27
5.	Malaria	1	2.27
6.	Ebola	2	4.54
7.	<b>Total</b>	<b>44</b>	<b>100</b>

Coca-Cola Uganda’s Corporate Social Responsibility activities in the health category, safety mini category had a total of 24 posts in total whereby work-organization safety had scooped ten (41.6 percent) posts followed by road safety with five (20.8) and environmental safety with four (16.6 percentage) posts.

The remaining two mini categories – self-safety and biological safety had three (12.5 percent) and two (8.3 percent) posts respectively, see table 3.24 below.

**Table 3.24: Posts of Corporate Social Responsibility Health Category – Safety Health on Coca-Cola Facebook Account in Uganda**

s/n	Health category	Number of posts	Percentage
1.	Self Safety	3	12.5
2.	Road Safety	5	20.8
3.	Work-organisation Safety	10	41.6
4.	Biological Health Safety	2	8.3
5.	Environmental Safety	4	16.6
6.	<b>Total</b>	<b>24</b>	<b>100</b>

Safe and Clean water/ Water, Sanitation and Hygiene mini category which involves availability of clean and safe water, Protecting water sources, Sewerage management, and drought; availability of clean and safe water had scooped a total of 11 posts (50.0 percent), followed by protecting water sources had nine posts (40.9 percentage) while the remaining two mini categories - sewerage management and drought had a single post (0 percentage) each. See table 3.25 below.

**Table 3.25: Posts of Corporate Social Responsibility Health Category – Water, Sanitation and Hygiene on Coca-Cola Facebook Account in Uganda**

s/n	Health category	Number of posts	Percentage
1.	Availability of clean and safe water,	11	50.0
2.	Protecting water sources	9	40.9
3.	Sewerage management,	1	4.5
4.	Drought	1	4.5
5.	<b>Total</b>	<b>22</b>	<b>100</b>

Furthermore, the environmental category of health analysis of Corporate Social Responsibility activities in East African countries comprises; Afforestation/Deforestation, Extreme precipitation (rain/snow), Unstable infrastructure, Animal attacks, Pollution, Floods, Cyclones, and Earth Quake; three categories only had posts closely related to them – afforestation/deforestation had two posts (40.0 percentage) while extreme temperatures, unstable infrastructure, and pollution had a single post (20.0 percentage) each. There was not a single post (0.0 percent) for extreme precipitation, animal attacks, and floods recorded, see table 3.26 below.

**Table 3.26: Posts of Corporate Social Responsibility Health Category – Environmental Health on Coca-Cola Facebook Account in Uganda**

s/n	Health category	Number of posts	Percentage
1.	Afforestation/Deforestation	2	40.0
2.	Extreme temperatures	1	40.0
3.	Extreme precipitation (rain/snow)	-	-
4..	Unstable infrastructure	1	20.0
5.	Animal attacks	-	-
6.	Pollution	1	20.0
7.	Floods	-	-
8.	Cyclones	-	-
9.	Earth Quake	-	-
10.	<b>Total</b>	<b>5</b>	<b>100</b>

Lastly, in the last mini category meal, drinks had the big share – 16 posts (42.1 percent) followed by junk food which had 14 posts (36.8 percent). The three remaining mini categories had a total of eight posts (21.0 percent); traditional cuisine had three posts (7.8 percent), balanced diet and global cuisine had two posts (5.2 percent) each while weight loss had a single post (4.7 percentage) and single (2.6 percentage) post, see table 3.27 below.

**Table 3.27: Posts of Corporate Social Responsibility Health Category –  
Meal mini category on Coca-Cola Facebook Account in Uganda**

s/n	Health category	Number of posts	Percentage
1.	Traditional Cuisine	3	7.8
2.	Global Cuisine	2	5.2
3.	Junk food	14	36.8
4.	Drinks	16	42.1
5.	Balanced Diet	2	7.1
6.	Weight Loss	1	2.6
7.	<b>Total</b>	<b>38</b>	<b>100</b>

Generally, analysis of Coca-Cola’s Social Responsibility practices in the Health Commitment category through Social Networking Sites (SNSs) framing on Facebook accounts has shown how the corporation has localized its Corporate Social Responsibility practices in the three sampled countries. The ‘Political, Economic, Social, and Technological’ (PEST) dimension has been observed.

