

# ON THE PERCEPTION OF SOCIAL CORPORATE RESPONSIBILITY IN PORTUGAL AMONG ACADEMIC COMMUNITY – AN EXPLORATORY STUDY.

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## Abstract

*This paper intends to investigate the level of awareness and perception of the concept and practices of social responsibility in Portuguese companies from the perspective of the academic community. To respond to this it was elaborated a questionnaire, addressed to teaching and non-teaching staff and students, composed by 20 questions. The questionnaire was distributed by Google Doc's program, sent to all universities and polytechnics in Portugal, between 13 May 2015 and 5 June 2015, being obtained 143 responses. 77.6% of respondents consider that there are no initiatives to encourage companies to be socially responsible. The overwhelming majority of respondents (92.3%) believe that social responsibility is not well developed in Portugal. This is due largely to the current crisis that is going through, which ultimately also affect social entrepreneurship. The existing perception is that the concept of CSR is not very developed and spread within the various stakeholders of companies and even in academia. Despite the existence of some courses on CSR in Portugal, these should be placed within all educational levels and especially in higher education courses in the area of economics and management and related fields.*

**Keywords:** Corporate Social Responsibility, awareness, academic community, perceptions, Portugal

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## Abstract

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## Introduction

The concept of Corporate Social Responsibility (CSR) involves a wide range of beneficiaries (stakeholders), influencing the quality of life and welfare of the workforce of the company, but also the reduction of negative impacts related to their activity in the community and the environment.

Even though Portugal has a five-century-old tradition of social intervention institutions, like the “*Misericórdias*” (mercies), with a strong linkage to the Catholic Church (Bento, André, & Oliviera, 2009), big Portuguese companies only starts to prepare social responsibility reports in the 1980’s in a voluntary basis (Branco & Rodrigues, 2008) and it have been inserted regularly in companies’ annual reports. Nevertheless the knowledge about environmental practices reports is relatively low but since de 1990’s that Portuguese companies developed environmental report practices to respond to internal and external requirements (Monteiro & Aibar-Guzmán, 2010). In the beginning, CSR activities were seen mainly in terms of philanthropy practices, concerns with employee conditions and ethics.

The literature review on Portuguese research on CRS indicates that researchers are using as benchmark in their studies the most recent definitions but the definition given by the EC’s Green Paper is the main one. In the last decade it has been an effort to increase the awareness of CSR in Portugal. According to Report 2002/n. ° 4 of the Observatory of European SME, these companies actually practice some kind of external CSR, mostly in an informal way and based on mainly on donations (supporting activities like culture, sports, health and welfare). The MORI report on CSR Europe, in September 2000, concluded that the majority of Portuguese citizens were quite

unfamiliar to CSR concept. Nowadays we believe, according to more recent surveys on consumer behaviour (e.g. Loureiro, Sardinha, & Reijnders, 2012; Marques, 2012; Beito, 2014) that the level of awareness increased as they indicate that consumers has knowledge on CSR but still do not reflect it in their consumer behaviour.

Thus, the objective of this study is to investigate the level of awareness and perception of the concept and practices of social responsibility in Portuguese companies from the perspective of the academic community. This work came under the BEST project - Business Education for Sustainability: Teaching Corporate Social Responsibility and Social Entrepreneurship for Sustainable Local and Regional Development. This is a jointly funded project by EU - the ERASMUS + program, involving partners from five countries of the EU and Turkey which aims to survey on the state of art on teaching of CRS and social entrepreneurship in courses of business management field and develop common curricula for the countries involved in the project to be taught at various levels of education and training.

In the sequence of the proposed objectives the following research questions were designed:

- 1 - Consumers are aware of corporate social responsibility?
- 2 - The social entrepreneurship has produced effect on local and regional development?

To answer these questions it was developed a methodology that consists of an application of a questionnaire, addressed to teaching and non-teaching staff and students, composed by 20 questions. The questionnaire was distributed by Google Doc's program, sent to all universities and polytechnics in Portugal, between 13 May 2015 and 5 June 2015, being obtained 143 responses.

