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Abstract

Purpose: the study investigates attitude of librarians' towards provision of corporate social responsibility initiatives in state university libraries in south Nigeria. **Design/methodology:** The descriptive survey research method was adopted with research instruments structured using four-point Likert rating scale and used in generating data for the study. A total of 79 questionnaires were administered to librarians working in six (6) state universities in south-east and south-south Nigeria. A total of sixty-five (65) were retrieved. Descriptive statistics were used with the aid of Statistical Product Services Solution (SPSS) in analyzing the data. **Findings:** It was revealed that librarians have positive attitude towards the provision of CSR initiatives. Creation of CSR Unit, formulation of formal CSR policy and partnering with NGOs and others were identified as strategies through which CSR initiatives can be institutionalized. Demand for additional knowledge beyond the expertise of library practice is seen as a major challenge. **Conclusion:** Librarians are aware of the various CSR initiatives that can be provided in the university environment. **Implication of findings:** Library managers must show commitment towards the design and provision of CSR initiatives and they should be ready to partner with non-governmental organization (NGOs) and other relevant agencies. **Originality/value:** This paper has opened a new horizon for exploration within the domain of library setting as it relates to relationship with the host communities and parent institutions. This calls for more studies in the areas of corporate social responsibility in librarianship.

Key words: corporate social responsibility, federal university, state university, social responsibility, south Nigeria, university libraries,

Introduction

Libraries exist in an environment and their operations can cause both positive and negative implications for the host community where they exist and operate. Talking about corporate social responsibility (CSR) in libraries refers to the obligations of libraries to the host community and the society in general as well as other stakeholders within that community. In contemporary society where the "information industry sector" is becoming highly competitive with alternatives emerging every seconds of the day, it thus become pertinent for libraries to undertake social programs as strategy for assisting government. However, no matter how the library wants to engage in CSR activities, it ought to complement the library mission, it should not conflict or compete with the goals of the library in any way. In a highly competitive society such as the age we are into, it is expedient that libraries must strive to give a positive picture of what they represent in the society. CSR has not been very popular in libraries. In librarianship, the need for CSR has been increasing because of the negative perception of librarians and libraries in the society. CSR which is often associated with philanthropy or charity is focused on the provision of social services that would be seen as governments' responsibility (Benson, 2019).

Corporate social responsibility (CSR) points out ways for libraries to contribute significantly to the growth, development and well-being of the society, which at the end gives the library competitive advantage in the information industry. University libraries participation in CSR activities at any level will not only be beneficial to the library as an institution, but also, will be beneficial to the society in general. The concept of CSR has been around the business world for quite a while. It has been conceptualized as running against traditional business values of maximizing economic gains Organizations have come to terms that adopting a socially responsible view of its activities are of vital importance (Zu & Song, 2008;Obeidat, 2015). Libraries as noted by Nkiko and Iroaganachi (2015), should traverse traditional roles to embracing challenges presented by their particular setting in order to maintain continuous relevance. The necessity of increased social engagement also in non-profit organizations emerged as a natural consequence of social development (Dima, Vasilache, Ghinea & Agoston, 2013). It is in line with these developments that most organizations are constantly engaging in

corporate social responsibility. The implementation of social values within the corporations is without alternative, since these are considered to be driving factors of sustainable development (Ketschau, 2017).

In this dispensation, libraries should take practical steps to move the library beyond the physical walls to "heart wall" of the members of the society. There is an urgent need for libraries to establish mutual relationship with their stakeholders in order to be able to address social, economic and environmental challenges faced by the society. This calls for library and information centres taking proactive measures towards social values. For libraries, social responsibility concerns meeting human needs and how this is to be done, it involves the social dimensions of library and information services as well as how this influence improving the quality of life. Many librarians and library staff now recognize that they are responsible to any group or individual who are impacted by or who impact their institution (Dumont, 1991; Rendtorff, 2009 as cited in Racelis, 2018).