Coca-Cola – Uganda’s Corporate Social Responsibility activities have experienced a total of 131 posts (42.2 percent) of its counterparts – Kenya (115 posts – 37.2 percent) and Tanzania 63 posts (20.3 percent) all a total number of posts (309) on Health Commitment Coca Cola Corporate Social Responsibility activities in the three sampled countries. These statistics speak volumes on the above-mentioned PEST analysis approach (see table 3.28 below).

**Table 3.28: Comparison of Health Posts of Coca-Cola Corporate Social Responsibility activities in Tanzania, Kenya, and Uganda**

s/n	Country	Number of posts	Percentage
1.	Tanzania	63	20.38
2.	Kenya	115	37.21
3.	Uganda	131	42.39
4.	<b>Total</b>	<b>309</b>	<b>100</b>

On the number of posts according to the dimensions put in this study – Diseases, Safety, Clean and safe water, Environmental Health, and meal; Meal has scooped a total of 126 posts (40.7 percent), followed by diseases with a total of 99 posts (32.3 percent). While safety and clean and safe water had 39 posts (12.6 percent) each, environmental health had the least posted health dimension with only 10 posts (3.2 percent). Again this shows how Coca-Cola was struggling to strike a balance between its economic interests and its commitment to the community through Corporate Social Responsibility projects/activities.

The category with the highest number of posts – meal has been always coined with one of Coca-Cola products as covert publicity as compared to awareness campaigns on diseases – a preventive health approach. In this study, COVID-19 has emerged as a leading disease probably due to the global focus on the pandemic. This can also be seen in the duration of the posts (see table 3.29 below and the appendix on the details of the posts).

**Table 3.29: Comparison of Coca-Cola Social Responsibility activities on Health Category - posts in the three sampled countries**

s/n	Health category	Tanzania	Kenya	Uganda	Total
1.	Diseases	13	42	44	<b>99</b> <b>(32.3%)</b>
2.	Safety	2	13	24	<b>39</b> <b>(12.6%)</b>
3.	Clean and Safe Water	5	12	22	<b>39 (12.6%)</b>
4.	Environmental Health	3	2	5	<b>10 (3.2%)</b>
5.	Meal	42	46	38	<b>126</b> <b>(40.7%)</b>
6.	<b>Total</b>	<b>63</b> <b>(20.38%)</b>	<b>115</b> <b>(37.21%)</b>	<b>131</b> <b>(42.39%)</b>	<b>309</b> <b>(100%)</b>

Focusing on the diseases mini category, the COVID-19 pandemic, however, has put Coca-Cola's engagement in three countries in a single basket, varying only on the number of posts. It has been observed that during the COVID-19 pandemic (especially from 2019 to 2020) practices of Coca-Cola in all countries had a focus on the pandemic – Uganda and Kenya taking the lead in the number of posts – 67 posts (67.6 percent). Cancer another deadly disease had been ranked next to COVID-19 by having 21 posts (21.2 percent). Moreover, Uganda was hit by Ebola's fatal disease which raised the attention of local and global communities. Coca-Cola Uganda had at least two posts on

the disease while there was not even a single post in Tanzania and Kenya (see table 3.30 below and the appendix for the details of the selected posts).

**Table 3.30: Comparison of Coca-Cola Social Responsibility activities on Diseases mini category (posts) in the three sampled countries**

s/n	Diseases	Tanzania	Kenya	Uganda	Total post
1.	COVID19 Pandemic	11	33	23	<b>67 (67.6%)</b>
2.	Cancer	0	7	14	<b>21 (21.2%)</b>
3.	HIV/AIDS	0	2	3	<b>5 (5.0%)</b>
4.	Tuberculosis	1	0	1	<b>2 (2.0%)</b>
5.	Malaria	1	0	1	<b>2 (2.0%)</b>
6.	Ebola	0	0	2	<b>2 (2.0%)</b>
7.	<b>Total</b>	<b>13 (13.13%)</b>	<b>42 (42.42%)</b>	<b>44 (44.44%)</b>	<b>99 (100%)</b>

The comparative analysis has been stretched to other Public Health commitment mini categories as well, as earlier discussed: and these are safety health; clean and safe water health; environmental health; and meal.