The work is structure in 5 sections. The first section consists of an introduction to the subject with reference to the historical context of the origin and evolution of CSR in Portugal. The next section presents the theoretical framework which includes state of art on the level of knowledge, the prevailing concept of CSR and the teaching of social responsibility in Portugal, as well as the role of media in promoting their practices. Section three presents the methodology used in the work, then, in section four, the presentation and analysis of results. Finally, we present the conclusions and suggestions for future research.

## **Corporate Social Responsibility in Portugal – Literature Review**

Portugal has longer tradition (five-century-old tradition) of social intervention institutions, like the “*Misericórdias*”, with a strong linkage to the Catholic Church. “Under the dictatorship regime (1926-1974), a few families dominated the main companies and some of those developed a paternalistic approach towards their employees” (Bento, André & Oliveira, 2009, p. 87).

Social responsibility reports in Portugal start in the 1980's as the big Portuguese companies prepare social reports. This reports reflect the policies and practices on human resources management of companies in a voluntary basis (Branco & Rodrigues, 2008) and it have been inserted regularly in companies' annual reports. Nevertheless the knowledge about environmental practices reports is relatively low but since de 1990's that Portuguese companies developed environmental report practices to respond to internal and external requirements (Monteiro & Aibar-Guzmán, 2010). In the beginning, CSR activities were seen mainly in terms of philanthropy practices, concerns with employee conditions and ethics. Since 2006 Portuguese companies report, in a voluntary basis, environmental information (Monteiro & Aibar-Guzmán, 2010).

The boom on CSR in Portugal occurs after the Lisbon Summit of European Council in 2000 where it was defined the objective to transform the European economy based on knowledge, more dynamic and competitive until 2010, the so-called “Lisbon Strategy” (Dias, 2009) and following the publishing of the Green paper by the European Commission in 2001, that establish the definition on CSR and its dimensions. This definition aimed to underpin a consultation process on how to combine profitability with sustainability and accountability (Grayson & Nelson, 2013). From the companies’ sustainability reports we can observe that they use this definition and the sustainable indicators of Global Reporting Initiative (Afonso, Fernandes & Monte, 2012; Fernandes, Monte, Pimenta & Afonso, 2013).

### ***Prevailing definition of CRS Concept and Level of Awareness in Portugal***

The literature review on Portuguese research on CRS indicates that researchers are using as benchmark in their studies the most recent definitions but the definition given by the EC’s Green Paper is the main one (Rute Abreu, David, & Crowther, 2005; Afonso et al., 2012; Fernandes et al., 2013; Monteiro & Aibar-Guzmán, 2010).

In the last decade it has been an effort to increase the awareness of CSR in Portugal. According to Report 2002/n.º 4 of the Observatory of European SME, these companies actually practice some kind of external CSR, mostly in an informal way and based mainly on donations (supporting activities like culture, sports, health and welfare). The MORI report on CSR Europe, in September 2000, concluded that the majority of Portuguese citizens were quite unfamiliar to CSR concept.

Nowadays we believe, according to more recent surveys on consumer behaviour (e.g. Loureiro, Sardinha, & Reijnders, 2012; Marques, 2012; Beito, 2014) that the level of awareness increased as they indicate that consumers have knowledge on CSR but still do not reflect it in their consumer behaviour.

### ***Consumer awareness and trust of Corporate Responsibility***

There is some research on Portuguese consumer behaviour related to CSR and consumer awareness. One of the first reports on CSR awareness was published in 2004 by SDC- Consulting and Developing Sustainability and CECO (Pinto, 2004), that conclude that Portuguese consumers were not sufficiently aware with social responsibility issues. Their buyer decision is mainly concerned with the ratio quality/price of products/services. In a very low level they gave some attention to work conditions of the companies and sometimes they considered it in their buyer decisions. Consumers used to punish more easily those companies that had a bad social responsibility practice than reward those who are good social responsibility players. They also conclude that the low level of awareness of consumers could be related to the fact that media do not publicize the good examples – companies that engaged good social responsibility practices and only expose the bad ones (as good news in their opinion aren’t news) and also due to the fact that most of companies, even the have some social responsibility practices, they do not communicate them internally or externally (because they’re afraid that they’re considered as opportunistic or more and more people ask for donations).

