WHAT IS CORPORATE SOCIAL RESPONSIBILITY (CSR) IN HIGHER EDUCATION INSTITUTION?

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Abstract - This study aims to conceptualize the deepest meaning of CSR in higher education institution. This study uses literature studies. It is started from a discussion on CSR understanding, higher education institution as a humane community, the social dimension and the stakeholders of the institution. Institution is a humane community means a joint life of every individual in institution, who work together and have the same direction, goals and values to achieve common welfare. Human beings is the center point of the institution. Institution has social dimension which is derived from human existence. From this social dimension, the responsibilities to stakeholders' life and their development describe the social responsibility of the institution. Stakeholders of the higher education institution include the management, lecturers, students, administrative staff, alumni, government, industries, local communities and nature. CSR is the responsibility which is inherent in the existence of the company. To respect the stakeholders becomes the CSR value of the institution. CSR in higher education institution is a commitment of the institution to respect stakeholders' life and development through the aspects of teaching, research, and community service.

Keywords - Humane Community, Social Dimension, Stakeholders, CSR in Higher Education Institution.

I. INTRODUCTION

Nowadays, CSR is more widely known in the business world. In Indonesia, the implementation of CSR is regulated by law. Indonesian Act requires companies to implement CSR. CSR is understood as a corporate commitment to be responsible to the society and the environment [1]. Corporate which is mentioned in the law is a limited liability company.

In the general context, as stated by World Business Council for Sustainable Development, CSR also can be understood in broad summary and in particular. In broad summary, CSR is the ethical behavior of a company towards society. In particular, CSR means management acting responsibly in its relationships with other stakeholders who have a legitimate interest in the business – not just the shareholders [2]. From these two kinds of understanding, CSR becomes a form of corporate (business entity) responsibility or commitment to their stakeholders.

Responsibilities and commitments are addressed to stakeholders. It means talking about CSR of the company cannot be separated from stakeholders. Stakeholders express the existence of the company [3]. That's why, CSR is not only for business enterprises. Every company as a private or public company, as profit or non-profit organization, has a responsibility to its own stakeholders. In another perspective, profit or non profit oriented organizations as legal entities have responsibility for social and natural environment [4]. In this context, higher education institutions also have social responsibility. There is a fundamental understanding about company's social responsibility. This study wants to conceptualize the deepest meaning of CSR in higher education.

II. LITERATURE STUDIES OF CSR IN HIGHER EDUCATION

There are many discussions about CSR in higher education. Social responsiblity is a philosophy or principle for social movement of higher education institutions or universities [5]. As a philosophy, it means a way of being, operating and practicing. It implies in their core values and functions of universities' practices at every level. In the same context, social responsibility in higher education requires a long-term commitment which implies in its mission and goal statements, procedures, annual reports and other organizational decission-making processes [6]. Another research found that the heads of the universities formally understand about their instisional social responsibilities which result in the narrow attitude to both mission and responsibility of the university [7].

In the context of university strategy, there is opinion that CSR is part of university strategies in order to meet the expectations of the stakeholders [8]. CSR is one of the highly preferred strategies by higher education to get good reputation and a competitive advantage. To survive in a highly competitive scenario, highher education institutions and universities are in need of strong corporate strategies. CSR facilitates continuous improvement in higher education institutes with external impact and internal capacity, performance and management [9]. In Indonesian perspective, CSR is implied in the third college tridharma, namely community service. This CSR activity increases the university image in stakeholders view [10]. CSR on the higher education institution is not only addressed for external

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stakeholders through community service but also addressed for internal stakeholders. Higher education institutions can be both the subject and object of CSR [11]. The research in ten universities implies that their CSR focuses on organizational governance, human rights, labor practices, the environment, fair operating practices, student issues, community involvement and development [12].

III. THE ROAD TO FIND THE DEEPEST MEANING

This study starts from a discussion on CSR understanding. The discussion describe in the introduction is intended to illustrate the reason for this study. The social responsibility of the company should be fundamentally understood.

This study tries to conceptualize the new concept of CSR in higher education. Literature studies were conducted to provide initial insight into CSR in higher education. The literature studies show there are various understandings about CSR in higher education. The literature studies give many concepts but the basic understanding is not clear yet. CSR is not only a strategy or a philosophy without knowing the existence of CSR.

The question that needs to be answered from this research is what the deepest meaning of CSRin higher education is. How to conceptualize it? The existing theories becomes the framework of this study.
Mele's perspective that a firm as a community of persons [13] becomes the basic insight in this study. By understanding that the company is a humane community then every company has a social dimension that flows from human existence [14],[15]. From these points of view, stakeholders of higher education institution are formed. A discussion in section seven creates the concept of CSR in higher education institution. This conceptis the results to answer the research question.