Starting with Safety Public Health Commitment; work organization safety health emerged as the leading by having 14 posts (35.8 percent), followed by environmental safety, and road safety with 10 (25.6 percent) and 9 (23 percent) posts respectively. Moreover, Safety and biological safety health commitment had very few posts – 4 (10.2 percent) and 2 (5.1 percent) respectively. Furthermore, Uganda had a big number of posts compared to its counterparts; Kenya and Tanzania. It has taken 24

posts (61.5 percent while Kenya and Tanzania had 13 (33.3 percent) and two (5.1 percent) respectively. See table 3.31 below.

**Table 3.31: Comparison of Coca-Cola Social Responsibility activities on Safety Health mini category (posts) in the three sampled countries**

s/n	Mini categories (criteria)	Tanzania	Kenya	Uganda	Total post
1.	Self Safety	-	1	3	<b>4 (10.2%)</b>
2.	Road Safety	2	2	5	<b>9 (23.0%)</b>
3.	Work-organisation Safety	-	4	10	<b>14 (35.8%)</b>
4.	Biological Health Safety	-	-	2	<b>2 (5.1%)</b>
5.	Environmental Safety	-	6	4	<b>10 (25.6%)</b>
6.	<b>Total</b>	<b>2 (5.12%)</b>	<b>13 (33.3%)</b>	<b>24 (61.5%)</b>	<b>39 (100%)</b>

In a Clean and Safe Water Public Health Commitment mini category which has availability of water, protecting water sources, sewerage management, and drought analysis, availability of water emerged with 17 posts (45.9 percent) followed closely by the second criteria – protecting water sources with 16 posts (43.2 percent). The remaining two criteria - sewerage management and drought had a single (2.7 percent) and three (8.1 percent) respectively.

Again Uganda had a big number of posts in all criteria compared to its counterparts – 24 posts (61.5 percent). Kenya and Tanzania had 13 posts (33.3 percent) and 2 (5.12 percent) respectively. Moreover, it had a least a post in all mini-categories (criteria). See table 3.32 below.

**Table 3.32: Comparison of Coca-Cola Social Responsibility activities on Clean and Safe Water Public Health mini category (posts) in the three sampled countries**

s/n	Mini categories (criteria)	Tanzania	Kenya	Uganda	Total post
1.	Availability of water	2	4	11	<b>17 (45.9%)</b>
2.	Protecting water sources	1	6	9	<b>16 (43.2%)</b>
3.	Sewerage management	-	-	1	<b>1 (2.7%)</b>
4.	Drought	-	2	1	<b>3 (8.1%)</b>
5.	<b>Total</b>	<b>3 (8.1%)</b>	<b>12 (32.4%)</b>	<b>22 (59.4%)</b>	<b>37 (100%)</b>

Glancing at the Coca-Cola Social Responsibility Public Health Commitment – Environmental Health mini category activities Environmental Health mini category (posts) in the three sampled countries, a total of twelve posts were observed in the Coca-Cola Facebook accounts of the analyzed countries.

Posts related to planting of trees (afforestation) were 6 (50.0 percent) followed by extreme temperatures with only three posts (25.0 percent). While Uganda and Tanzania had 5 posts (41.6 percent) each leaving behind Kenya with only two posts (16.6 percent), five mini categories; extreme precipitation (rain/snow), animal attacks, pollution, and floods.

Cyclones and earthquakes did not have even a single post during the time under this analysis. Pollution had only a single post (8.3 percent) and it was only on the Kenyan Coca-Cola Facebook account. See table 3.33 below.

**Table 3.33: Comparison of Coca-Cola Social Responsibility activities on Environmental Health mini category (posts) in the three sampled countries**

s/n	Mini categories (criteria)	Tanzania	Kenya	Uganda	Total post
1.	Afforestation/Deforestation	2	2	2	<b>6 (50.0%)</b>
2.	Extreme temperatures	2	-	1	<b>3 (25.0%)</b>
3.	Extreme precipitation (rain/snow)	-	-	-	<b>0 (2.7%)</b>
4.	Unstable infrastructure	1	-	1	<b>2 (16.6%)</b>
5.	Animal attacks	-	-	-	<b>0 (0%)</b>
6.	Pollution	-	-	1	<b>1 (8.3%)</b>
7.	Floods	-	-	-	<b>0 (0%)</b>
8.	Cyclones	-	-	-	<b>0 (0%)</b>
9.	Earth Quake	-	-	-	<b>0 (0%)</b>
10.	<b>Total</b>	<b>5 (41.6%)</b>	<b>2 (16.6%)</b>	<b>5 (41.6%)</b>	<b>12 (100%)</b>

The last mini category of the Public Health Commitment category is meals of food. As elaborated earlier, this mini-category comprises six mini-categories/criteria of analysis as well. These include; Traditional Cuisine, Global Cuisine, Junk food, Drinks, Balanced Diet, and Weight Loss. Of 126 total posts in the three countries under this analysis, Drinks had a total of 52 posts (41.2 percent) trailed by Junk Food with a total of 43 posts (34.1 percent).