More recent studies (for instance: Beito, 2014; Loureiro et al., 2012; Marques, 2012; Rodrigues, Real, Vitorino, & Cantista, 2011; among others) indicate that consumers are a little more aware but the level is still low. Rodrigues et al. (2011) analysed the link between CSR and consumer

behaviour and studied the “Delta Café” brand (as this is one of the top brand that has a publicly known CSR policies) and their results shown that consumers tend to prefer companies and brands that advocate an active policy on social responsibility. They concluded that the association of social responsibility policies and brand image leads to same consumers to develop certain behavioural attitudes.

Loureiro et al. (2012) have studied the value placed by Portuguese car buyers and users of the three top car brand sellers in Portugal, considering several factors related to consumers’ satisfaction and perceived CSR regarding labour practices, community development and environmental performance. CSR factors together explain 15,6% of the variability in consumers’ satisfaction. They also found that consumers valued environmental performance much more than activities related to labour practices and community development. So, in their opinion, “(...) the overall importance of CSR for consumer satisfaction suggests that in car manufacturing, CSR may not only directly contribute to better CFP by lowering costs and increasing productivity but may also indirectly contribute to better CFP by increasing consumer car purchasing satisfaction” (Loureiro et al., 2012, p. 176).

### ***The role of the media in promoting CRS practices***

To speak in the media only makes sense if known the effects that these cause in society. In highly mediated societies the media play a central role in education, citizenship and intensity of democracy itself (Santos, 2005). The role of media is fundamental in that they provide the necessary information so that citizens make their choices. In this sense, Santos (2005) considers that the media not only contribute to the formation of individual opinion, but for the formation of public opinion feeding a certain collective imagination. Sometimes confused social responsibility with marketing, undertaking opportunistic actions to build positive images, while pollute the environment or offer products that cause health damage (Dellazzana e Dornelles, 2008).

The television news is the main source of information of the Portuguese (Brandão, 2008). The social responsibility of the media, is now, increasing, to the extent that it is essential that the citizens understand how credible. Therefore, they are instruments of increased relevance and influence the opinion of its citizens, as well as in shaping public opinion. We may find some TV shows, radio programs and other initiatives that discuss the social responsibility of the companies. Some of those examples are the tv programme “Sociedade Civil” broadcast on RTP2 on 8 and 11 January 2015.

Public television, in the opinion of Brandão (2008), should have as central concerns the defense, promotion and creation of content of public interest for citizens, regardless of the levels of hearing that they can achieve with such content. In this sense, the RTP has to be associated with some initiatives such as radio and television programs such as the program "Toca a Todos (Play to All)" broadcast during the month of December 2014.

Note that the sector of the media and the media is a complex and dynamic system built by webs of factors, causes, characteristics that influence and are influenced by the civil community, an integral part of it, and the democratic system that make up Western societies modern (Santos, 2005).

### ***CSR in education and training***

At the moment there are some courses that teach CRS, social responsibility and/or ethics in the different levels of higher education in Portugal. Most of the courses are concentrated in Lisbon and along the Education Institutions located in the coast region. Exception is made for University of Évora that is located in the interior of the country. Apart of these elective and non elective courses in under graduation and graduation degrees, there are also some open and free courses given by universities. There are some private training courses for companies and adults promoted by several consultant companies.

The social responsibility has been studied in universities and higher education schools. There are some Masters Dissertations, PhD thesis and also papers published in scientific reviews and conference proceedings, books and other reports. There are some research centres that have the CSR as research lines (Ex. SOCIUS – ISEG, Lisbon). However it still needs to increase and to improve in this field.