The practice of CSR is one of the most popular engagements for organizations in contemporary society. The present day CSR is a concept whereby business organizations consider the interest of society by taking responsibility for the impact of their activities on customers, suppliers, employees, shareholders, communities and other stakeholders as well as their environment (Ismail, 2009). CSR has become an area of interest for many organizations. The corporate social responsibility (CSR) has become a successful concept for companies in order to ensure their capacity for long term value and gain competitive advantages (Igwe and Nwadialon, 2015; Grigoris, 2016). CSR concerns the social responsibility of companies for the workforce, society and environment (Jucan and Jucan, 2010). CSR encompasses a variety of issues revolving around companies interactions with society (Nasieku, Togun and Olubunni, 2014)

Hussain, Hussain, Ahmad and Ijaz (2012:1124) observed that many corporations are now participating in CSR activities regardless if they are local, national or international, with their main focus on education, healthcare, environment, clean water and so on. The concept of CSR has grown exponentially in importance and significance and more companies than ever before

are engaged in serious efforts to define and integrate CSR into all aspects of their business (Gazzola, 2014:75). Similarly, Sasikala, Amuda and Shruthi (2016:43) writing on CSR states:

> CSR is a multi dimensional concept; it focuses on the social, environmental and financial success of the company. CSR is a tool for understanding and delivering the social responsibilities of the company in a more elegant and celebrate manner. CSR has become a global concept and also a mandatory action which need to be undertaken by the growing companies as a part of sustaining strategy. The key driver for CSR is progressive self interest, social investment, transparence, rust, and increased public expectation of the business.

CSR practice is becoming popular both in government and private sectors. Corporations around the world are struggling with a new role, which is to meet the needs of the present generation without compromising the ability of the next generations to meet their own needs (Miluwi, 2013). Though the popularity of CSR in contemporary world is not in doubt, considering the benefits of such engagement not just to the stakeholders but also to the organizations; Librarians' engagement in CSR initiatives is dramatically influenced by attitudes which are consisted of three elements beliefs, feelings and response tendencies. However, what is yet to be established is the attitude and perception of librarians towards the provision of CSR initiatives in state university libraries, hence this study.

Purpose of Study

The study generally aims at evaluating perception and attitude of librarians' towards implementation of corporate social responsibility (CSR) initiatives in university libraries in Nigeria. The specific objectives of the study are, to:

1. Identify types of corporate social responsibility (CSR) activities that state university libraries should provide;
2. investigate librarians attitude towards provision of CSR programmes in state university libraries;
3. ascertain viable means of providing corporate social responsibility (CSR) in state university libraries;

4. identify challenges that may affect the provision of corporate social responsibility (CSR) in state university libraries;

Review of Literature

It is imperative to point out here that though, libraries may in some ways have practiced CSR unknowingly, library and information science professionals from available records and reports published have not fully embraced CSR practices. No doubt, engaging in CSR activities has not been very popular among libraries, especially in this part of the world. CSR as an innovative practice through which organizations relate positively with the society for mutual benefits must be tactically engaged by librarians. As stated earlier, if library and information practitioners understand how CSR initiative enhances their image in the society, they would not hesitate to embrace and integrate it into their activities (Benson, 2019).

Attitude is defined as a person's positive or negative feelings about an action in general. It indicates the assessment of suitable emotions and the tendencies toward a product or an idea (Vahdati, Mousavi and Tajik, 2015). Generally, different experts view attitudes from their professional background. For instance, Pietilainen (2015) citing Fishbein and Ajzen explains that general attitudes do not specify a particular action, time or context because they only focus on target element, even though all the above mentioned factors are present in defining certain behaviour. In other words, general attitudes are background factors, and they may influence behaviour. This implies that attitudes toward certain behaviour are influenced by background factors (of which general attitudes are one) and beliefs, which further influence the intentioned. Therefore behaviour psychologists, especially social psychologist have that believe that the attitude - as social structure is so important in establishing and maintaining social order and also believe attitudes must be changed before behaviour (Chaiklin as cited in Vahdati, Mousavi and Tajik, 2015).