The remaining categories had shared a very small number of posts – the remaining 31 (24.7 percent). Traditional cuisine had 13 posts (10.3 percent) followed by

Balanced Diet with 8 posts (6.3 percent), Global Cuisine with 7 posts (5.5 percent), and lastly Weight Loss with three posts only (2.3 percent). See table 3.34 below.

**Table 3.34: Comparison of Coca-Cola Social Responsibility activities on Meal Public Health Commitment mini category (posts) in the three sampled countries**

s/n	Mini categories (criteria)	Tanzania	Kenya	Uganda	Total post
1.	Traditional Cuisine	5	5	3	<b>13 (10.3%)</b>
2.	Global Cuisine	2	3	2	<b>7 (5.5%)</b>
3.	Junk food	13	16	14	<b>43 (34.1%)</b>
4.	Drinks	18	18	16	<b>52 (41.2%)</b>
5.	Balanced Diet	3	3	2	<b>8 (6.3%)</b>
6.	Weight Loss	1	1	1	<b>3 (2.3%)</b>
7.	<b>Total</b>	<b>42 (33.3%)</b>	<b>46 (36.5%)</b>	<b>38 (30.1%)</b>	<b>126 (100%)</b>

Generally, in all Public Health Commitment categories of Corporate Social Responsibility practiced by Coca-Cola Company in the three East African countries under this analysis and portrayed by their Facebook accounts, Coca-Cola Uganda has led the ranking as it took the lead in posts in Safety and clean and safe water, and Environmental Health (shared with Tanzania), followed by Kenya which took lead in diseases and meals categories. Tanzania took the lead in Environmental Health (shared with Kenya). This can be seen in table 3.35 below.

**Table 3.35: Ranking of countries under the analysis according to the number of posts in Public Health Commitment categories' posts of Coca-Cola Social Facebook accounts**

<b>s/n</b>	<b>Public Health categories</b>	<b>Tanzania</b>	<b>Kenya</b>	<b>Uganda</b>
1.	Diseases	3	1	2
2.	Safety	3	2	1
3.	Clean and Safe Water	3	2	1
4.	Environmental Health	1.5	3	1.5
5.	Meals	2	1	3
<b>6.</b>	<b>Total points</b>	<b>12.5</b>	<b>9</b>	<b>8.5</b>

## **CONCLUSION**

The study's conclusions indicate that, in carrying out their CSR initiatives, Global Corporations are attempting to apply glocalization principles. The one-size-fits-all method of worldwide public relations, or the global approach, is also being used in numerous projects in developing nations like East Africa, strongly demonstrating that this technique is still in its infancy in these regions.

This is also evident in the non-context-specific way in which Coca-Cola engaged with consumers on Facebook to mainstream the Public Health Involvement category of the Corporate Social Responsibility dimension. For instance, it was previously discovered that Facebook accounts from Tanzania and Uganda were similar, which may have upset some users.

However, Coca-Cola Uganda had another Facebook account which minimized this skirmish. Moreover, some messages were not only for the specific country, but involved messages for other African countries and some for other countries in the world. Moreover, Coca Cola has no social media accounts in the two countries among the earlier five selected countries – Rwanda and Burundi. This calls an attention to the global corporations to consider localisation of their services to developing countries as well and specifically in implementing social media uses for the sustainable growth not only of the global corporation but also of the countries involved in stretching Corporate Social Responsibility initiatives.

Corporate Social Responsibility has become a critical component of organizations that wish to build a strong image of themselves towards the public as an aid to achieving their stated objectives or who merely want to give back to society the gains they make in business crossing the line from being a business jargon to becoming a critical business function as Zorn, (2009) earlier put that Corporate Social Responsibility (CSR) projects in sub-Saharan Africa are of a set of twenty-eight leading consumer product companies focusing on the economic benefits which the companies can gain from the CSR projects if they are conducted in a certain manner.