### **Methodology**

This work aims to assess the level of awareness and perception that the higher education community has on CRS and social entrepreneurship. Thus, in order to answer the research questions, formulated the following research hypotheses:

H1: The profession of respondents influences the level of awareness on CRS.

H2: The profession of respondents influences the perception on the development of CRS.

H3: The profession of respondents influences the level of awareness and perception on the impact of the economic crisis on the development of CRS.

H4: The profession of respondents influences the opinion they have on social entrepreneurship.

H5: The profession of respondents influences the level of awareness and perception on the relationship of the economic crisis and social entrepreneurship.

H6: The respondents have the perception that the existing policy and regulatory framework in our country, encourages businesses to seek a social positive impact (besides earnings or financial stability).

H7: Respondents acquainted with CSR consider that society finds itself also familiar with the term and understands it.

H8: Respondents that are familiar with CSR consider that the current state of the economy, negatively affects the ability of Portuguese businesses to be more socially responsible.

H9: Respondents acquainted with CRS are also aware of the term social entrepreneurship.

According to the goals defined for this research project, we chose to follow a quantitative approach, comprising the draw up a questionnaire for the academic population of Portugal, a sample of staff, teaching and non-teaching staff, and students belonging to the higher education institutions (Universities and Polytechnics).

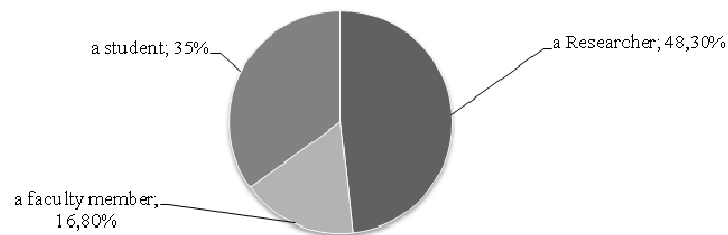
The questionnaire was developed by the working group BEST (already mentioned in the introduction) to assess the degree to which CRS and responsible entrepreneurship is developed in our country. The questionnaire contains 20 questions, mainly closed-response type dichotomous (yes / no) or with response alternatives, considering in most of the questions, one alternative open response where the respondent may stating their opinion on the matter. It was still considered open-ended questions for respondents express their opinion on how the government or other stakeholders can effectively support social enterprises (question 11), on the significance of the

added value of social enterprises and socially responsible business compared with other business models (question 13) and how should be the social impact of business be measured and/or reported (issue 17). The expected average response time is 15 minutes. This was previously subjected to a pre-test with 5 teachers, students and non-teaching staff of Polytechnic Institute of Bragança, to check its consistency and reliability. The questionnaire was distributed by Google Docs<sup>1</sup> program during the period from May 13 to June 5, 2015, having been sent by email to all the institutions of the country's public higher education to seek cooperation in disclosure it between their communities.

In the statistical analysis, beyond the descriptive statistics of the collected data (with analysis of absolute and relative frequencies and the location and dispersion measures, when applicable), it was used the Cramer's V test to validate the hypotheses. This test completes the information obtained by the chi-square test on the relationship between the variables indicating, in addition to the relationship between the variables, it is significant as this relationship (Marôco, 2011).