Evidence from literatures shows there is a link between CSR and attitudes of firms. No wonder, Risko, Pentek and Wiwczaroski (2015) posit that CSR actions of the firms influence attitudes of consumers. It is what shape customers' intentions, and their intentions affect their behaviour. In other words, the firms *CSR* actions may inspire consumers to change their purchasing behaviour (i.e. buy a different product), pay a premium for responsible product or

even deliberately punish those firms that fail to meet their expectations. Azim (2016) opined that the relative corporate social responsibility is expected to be a better predictor of the attitude of the customer, which will invariably influence relationship between the firms and the customer. However, the link between CSR and positive attitude of the employees does not integrate notions of reciprocity expectations, and mutual obligations, which are needed to understand how attitudes enhanced by identification may contribute to desirable employee behaviour within the organization. Librarians' attitude is all about their positive and negative feelings towards CSR in libraries. Vahdati, Monsavi and Tajik (2015) citing Kordnaeji *et al.* affirmed that attitude is defined as a person's positive or negative feelings about an action in general. According to Yusri and Amram (2012), CSR will affect employees' behaviour towards the organization and employees also can influence the organizations CSR activities and programme in which case the achievement of CSR activity depends on the employees involvement and acceptance of company practices.

The findings of Miluwi (2013) showed that corporate organizations in Madhya Pradesh have positive attitude towards CSR and the extent of their involvement in CSR activities has improved. According to Shim and Yang (2016), CSR perception is affected by situational / external factors such as the relevance of philanthropic CSR to a company's business and marketing, or the medium in which the CSR statement is distributed. Hailu and Rao (2014) in their study concludes that awareness of social responsibility policies and perception may be as or more important than organization actual CSR policies themselves because it might have misperceptions of their firms policies or be unaware of its CSR activities. In which case, misperceptions of CSR activities could lead to unintended effect, such as frustration that the firm is using resources ineffectively. On the other hand, full and proper awareness of CSR policies is a key determinant of its sustainability. Prutina (2016) citing Hansen *et al* (2011), see stakeholder perceptions about CSR to be more important than the CSR activities themselves since these perceptions are what constitute the reality upon which stakeholders base their decision, opinions, and attitudes. Also, Herbach and Mignonac (2004) as cited in Prutina (2016) posit that perceptions of CSR are also influenced by public reputation of the company as well as media, more specifically, employees" perceptions of the company as well as media, more specifically, employees perceptions of the company's public reputation.

Osisioma, Newi and Paul (2015) citing Thompson *et al* (2004) conclude that corporate organizations should exercise social consciousness in making decisions that affect stakeholders especially the employees, communities where they operate and the society at large in order to be regarded as exemplary corporate citizens. According to Igwe and Nwadialor (2015) each company differs in how it implements CSR. The difference among and between companies depend on such factors as the specific companys size, the particular industry involved, the firm's business culture, stakeholder demands and how historically progressive the company is in engaging CSR. Gazzola (2014) revealed that there is a significant positive association between corporate social responsibility and corporate reputation. He noted that having a good reputation can drive business success in the long-term, while losing reputations creates an obstacle to this success. In other words, CSR goes a long with corporate reputation, CSR alone is not guaranteed if the organization lacks good corporate reputation of image. It also implies that good corporate reputation foster the success of CSR.

Khoir (2011) revealed that CSR within the libraries have been conducted in several ways such as building an outlet or a corner within libraries, provide funding to conduct activities and support staff to improve knowledge and skills. He noted further that in libraries, CSR help improve the services by having more information resource centres and funding and library users can better understand their products and activities. Emezie and Igwe (2017) pointed out that though academic libraries are found in various communities that host the parent institutions, some of the services they provide which are community orientated (i.e. community information services) could constitute CSR to their host communities, if properly articulated and delivered to the inhabitant of the affected communities.

According to Miluwi (2013), CSR initiatives on sanitation, microfinance, charitable events, women empowerment and rehabilitation are also popular among companies. He also revealed that lack of consensus among the corporate regarding the activities to be undertaken on the CSR front which call for direction from policy makers. Hristache, Paicu & Ismail (2013) noted that achieving targets for quality, efficiency and performance could not be done without corporate companies participation in a range of activities. Vahdati, Mousavi and Tajik (2015)

observed that the implementation of corporate social responsibility will create positive attitudes and buying behaviour of consumers in the food industry companies.