It has been vehemently also shown by this study that the Global Corporations using Coca-cola as an example have been engaged in different initiatives for the sustainable development of African countries as well. Specifically, the Corporate Social Responsibility initiatives as a vital ingredient of Global Public Relations practices through health commitment which is the focus of this study.

According to the study's conclusions, both Global Corporations' CSR initiatives attempt to apply glocalization ideas in their execution. Nevertheless, it is demonstrated that this strategy is still in the creeping stage. It has been demonstrated that Coca-Cola actively engages with the health commitment category of CSR activities in the chosen East African countries through its Facebook accounts as an exemplary global corporation or multinational business.

This study shows that Coca-Cola participated in CSR activities related to health initiatives in the area of preventive health, raising public awareness of illnesses, safety, clean and safe water, environmental health, and food, among other areas of the health commitment category. As put by Fener, Çedikçi, and Akbulut (2011), corporations may use both abstract – safe driving, eating healthy, family planning, the reduction of tobacco, etc and concrete products like safety belts, condoms, etc in their Social Responsibility practices.

The study has seen Coca-Cola engaging itself in both types as the analysis was extended to mini categories of Public Health Commitment namely; diseases, safety, clean and safe water, environmental health, and meals. Framing on diseases mini category of Corporate Social Responsibility activities practised by Coca Cola in Tanzania, Kenya and Uganda; COVID19 pandemic had a wide coverage between 2019 and 2020 followed by cancer. Other diseases which had been posted were Ebola, Tuberculosis, and Malaria.

This again reflects the glocalisation of the Global Corporations Public Relations initiatives through Corporate Social Responsibility activities. However, more has to be

leant and reaped of from Corporate Social Responsibility projects by focusing on PEST analysis on the challenges that face the communities without affecting the economic development of the global corporate.

Moreover, in Safety Public Health Commitment, there were 39 posts of which work organisation safety health was leading, followed by environmental safety, and road safety respectively. The remaining mini categories had very limited posts. Here, again Uganda had surpassed Kenya and Tanzania in its number of posts.

Furthermore, Clean and Safe Water Public Health Commitment mini category which had a total of 37 posts in facebook accounts of all the three countries under the analysis has shown that availability of water, and protecting water sources were given the priority in while sewerage management and drought analysis had very few posts. Again Uganda had a big number of posts in all criteria compared to its counterparts.

Environmental Health mini category of Public Health Commitment category of Corporate Social Responsibility had received less attention by having 12 posts only. However, the good thing is that most of the posts were on planting of trees (afforestation). Uganda and Tanzania had much attention n this category than Kenya.

Meal ranked first among the five mini-categories of Public Health Commitment in Corporate Social Responsibility practices, with the most posts across the three nations. The Drinks micro category had more posts than other mini categories, followed by Junk foods, maybe because of the nature of the sampled Global Corporation, Coca-Cola.

International cuisines like rice, pizza, and burgers had to make way for domestic dishes like *matoke* and *ugali*. While the study documented Coca-Cola's localized engagement in CSR projects and/or activities, particularly in integrating Social Media uses, there remains much to be done to guarantee that true glocalization is implemented for the benefit of the Company and communities in the countries or zones it is serving.

As it has been seen in the detailed analysis some important mini-categories had not been touched on in the Facebook engagements. This should equally be taken by all other Multinational Companies who want to have much acceptance and support from the public.



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## APPENDICES

### *Appendix i: Consent Form*

#### **AUTHORIZATION FOR USE/DISCLOSURE OF RESEARCH INFORMATION**

**Researcher:** Hassan Mohamed Issa

**Occupation:** Ph.D. candidate in Public Relations and Advertising at Kocaeli University, Turkey and Assistant Lecturer in Mass Communication Department at Muslim University of Morogoro (MUM).

I appreciate your cooperation in this study *“The Use of Social Media in the Context of the Effect of Social Responsibility Projects Applied in East Africa Countries,”* as a respondent which started in October, 2021 and expected to last in December, 2021. Your contributions are highly respected.

This form, therefore, outlines the purposes of the study and provides a description of your involvement and rights as a participant.