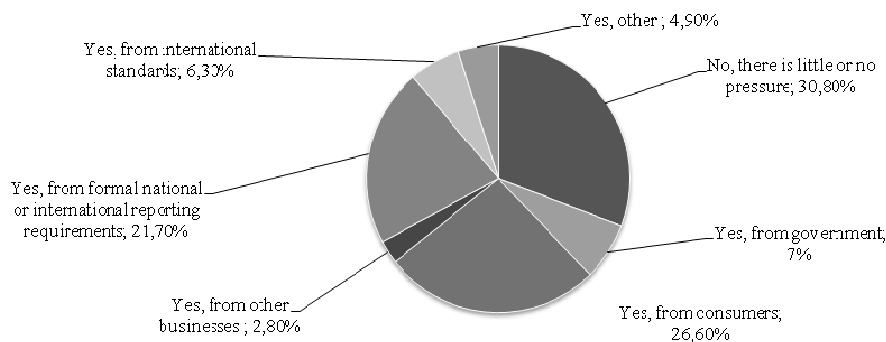
## Data analysis

The sample consists mainly of teachers/ researchers (65%), even though in the academic world, the group with fewer respondents is certainly what is more sensitive to respond to this kind of research (see figure 1). 143 surveys were obtained during the period of May and June 2015.



**Figure 1:** Sample distribution by occupation of the respondents.

When asked the opinion about pressure by the society to companies become more social responsible, as observed in Figure 2, 69% of respondents consider that such pressure exists, and mainly come from consumers (26.6%) and from formal national or international reporting requirements (21.7%).



**Figure 2:** Opinion about pressure by the society to companies become more social responsible.

<sup>1</sup>[www.google.com/accounts/ServiceLogin?service=writely&passive=1209600&continue=http://docs.google.com/&followup=http://docs.google.com/&ltmpl=homepage](http://www.google.com/accounts/ServiceLogin?service=writely&passive=1209600&continue=http://docs.google.com/&followup=http://docs.google.com/&ltmpl=homepage)

According to table 1 the majority of respondents answer "no" (77.6%) to the question “Are you aware of initiatives to encourage companies to be socially responsible?”. Among the "yes" answers, the teachers and researchers are the professional class with the largest number of responses (68.8%). This behavior may be related to the aware that the population has about the topic. These values are considered to be statistically significant for a level of significance of 5%, there is a positive ratio of 0.237 as measured by Cramer's V test between the occupation and the level of awareness with p-value of 0.018.

**Table 1:** Awareness of any initiatives aimed at encouraging business to be socially responsible by occupation.

		No	Yes	Total
a researcher	n	47	22	69
	% within 1. Profession.	68,1%	31,9%	100,0%
	% within question 3.	42,3%	68,8%	48,3%
	% of Total	32,9%	15,4%	48,3%
a faculty member	n	19	5	24
	% within 1. Profession.	79,2%	20,8%	100,0%
	% within question 3.	17,1%	15,6%	16,8%
	% of Total	13,3%	3,5%	16,8%
a student	n	45	5	50
	% within 1. Profession.	90,0%	10,0%	100,0%
	% within question 3.	40,5%	15,6%	35,0%
	% of Total	31,5%	3,5%	35,0%
	n	111	32	143
	% within 1. Profession.	77,6%	22,4%	100,0%
	% within question 3.	100,0%	100,0%	100,0%
	% of Total	77,6%	22,4%	100,0%

The results presented in Table 2, corresponds to the cross question 1 (occupation) with the question 4 “Are you familiar with the term CRS?”. It reveals that 64.3% of respondents are familiar with the CRS of organizations. As observed in Table 1, teachers and researchers are those with greater awareness. These values are considered statistically significant with a level of significance of 5% ( $\alpha=0.05$ ). There is a positive ratio of 0.314 as measured by Cramer's V test between the occupation and the level of familiarity with the term CRS with a p-value of 0.001. Thus the hypothesis H1 was validated.