Lee, Park and Lee (2013) proposes that employees perceive CSR activities more positively when their organization is capable of planning, conducting, and evaluating its CSR activities. Ukpabi, Ikaba, Enyindah, Orji and Idatoru (2014) contends that "youth and women empowerment schemes should be designed to create capacity that will engender independent entrepreneurial abilities, economic, vision, passion and drive for self-accomplishment. Ikein (1999) as cited in Abu and Audu (2016), observed that corporate social responsibility do not concern only the provision of essential services or other notable demand by the immediate community but, it also include the pro-activities to promote public growth and development and ensuring the legal and social protection of the citizens through provision of goods and services that will not be detrimental to the health or social consciousness of the people.

According to Muchemi (2015), the NBK internal publics perceive CSR as a very important tool because it enhances the bank's image and reputation. They see it as a good way of reciprocating to the community. The CSR commitment as opined by Mueller and Theuvsen (2014), must (needs) to match a company's culture if it is expected to be perceived as authentic. According to Chigbu, John-Okeke and Omekwu (2016), intervention in developing countries has been perceived as philanthropy or an altruistic initiative. They however, contend that beneficiary of CSR intervention must be involved from the design stage of the intervention and their view must count in the way CSR intervention facilitates are operated.

Muchemi (2015) contends that for an organization to cultivate favorable attitudes towards / among the internal publics, it must make them feel that they are part of the organization and its operations. Igwe and Nwadialor (2015) pointed out that each company differs in how it implements corporate social responsibility. The difference among and between companies depend on such factors as the specific company's size, the particular industry involved, the firm's business culture, stakeholder demands and how historically progressive the company is in engaging CSR. They noted further, that some companies focus on a single area which is regarded as the most important for them, or where they have the greatest impact or vulnerability, while others aim to integrate CSR in all aspects of operation.

Adu-Boahen *et al* (2014) in the study indicates that many managers and executive directors have a clear understanding on the reputation and benefit CSR brings to their respective companies. Muchemi (2015) stressed that the feeling that CSR is a waste of time could occur if the particular activities are not meeting the goals they were originally set to meet. Furthermore, Adu-Boahen *et al* (2014) citing Pumas (2009) concluded that managers attitude or perception toward CSR was the key factor in determining whether or not the company would incorporate a CSR program.

Miluwi (2013) contends that all types of CSR practices receive positive influences by one or more types of relational marketing practices. He noted that, in the process of building and engaging in relationships, networks, and interactions with customers and other stakeholders, managers looks for CSR practices that, in the process of building and engaging with customers and other stakeholders, managers looks for CSR practices that can generate trust, loyalty and support from stakeholders, especially as product differentiation becomes increasingly difficult. Ali (2011) in his study concludes that CSR is having significant positive influence on corporate reputations and the consumer purchase intentions. He also recommends that corporations should engage in doing corporate social responsibility activities and develop good corporate reputation to ensure successful corporate performance in competitive environment.

Ojo and Akande (2014) contends that for there to be peace, social harmony and mutual sustainable development on the part of corporate organizations and their host communities, there is the imperativeness for a relationship management framework that will facilitate these environmental indices. Olowokudejo and Adulojo (2011) revealed that the inadequate financial resources and budget constraints have led insurance companies to practice only some forms of CSR activities. As enunciated by Maqbool and Zamir (2019), the major areas for CSR interventions are as follows: "poverty-alleviation programmes including livelihood and skill training, healthcare, nutrition, water and sanitation, education and sports, ecology and environment, programmes specifically designed to address the needs of women, disabled and aged people, and marginalized groups of society for overall rural development." According to Hailu and Rao (2014), CSR initiatives can be categorized under the headings of sponsorship and donation; community development and helping the poor, employment opportunities; and

environmental responsibility. Miluwi (2013) posit that the spectrum of CSR includes a number of areas as human rights, safety at work, consumer protection, climate protection and caring for the environment, and sustainable management of natural resources. They also revealed that corporates in Madhya Pradesh have positive attitude towards CSR and the extent of their involvement in CSR activities has improved.