Generally, this study aims at analysing the Global Corporations’ Public Relations Practices in Developing Countries – focusing on Corporate Social Responsibility practices and their social media engagement in the digital era. Specific objectives being:

- i. To identify the local Corporate Responsibility practices of global corporations operating Tanzania, Kenya, Uganda, Rwanda, and Burundi.
- ii. To identify and analyse the involvement of the global corporations in Corporate Social Responsibility projects.
- iii. To analyse the corporations’ use of social media in Corporate Social Responsibility projects.
- iv. To show how the Corporations’ local projects differ from their activities elsewhere in the world.

You are encouraged to ask any questions at any time about the nature of the study and the methods that I am using. Your suggestions and concerns are important to the study; you may contact me at anytime at the address/mobile number listed above.

The information collected from this study will finally be used in writing the dissertation report for Partial Fulfilment of Ph.D Degree in Public Relations and Advertising at Kocaeli University, Turkey. This report will be read by you, my supervisor, and optionally, by any other person if you give permission, in order to check on the accuracy of the report. The report will be used for academic purposes only.

I hereby, therefore, guarantee that the following conditions will be met:

1. *That, your names will be used in the study with your consent.*
2. *That, if you grant permission for audio-taping, no audio-tapes will be used for any purpose other than to do this study, and will not be played for any reason other than to do this study. At your discretion, these tapes will either be destroyed or returned to you.*
3. *That, your participation in this research is voluntary; you have the right to withdraw at any point of the study, for any reason, and without any prejudice, and the information collected and records and reports written will be turned over to you.*
4. *That, no harm to the respondent will be tolerated.*
5. *That, you will receive a copy of the final report before it is handed in, so that you have the opportunity to suggest changes to the researcher, if necessary.*
6. *That, you will receive a final copy of the report in case you need.*

7(a). Do you grant permission to be quoted directly? Yes (\_\_\_) No (\_\_\_)

7(b). Do you grant permission to be audio-taped? Yes (\_\_\_) No (\_\_\_)

8(a). I agree to the terms: Respondent \_\_\_\_\_ Date \_\_\_\_\_

9(b). I agree to the terms: Researcher \_\_\_\_\_ Date \_\_\_\_\_

**Appendix ii: Code sheet for Coca Cola Corporate Social Responsibility activities in East Africa countries their uses of social media – Facebook**

<i>Country</i>	<i>Corporate Social Responsibility projects</i>	<i>Frequency</i>	<i>Projects/ Strategies localised? (yes 1, no-2)</i>
Tanzania	Environmental Stewardship (1),		
	Philanthropic Contribution (2),		
	Educational Commitments (3),		
	Community/Employee Involvement (4),		
	Public Health Commitments (5),		
	Sponsorship of Cultural/Sports Activities (6)		
Kenya	Environmental Stewardship (1),		
	Philanthropic Contribution (2),		
	Educational Commitments (3),		
	Community/Employee Involvement (4),		
	Public Health Commitments (5),		
	Sponsorship of Cultural/Sports Activities (6)		
	Environmental Stewardship (1),		
	Philanthropic Contribution (2),		

Uganda	Educational Commitments (3),		
	Community/Employee Involvement (4),		
	Public Health Commitments (5),		
	Sponsorship of Cultural/Sports Activities (6)		
Rwanda	Environmental Stewardship (1),		
	Philanthropic Contribution (2),		
	Educational Commitments (3),		
	Community/Employee Involvement (4),		
	Public Health Commitments (5),		
	Sponsorship of Cultural/Sports Activities (6)		
Burundi	Environmental Stewardship (1),		
	Philanthropic Contribution (2),		
	Educational Commitments (3),		
	Community/Employee Involvement (4),		
	Public Health Commitments (5),		
	Sponsorship of Cultural/Sports Activities (6)		

**Appendix iii: Code sheet for Coca Cola Corporate Social Responsibility – Framing Health Commitment category through Facebook Tanzania, Kenya, and Uganda**

<i>Country</i>	<i>Health Commitment Posts' categories</i>	<i>Frequency</i>	<i>Projects/ Strategies localised? (yes 1, no-2)</i>
Tanzania	Diseases (1),		
	Clean and Safe Water (2),		
	Environmental Health (3),		
	Meal (4),		
Kenya	Diseases (1),		
	Clean and Safe Water (2),		
	Environmental Health (3),		
	Meal (4),		
Uganda	Diseases (1),		
	Clean and Safe Water (2),		
	Environmental Health (3),		
	Meal (4),		

**Appendix iv: Code sheet for Coca-Cola Corporate Social Responsibility – Framing Diseases Mini category of Health Commitment category through Facebook Tanzania, Kenya, and Uganda**