**Table 2: Familiarity with the term CRS by occupation**

		No	Yes	Total
a researcher	n	16	53	69
	% within 1. Profession.	23,2%	76,8%	100,0%
	% within question 4.	31,4%	57,6%	48,3%
	% of Total	11,2%	37,1%	48,3%
a faculty member	n	7	17	24
	% within 1. Profession.	29,2%	70,8%	100,0%
	% within question 4.	13,7%	18,5%	16,8%
	% of Total	4,9%	11,9%	16,8%
a student	n	28	22	50
	% within 1. Profession.	56,0%	44,0%	100,0%
	% within question 4.	54,9%	23,9%	35,0%
	% of Total	19,6%	15,4%	35,0%
	n	51	92	143
	% within 1. Profession.	35,7%	64,3%	100,0%
	% within question 4.	100,0%	100,0%	100,0%
	% of Total	35,7%	64,3%	100,0%

Although respondents consider themselves aware of the term CRS, 91.6% of them consider that society in general is not familiar with the term, however this result is not statically significant. Regarding the perception of respondents on the development of CRS in Portugal (Table 3), 92.3% of respondents believe that social responsibility is not well developed. These results are statistically significant to a significance level of 5%, there is a positive ratio of 0.229 as measured by test Cramer's V between the occupation and the level of development of CRS with a p-value of 0.023. Thus the hypothesis H2 is validated.

**Table 3: Opinion on development of CSR in Portugal, by occupation**

		No	Yes	Total
a researcher	n	67	2	69
	% within 1. Profession	97,1%	2,9%	100,0%
	% within Question 6.	50,8%	18,2%	48,3%
	% of Total	46,9%	1,4%	48,3%
a faculty member	n	23	1	24
	% within 1. Profession	95,8%	4,2%	100,0%
	% within Question 6.	17,4%	9,1%	16,8%
	% of Total	16,1%	0,7%	16,8%
a student	n	42	8	50
	% within 1. Profession	84,0%	16,0%	100,0%
	% within Question 6.	31,8%	72,7%	35,0%
	% of Total	29,4%	5,6%	35,0%
	n	132	11	143
	% within 1. Profession	92,3%	7,7%	100,0%
	% within Question 6.	100,0%	100,0%	100,0%
	% of Total	92,3%	7,7%	100,0%

Regarding the opinion about if the current economic crisis negatively affect the ability of companies, of our country, to be socially responsible (i.e., to a level higher than the legal requirements), Table 4, the answer is mostly "yes" (74.1%). Respondents who felt "no" (62.2%) are teachers/researchers. These figures are marginally statistically significant for  $\alpha = 10\%$  and there is a positive correlation of 0.18 as measured by Cramer's V test between the profession and the level of economic affectation caused by the crisis that is going through with a p-value of 0.099. It validates up, in this way, the H3 hypothesis.

**Table 4:** Opinion about impact of economic downturns in CSR of companies in Portugal, by occupation.

		No	Yes	Total
a researcher	n	23	46	69
	% within 1. Profession,	33,3%	66,7%	100,0%
	% within Question 7.	62,2%	43,4%	48,3%
	% of Total	16,1%	32,2%	48,3%
a faculty member	n	3	21	24
	% within 1. Profession,	12,5%	87,5%	100,0%
	% within Question 7.	8,1%	19,8%	16,8%
	% of Total	2,1%	14,7%	16,8%
a student	n	11	39	50
	% within 1. Profession,	22,0%	78,0%	100,0%
	% within Question 7.	29,7%	36,8%	35,0%
	% of Total	7,7%	27,3%	35,0%
	n	37	106	143
	% within 1. Profession,	25,9%	74,1%	100,0%
	% within Question 7.	100,0%	100,0%	100,0%
	% of Total	25,9%	74,1%	100,0%

Respondents consider themselves more familiar with the Social Entrepreneurship (75.5%), Table 5, than with CRS (64.3%), Table 2. These figures are not surprising given the large campaign by the government to promote entrepreneurship as a way to combat unemployment. These values are statistically significant to a level of significance of 5%. There is a positive ratio of 0.334 as measured by Cramer's V test between the occupation and the level of awareness with the Social Entrepreneurship with a p-value  $< 0.001$ , validating, in this way, H4.

Despite the appeal to entrepreneurship made by the Government, the respondents believe that social entrepreneurship is not well developed in Portugal – question 9 (89.5% of respondents says no). However these data are not statistically significant.

