ABSTRACT
Demographic Traits Impact on Strategists’ Priority Toward Their Corporate Social Responsibility Requirements Fulfillment

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This study aimed at investigating two main aspects, the first aspect is to examine the nature of impact-relationship between demographic traits of Jordanian industrial strategists and the priority of fulfilling the social responsibility requirements (CSR), of their corporate. The second aspect is to examine whether or not Jordanian industrial company’s profile (Nature of company’s specialization, Operational capital, Employees number, Products variety, and Market scope), as a moderate variable can make differences in degree of impact-relationship between strategists’ demographic traits and the priority of fulfillment the (CSR) requirements of their companies.

The study population consisted of (110) industrial companies operating at Al-Hassan Industrial Estate where the sample top (14) companies by size representing all industrial sector specialization. Sampling unit also represents (112) members of the strategists within the senior management level of these companies.

Data were collected by using a questionnaire developed by the researcher. Testing hypothesis was performed by using Statistical Package of Social Sciences (SPSS).

The analysis uncovered the following results:
1- There is a significant relationship (0.05>a) between Jordanian Strategists’ demographic traits and the Priority of fulfillment CSR requirements of their companies.

2- There is no statistically significant differences (0.05>a) for Jordanian industrial company’s profile that can explain variances in degree of impact-relationship between strategists’ demographics traits and the priority of fulfillment (CSR) requirements of their companies.

3- There is no statistically significant differences (0.05>a) that can explain variances in the degree of impact-relationship between Jordanian strategist demographics traits and the priority of fulfillment (CSR) requirement of their companies due to the "Nature of Company’s Specialization".

4- There is no statistically significant differences (0.05>a) due to "Operational Capital" that can explain variances in degree of impact-relationship between Jordanian strategist demographics trait and the priority of fulfillment (CSR) requirement of their companies.

5- There is no statically significant differences (0.05>a) of "Employees Number" that explain any variances in degree of impact-relationship between Jordanian strategist demographics traits and the priority of fulfillment (CSR) requirement of their companies.

6- There is no statically significant differences (0.05>a) of Jordanian industrial companies "Market Scope" that can explain any variances in degree of impact-relationship between Jordanian strategist demographic traits and the priority of fulfillment (CSR) requirement of their companies.

7- There is statically significant differences (0.05>a) of Jordanian industrial Companies "Product Variety" that can explain any variances in degree of impact-relationship between Jordanian strategist demographic traits and the priority of fulfillment (CSR) requirement of their companies.

According to the study results, the researcher recommends the following recommendations:

Recommendations for at industrial companies at Al-Hassan Industrial Estate:

- Pay more attention to Strategists’ demographic traits probable impact-relationship (personal and professional traits) because they can play an important role for enhancing their Priority to fulfill the (CSR) requirements for managers at industrial companies at Al-Hassan Industrial Estate.

- Concentrate on all activities related to corporate’s social responsibility especially activities related to (customers, Governance and Business Ethics, Company’s People (internal and external), Society, Environment, Economy, Government and Legislation).

- Organize conferences and workshops by Jordanian industrial companies at Al-Hassan Industrial Estate industrial in order to increase the understanding of CSR for all of its shareholders and stakeholders. Therefore, all of these parts can contribute in successful implementation of (CSR) strategies.

- Organize special training courses for managers in different departments seeking better illusion of the importance of social responsibility disclosure not only of the financial statements but in the annual financial reports and annual reports also.

- Further researches should be considered in the society’s cultural values and institutional factors as an additional aspect besides strategists’ personal and professional traits in the formation of strategists CSR perceptions. In addition, observing the institutional culture effect more clearly, these results can be compared to those that will be obtained from a company that is not active in CSR projects.
**Detailed view of the monograph**

**Title:** Demographic traits impact on strategists priority toward their corporate social responsibility requirements fulfillment

أثر النهات الديمغرافية على أولويات استراتيجيين نحو تلبية متطلبات المسؤولية الاجتماعية للقسم.

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