Research Methodology

The descriptive survey design was used in this study. A rating scale was used for data collection. The population of study comprised of librarians working in selected federal and state university libraries in south Nigeria. The names of the state university libraries surveyed are: e Imo State University Library Owerri,(IMSU), Ebonyi State University, Chukwuemeka Odimegu University (COU), Delta State University (DELSU), Akwa Ibom State University and University of Science and Technology (UST), Port-Harcourt. A total of seventy nine (79) instruments were administered to the respondents and sixty-five (65) indicating 82.3% return rate were retrieved and used for the study. The descriptive and inferential statistics were used for data analysis while results were presented in tables. Responses to items statements were weighted as follows; Strongly Agree (SA) = 4; Agree (A) = 3; Disagree (D) = 2 and Strongly Disagree (SD) =1

Area of the Study

The area of study is the south east and south-south Nigeria. The South-Eastern Nigeria was one of the initial 12 states created during the Nigerian Civil War, which later broke into the present Akwa Ibom State and Cross River State. South-east became the name of one of the six geo-political zones in the country in the 1990s consisting of Abia, Anambra, Ebonyi, Enugu and Imo States. The local language in this region is Igbo. Before the British colonial government, South-Eastern Nigeria was home to many ethnic groups such as the Igbo, Ijaw, Ikwere, Ibibio, and Efik. These groups mostly had democratic systems of government and several kingdoms, such as Nir, Akwa Akpa (Calabar), Aro Confederacy and Opobo which were huge influences in the region.

The defining characteristics of the South East geopolitical zone are significant. First, it is the geopolitical zone with the least volume of landmass, and the fewest number of states in composition. It lies within the latitude 07°06'N and 04°17'N, and longitude

05°23'E and 09°28'E. The region accounts for 3.2 per cent of Nigeria's land space. Second, it is the geopolitical zone with nearly 95% homogeneous population of Igbo – speaking ethnic persons. The zone is referred to as Ala-Igbo (Igbo land), the inhabitants are usually addressed as Ndigbo with close affinity in language and culture spread across the five states. The population of Ndigbo in the zone is put at 16.381 million persons (2006 census), accounting for about 11.7% of the national population. But uniquely, the South East region was adjudged the most densely populated area in Nigeria in terms of persons per square kilometres by the National Population Commission. The zone's dense population, seen in terms of persons per square kilometres, exceeds the national average by 400%.

On the economic note, the region despite being one of the most attractive in agricultural potentials with rich soil for cash and food crops, as well as year – round cultivation activities, it has a very high unemployment rate of almost 20%, which far exceeds the national average of 13% (NBS, 2016).

South South, Nigeria is one of the geopolitical zones of Nigeria, consisting of the following states: Akwa Ibom, Bayelsa, Cross River, Delta, Edo and Rivers. South South, Nigeria provides the economic mainstream of the country. It also makes up a significant number of people in Nigeria's population. The zone occupies approximately 85,303 square kilometres. This is the oil producing geopolitical zone of Nigeria, sometimes loosely referred to as the Niger Delta.

This region that is less than 7% of the total area of Nigeria is the Region that produces the oil used in sustaining the Nigerian economy. The major towns here include Uyo, Asaba, Port-Harcourt, Yenagoa, Warri, Benin and Calabar. The region is also made up of numerous ethnic groups, and these include: the Ijaw, Itsekiri, Urhobo, Isoko, Ikwerre, Bini, Essan, Ogoni, Ibibio, Efik, Anang and Ejaghan.