<i>Country</i>	<i>Diseases mini category</i>	<i>Frequency</i>	<i>Projects/ Strategies localised? (yes 1, no-2)</i>
Tanzania	COVID19 (1)		
	Cancer (2)		
	HIV/AIDS (3)		
	Tuberculosis (4)		
	Malaria (5)		
Kenya	COVID19 (1)		
	Cancer (2)		
	HIV/AIDS (3)		
	Tuberculosis (4)		
	Malaria (5)		
Uganda	COVID19 (1)		
	Cancer (2)		
	HIV/AIDS (3)		
	Tuberculosis (4)		
	Malaria (5)		

**Appendix v: Code sheet for Coca-Cola Corporate Social Responsibility – Framing Safety Mini category of Health Commitment category through Facebook Tanzania, Kenya, and Uganda**

<i>Country</i>	<i>Safety</i>	<i>Frequency</i>	<i>Projects/ Strategies localised? (yes 1, no-2)</i>
Tanzania	Self safety (1)		
	Road safety (2)		
	Work-organisation safety (3)		
	Biological health (4)		
	Environmental health (5)		
Kenya	Self safety (1)		
	Road safety (2)		
	Work-organisation safety (3)		
	Biological health (4)		
	Environmental health (5)		
Uganda	Self safety (1)		
	Road safety (2)		
	Work-organisation safety (3)		
	Biological health (4)		
	Environmental health (5)		

**Appendix vi: Code sheet for Coca-Cola Corporate Social Responsibility – Framing Clean and Safe Water Mini category of Health Commitment category through Facebook Tanzania, Kenya, and Uganda**

<i>Country</i>	<i>Clean and Safe Water</i>	<i>Frequency</i>	<i>Projects/ Strategies localised? (yes 1, no-2)</i>
Tanzania	Availability of Clean and Safe water (1)		
	Protecting water sources (2)		
	Sewerage management (3)		
	Drought (4)		
Kenya	Availability of Clean and Safe water (1)		
	Protecting water sources (2)		
	Sewerage management (3)		
	Drought (4)		
Uganda	Availability of Clean and Safe water (1)		
	Protecting water sources (2)		
	Sewerage management (3)		
	Drought (4)		

**Appendix vii: Code sheet for Coca-Cola Corporate Social Responsibility – Framing Environmental Health Mini category of Health Commitment category through Facebook Tanzania, Kenya, and Uganda**

<i>Country</i>	<i>Environmental Health</i>	<i>Frequency</i>	<i>Projects/ Strategies localised? (yes 1, no-2)</i>
Tanzania	Afforestation/Deforestation (1)		
	Extreme Precipitation (2)		
	Unstable infrastructure (3)		
	Animal attacks (4)		
	Pollution (5)		
	Floods (6)		
	Cyclones (7)		
	Earth Quake (8)		
Kenya	Afforestation/Deforestation (1)		
	Extreme Precipitation (2)		
	Unstable infrastructure (3)		
	Animal attacks (4)		
	Pollution (5)		
	Floods (6)		
	Cyclones (7)		

	Earth Quake (8)		
Uganda	Afforestation/Deforestation (1)		
	Extreme Precipitation (2)		
	Unstable infrastructure (3)		
	Animal attacks (4)		
	Pollution (5)		
	Floods (6)		
	Cyclones (7)		
	Earth Quake (8)		

**Appendix viii: Code sheet for Coca-Cola Corporate Social Responsibility –  
Framing Meal Mini category of Health Commitment category through  
Facebook Tanzania, Kenya, and Uganda**

<i>Country</i>	<i>Meal</i>	<i>Frequency</i>	<i>Projects/ Strategies localised? (yes 1, no-2)</i>
Tanzania	Traditional Cuisine (1)		
	Global Cuisine (2)		
	Junk Food (3)		
	Drinks (4)		
	Balanced Diet (5)		
	Weight Loss (6)		
Kenya	Traditional Cuisine (1)		
	Global Cuisine (2)		
	Junk Food (3)		
	Drinks (4)		
	Balanced Diet (5)		
	Weight Loss (6)		
Uganda	Traditional Cuisine (1)		
	Global Cuisine (2)		
	Junk Food (3)		

	Drinks (4)		
	Balanced Diet (5)		
	Weight Loss (6)		