IV. HIGHER EDUCATION INSTITUTION AS A HUMANE COMMUNITY

Higher education institution is an institution which gives formal learning. Formal learning is obtained after completing secondary education. Higher education includes teaching like teaching of both practical skills and theoretical expertise, and social service activities. As an institution, this legal entity consists of a group of human beings. Human being is the center point of higher education institution. It can be said that this institution is a human organization. Human organization means every activity in the institutions is planned, decided and executed by humans. Human being becomes the executors and the goals of institution activities. The institutions themselves and their activities reflect humans and

their activities therefore higher education institution is a humane community.
Community means shared communion or fellowship or joint life [16]. Joint life reflects the life in the community. Life in the community is like the life in bussiness entity or higher education institutions. Mele states that companies must be viewed as a community of persons [17]. The persons in the companies are not only united by contracts and interests but also have a strong sense on commitment, loyalty and a sense of belonging, shared beliefs and values, and cooperation toward common goals. Higher education institution is a humane community. It is a joint life of every individual in institution who work together and have the same direction, goals and values to achieve common welfare.

V. SOCIAL DIMENSION OF HIGHER EDUCATION INSTITUTION

As a humane community, the existence of higher education institution cannot be separated from human dignity as social beings. Humans are social beings. Social is defined as living together with others [18]. Every human cannot live alone. They are interdependent one another. The development of the human persons is getting real in their interaction with one another. Through such interactions, man can meet his needs and develop himself. His social nature makes human being existentially responsible for anothers' life.
Institution can exist due to human presence. Humans have a vital role in the life of the institution. It can be said that humans form and influence the institutions. In a wider context, institutions form and influence the community. They need each other. Institution cannot grow without interference from the community and vice versa. Therefore institution and community are interdependent. It means higher education institution has social dimension.

VI. STAKEHOLDERS OF HIGHER EDUCATION INSTITUTION

From the social dimension of the institution, it can be understood that every human being who is involved in institutional activity is the party that influences or be influenced by the institution. They have an interest in the institution. They are the stakeholders of the institution. A stakeholder is a member of the groups without whose support the organization would cease to exist [19]. In another definition, stakeholder is a person, group or organization that has interest or concern in an organization. Stakeholders can affect or be affected by the organization's actions, objectives and policies [20].

The management organizes institution's operations. Lecturers, students and administrative staff run institutional operational activities to achieve the

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institution goals. Alumni, government, industries and local communities are the parties that influence and be influenced by the operational activities of the institution. The management, lecturers, administrative staff and students are an internal stakeholders. The alumni, government, industries and local communities are an external stakeholders [21]. This stakeholder group also includes nature. Every institution's activity affects the existence of nature. Institution lives and is lived by nature. The existence of nature will affect the institution's survival. All institutional stakeholders have a claim because of their different roles and interests for the institution.

Fig.1. A Stakeholder Model of The Higher Education Institution

VII. CSR IN HIGHER EDUCATION INSTITUTION

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Based on the literature studies, there are many views on social responsibility in higher education. CSR is seen as a strategy to meet stakeholders expectation or a strategy to survive or a strategy to increase the image of the institution. These strategies form their implementations. A deeper view of CSR is explained in other studies. This study explains that social responsibility should be embedded as a part of university's philosophy and becomes the way of being or principle for social movement [22]. To become a part of philosophy, it needs a basic thought which underlies it. In this study, the basic thought is social dimension of the institution.

In the point of view of institution social dimension, existentially, institution presence is to be responsible for each stakeholders life and their development. Institutions in their actions and achievement of their goals must be considered as the interests and the lives of the stakeholders. The responsibilities to stakeholders life and their development describe the social responsibility of the institution. In this context, higher education institution has a social responsibility towards the life of others. Thus, it can be said that CSR is the responsibility which is inherent in the existence of the company.

CSR is realized in the institution's social interaction with stakeholders. This social interaction is implemented in institution's various activities and describes the relationships that revive one another. Therefore, CSR in higher education institution should be understood as an institution and stakeholders'

relationships that revive one another. The institutions must treat their stakeholders in the same degree and rights in accordance with theirrole and interest. Institution activity is a joint work of all stakeholders. Their stakeholders need to be respected as subjects in institution's activities.

To respect the stakeholders becomes the CSR value of the institution. This reflects the characteristics of the institution "personality." The responsibility that describes the personality characteristics of a "person" (means institution) is a responsibility in the sense of commitment. Commitment means the ability to bind themselves consistently to values that are believed to be good [23].

The commitment of the institution to respect the stakeholders is assosiated with teaching, research and development, and community service. These three aspects are the basic aspects which are inherent in the higher education institution's activities. From this point of view, the deepest meaning of CSR in higher education institution is a commitment of the institution to respect stakeholders' life and development through theaspects teaching, research, and community service.

CONCLUSIONS

CSR should not be understood only in the business world. Every type of company (profit oriented or non profit oriented including higher education institutions) has a social responsibility which flows from company's existence. Higher education institution can exist due to human presence.

As a human organization means every activities in the institutions are planned, decided and executed by humans. That's why institution is called humane community. It is reflect that human being as the center point of the institution. Therefore, the existence of higher education institution cannot be separated from human dignity as social beings.

Institution has a social dimension which is derived from human existence. From this social dimension, the responsibilities to stakeholders' life and their development describes the social responsibility of the institution. Stakeholders of the higher education institution include the management, lecturers, students and administrative staff, alumni, government, industries, local communities and nature.

CSR is the responsibility which is inherent in the existence of the company. To respect the stakeholders becomes the CSR value of the institution. CSR in higher education institution is a commitment of the institution to respect stakeholders' life and development through the aspects of teaching, research, and community service.

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