Results and Discussions of Findings

The results and findings of the study are hereby presented as follows:

Table 1: Number of questionnaires retrieved from responding institutions

S/N	Name of institution	Number Distributed	Number Retrieved
1	Imo State University, Owerri	15	15
2	Ebonyi State University	15	10
3	Chukwuemeka Odimegwu University	12	7
4	Delta State University	16	16
5	University of Science & Technology	11	9
6	Akwa Ibom State University	10	8
	Grand Total	79	65

Research Objective 1: Identify types of corporate social responsibility (CSR) activities that state university libraries should provide for the transformation of the society;

Table 1: Types of corporate social responsibility (CSR) activities that state university libraries should provide for the transformation of the society

S/N	Corporate Social Responsibility (CSR) Activities Libraries Should Implement include:	SA	A	D	SD	Mean	SD
1	Awareness creation on environmental sustainability	38	21	4	2	3.5	1.6
2	Dissemination of information on how to eradicate hunger and poverty in the society	28	23	12	2	3.2	1.2
3	Engagement in activities that promote acquisition of vocational skills among members of host communities	34	27	4	0	3.5	1.5
4	Engaging in activities that promote health care of the citizens	24	32	6	3	3.2	1.2
5	Incorporating the interest of the community into the libraries service provided	26	35	2	2	3.3	1.4
6	Dissemination of information on employment opportunities not easily accessed by rural dwellers and host communities	14	41	2	8	2.9	1.4
7	Provision of financial literacy support for environmental	20	33	12	0	3.1	1.1

initiatives of other organizations

8	Organization of adult education and continuing education programmes;	32	29	2	2	3.4	1.5
9	Advertising of training programmes that promote rural sports in social media	14	38	6	7	2.9	1.3
10	Promotion of traditional arts and handicrafts	16	37	8	4	3.0	1.2
11	Promotion of educational activities in the host community	26	30	4	5	3.2	1.3
12	Establishment of orphanage homes and daycare centres	16	21	28	0	2.8	0.8
13	Donation of books to rural areas	30	25	8	2	3.3	1.3
				Grand Mean =		**3.2**	

Table 1 shows various forms of CSR initiative that university libraries in state-own university can provide for the transformation of the society. The result shows that at the grand mean of ($\bar{x}$ = 3.2), the respondents agreed with the 13 items raised, with awareness creation on environmental sustainability and engagement in activities that promote acquisition of vocational skills among members of host communities ($\bar{x}$ = 3.5) respectively, organization of adult education and continuing education programmes ($\bar{x}$ = 3.4), incorporating the interest of the community into the libraries service provided ($\bar{x}$ = 3.3), donation of books to rural areas ($\bar{x}$ = 3.3), dissemination of information on how to eradicate hunger and poverty in the society, engaging in activities that promote health care of the citizens and promotion of education activities in the host community ($\bar{x}$ = 3.2).

This is in agreement with Miluwi (2013) that CSR initiatives on sanitation, charitable events and empowerment are popular among organization and further validates the submission of Igwe and Nwadialor (2015) that each organization differs in how it implements corporate social responsibility. The findings from this table are quite revealing. The acceptance of all the 13 items raised is a clear indication that CSR initiatives will be willingly embraced and practiced in university libraries. It is also a pointer to the fact that librarians in academic libraries are ready to take library services beyond the four walls of the library building.

Research Objective 2: investigate librarians attitude towards provision of CSR programmes in state university libraries

Table 2: Librarians attitude towards provision of CSR programmes

S/N	Librarians' Attitude Towards Provision of CSR Programmes include:	SA	A	D	SD	Mean	SD
14	Seeing Corporate Social Responsibility (CSR) activities as too boring	6	18	38	3	2.4	0.9
15	Seeing CSR as irrelevant to librarianship as a profession	4	20	34	7	2.3	0.9
16	Not seeing the relevance of CSR to library's image	4	29	22	10	2.4	1.0
17	Preferring public relations to corporate social responsibility	12	33	10	10	2.7	1.0
18	Not wanting libraries to be involved in CSR activities	14	30	21	0	2.9	0.9
19	Excitement in participating in CSR activities	4	30	18	13	2.4	1.0
20	Libraries do not need to engage in CSR	0	20	34	11	2.1	1.0
21	Participating in CSR activities will help change the societal perception of libraries/librarians	16	28	14	7	2.8	0.9
				Grand Mean =		**2.5**	

Table 2 shows librarians' attitude towards provision of CSR programmes. At the grand mean of 2.5, the respondents accepted 3 items raised and rejected 4 items out of the 7 items, this is a pointer to the positive attitude of librarians towards the provision of CSR initiatives in university libraries. Findings show participating in CSR activities will help change the societal perception of libraries/ librarians ($\bar{x}$ = 2.8), librarians prefer public relations to CSR, it was further revealed that librarians see CSR activities as too boring ($\bar{x}$ = 2.4), CSR is seen as irrelevant to librarianship as a profession ($\bar{x}$ = 2.3), CSR is not relevant to library's image ($\bar{x}$ = 2.4), excitement in participating in CSR activities ($\bar{x}$= 2.4) and libraries do not need to engage in CSR ($\bar{x}$= 2.1)

This finding aligns with the findings of Miluwi (2013) that corporate organizations have positive attitude towards CSR initiatives. Also, that participating in CSR activities will help

change the societal perception corroborates the submission of Gazzola (2014) that there is significant positive association between CSR and corporate reputation. Findings on this section also agrees with the submission of Adu-Boahen *et al* (2014), that many staff have a clear understanding of the benefits CSR brings to their organization. The findings also reveal the attitude of librarians towards the provision of CSR initiatives in university libraries. The implication of this finding is that librarians have a positive attitude towards provision of CSR. One could therefore draw the conclusion that majority of the respondents are excited about university libraries providing CSR in state-own university libraries.

Research Objective 3: ascertain viable means of providing corporate social responsibility (CSR) in state university libraries

Table 3: Viable means of providing corporate social responsibility (CSR) in university libraries

S/N	Viable Means of Providing CSR in University Libraries	SA	A	D	SD	Mean	SD
22	Creation of public relation/corporate social responsibility Unit	32	30	3	0	3.4	1.5
23	Formulation of formal policy on CSR	20	27	8	3	3.1	1.1
24	Commitment of library management towards CSR	24	26	2	13	2.9	1.2
25	Embracing the culture of CSR by heads of libraries	20	30	4	11	2.9	1.1
26	Measurement and evaluation of existing CSR activities	18	36	6	5	3.0	1.2
27	Partnering with non-governmental organizations (NGO)	26	25	12	2	3.2	1.1
28	Partnering with medical institutions/ministry of health to provide medical education to the citizenry	20	20	16	9	2.8	0.8
	Grand Mean =					**3.1**	

Table 3 shows the viable means through which librarians could provide CSR in state university libraries in Nigeria. At the grand mean of 3.1, the respondent agreed with 7 items raised. These include creation of public relation / corporate social responsibility unit ($\bar{x}$ = 3.4), partnering with NGO ($\bar{x}$= 3.2), formulation of formal policy on CSR ($\bar{x}$= 2.9), embracing the

culture of CSR by heads of libraries ($\bar{x}$= 2.9), measurement and evolution of existing CSR-related activities ($\bar{x}$= 3.0) and partnering with medical institutions/ministry of health to provide medical education to the citizenry ($\bar{x}$ = 2.8).

The results should that librarians are fully aware of the various strategies or avenues through which CSR initiatives could be provided. It was noted that the provision of CSR initiatives will require librarians to create CSR unit, formulate formal policy to guide the provision of CSR. More so, librarians should be partner with NGO, medical institutions/ministry of health to provide medical education.

Research Objective 4: identify challenges that may affect the provision of corporate social responsibility (CSR) in state university libraries;

Table 4: Challenges that affects the provision of corporate social responsibility (CSR) in university libraries

S/N	Challenges Affecting the Provision of CRS in University Libraries	SA	A	D	SD	Mean	SD
29	CSR demands additional knowledge beyond the expertise of library practice	30	27	6	2	3.3	1.3
30	Bureaucratic procedures and regulations when interacting with heads of parent institution	20	29	12	4	3.0	1.0
31	Non-involvement of beneficiaries from the design stage of CSR	23	32	10	0	3.2	1.2
32	Absence of sustainability culture	26	24	8	7	3.1	1.1
33	Duplication of CSR activities	20	30	4	11	2.9	1.1
34	Unavailability of communication gadgets (laptop, public address systems)	26	29	8	2	3.2	1.2
35	Lack of community participation in CSR activities	14	35	12	4	2.9	1.1
36	Lack of consensus regarding CSR projects	16	33	12	5	2.9	1.0
37	Inadequate number of qualified workforce	22	36	2	5	3.2	1.3
38	Adverse economic factors	30	26	10	0	3.3	1.3

39	Insufficient information on the benefits inherent in CSRs	18	38	2	7	3.0	1.3
40	Unavailability of information to identify the needs of the community/society	20	32	10	3	3.1	1.1
	Grand Mean =					**3.1**	

Table 4 shows the challenges that may affect the provision of CSR initiatives in university libraries. The 12 items raised were accepted as challenges at the grand mean of $\bar{x}$ = 3.1. It revealed that CSR demands additional knowledge of library practice as major problem at mean score of 3.3. This is preceded by adverse economic factors ($\bar{x}$ = 3.3), unavailability of communication gadgets (laptop, public address systems) ($\bar{x}$ = 3.2), inadequate number of qualified workforce ($\bar{x}$ = 3.2), non-involvement of beneficiaries from the design stage of CSR ($\bar{x}$ = 3.2), unavailability of information to identify the needs of the community/society ($\bar{x}$ = 3.1), absence of sustainability culture ($\bar{x}$ = 3.1), bureaucratic procedures and regulations when interacting with heads of parent institution ($\bar{x}$ = 3.0), duplication of CSR activities, lack of community participation in CSR activities, lack of consensus regarding CSR projects ($\bar{x}$ = 2.9)

This finding supports the findings of Miluwi (2013) that lack of consensus is a problem when providing CSR. The results showed that there are challenges that may affect the provision CSR within the public libraries domain. The most visible and likely challenge is that provision of CSR demands additional knowledge beyond the expertise of library practice among others.

Conclusion

Evidently, the provision of CSR initiatives in State-owned university libraries has elicited positive responses from librarians. There is a clear indication that university libraries can meaningfully engage in CSR initiatives for the transformation of the society. It is obvious that librarians are aware of various areas where CSR initiatives can be provided, such as awareness creation on environmental sustainability, dissemination of timely information relating to health care (health literacy), financial literacy, continuing education in other to successfully provide CSR university libraries; it is pertinent that CSR unit should be created, with CSR policy

formulated. No doubt, libraries cannot successfully actualize the provision of CSR initiatives in isolation, hence, the need to partner with non-governmental organization and other allied institutions. Worth noting is that librarians did not loose sight of possible challenge especially the case of lack of in-depth knowledge of CSR activities, adverse economic factors, inadequate number of specialist as well as many other factors. It could be seen from the analysis that it is possible for libraries to provide CSR initiatives. It was also seen that embracing the culture of CSR by heads of libraries, creation of CSR units, commitment of library management towards CSR initiatives and partnering with other institutions is a necessity for the actualization and provision of CSR in libraries.

Recommendation

- *Full engagement in CSR initiatives:* from the responses of librarians in this study, it is imperative that state university libraries should engage in CSR activities, as this will help in changing the perception of the society by the reason of their contribution to the development and transformation of the society.

- *Involvement of beneficiaries from the design stage of CSR:* if state university libraries are to successfully implement CSR initiatives, it is pertinent that they involve the beneficiaries from the design stage of the CSR activities. Involving the beneficiaries will pave way for easy implementation of CSR in libraries as the beneficiaries who are part of the stakeholders will willingly cooperate and make the venture a success.

- *Provision of fund by parent institution:* considering the cost implication of providing CSR initiatives, it is important that university librarian should adopt appropriate lobbying and advocacy strategy in order to ensure that heads of the parent institution gives the necessary support in terms of financial commitment to CSR initiatives.

- *Formulation of viable corporate social responsibility:* State university libraries should formulate a strong and well articulated CSR policy to serve as a framework for the full delivery and provision of CSR. This can be achieved with ease if the various heads of libraries in state universities to come together under one auspices through which they can jointly come up with well articulated policy to guide the provision of CSR.

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