**Table 5:** Familiarity with the term Social Entrepreneurship, by occupation.

		No	Yes	Total
a researcher	n	9	60	69
	% within 1. Profession.	13,0%	87,0%	100,0%
	% within question 8.	25,7%	55,6%	48,3%
	% of Total	6,3%	42,0%	48,3%
a faculty member	n	4	20	24
	% within 1. Profession.	16,7%	83,3%	100,0%
	% within question 8.	11,4%	18,5%	16,8%
	% of Total	2,8%	14,0%	16,8%
a student	n	22	28	50
	% within 1. Profession.	44,0%	56,0%	100,0%
	% within question 8.	62,9%	25,9%	35,0%
	% of Total	15,4%	19,6%	35,0%
	n	35	108	143
	% within 1. Profession.	24,5%	75,5%	100,0%
	% within question 8.	100,0%	100,0%	100,0%
	% of Total	24,5%	75,5%	100,0%

Respondents also consider, with a significance level of 1% (see Table 6), that the current crisis affects social entrepreneurship - question 10 (76.9% of respondents answered yes). Identical response was obtained in question 7 to consider that the current crisis affects companies in being more socially responsible (74.1%). These values are statistically significant to a level of significance of 5%. There is a positive ratio of 0.268 as measured by Cramer's V test between the occupation and the level of familiarization with the Social Entrepreneurship with a p-value of 0.006, validating, in this way, H5.

**Table 6:** Opinion about impact of economic downturns in the prospects of social entrepreneurs, by occupation

		No	Yes	Total
a researcher	n	24	45	69
	% within 1. Profession.	34,8%	65,2%	100,0%
	% within question 10.	72,7%	40,9%	48,3%
	% of Total	16,8%	31,5%	48,3%
a faculty member	n	3	21	24
	% within 1. Profession.	12,5%	87,5%	100,0%
	% within question 10.	9,1%	19,1%	16,8%
	% of Total	2,1%	14,7%	16,8%
a student	n	6	44	50
	% within 1. Profession.	12,0%	88,0%	100,0%
	% within question 10.	18,2%	40,0%	35,0%
	% of Total	4,2%	30,8%	35,0%
	n	33	110	143
	% within 1. Profession.	23,1%	76,9%	100,0%
	% within question 10.	100,0%	100,0%	100,0%
	% of Total	23,1%	76,9%	100,0%

These two question (7:10) are reinforced with the question 14 "Do you think the existing policy and regulatory framework in our country, encourages business to seek a social positive impact (plus earnings or financial stability)?" in which 86.7% of the surveyed respond negatively. The question 15 "Do you think public authorities have sufficient capacity to adequately address issues such as the promotion and recognition of social enterprises, measuring the social impact of business, promotion and recognition of social investments, support for social business start-up, etc.?" also reinforces the answers to questions 7 and 10 with 67.8% of answers "no". However there was no statistical significance to these two questions. In this way, it was not possible to validate hypothesis H6.

Nevertheless, 69.2% of respondents consider the social impact of activities cause social innovation (question 16). Note that these results are not statistically significant. Regarding the 12th question "what are the main challenges that hinder or prevent business in our country from (fully) realizing initiatives/plans that have a positive social impact?", respondents consider as the main obstacles the fact that companies are more concerned with improving their financial situation than with the social impact (39.9%).

Of respondents who consider themselves aware of the term Corporate Social Responsibility, 91.6% think that our society is unfamiliar and not properly understand the term Corporate Social Responsibility as can be seen in Table 7.

**Table 7:** Bivariate analysis of question 4 with question 5.

		No	Yes	Total
No	n	50	1	51
	% within 4. (**)	98,0%	2,0%	100,0%
	% within 5. (*)	38,2%	8,3%	35,7%
	% of Total	35,0%	,7%	35,7%
Yes	n	81	11	92
	% within 4. (**)	88,0%	12,0%	100,0%
	% within 5. (*)	61,8%	91,7%	64,3%
	% of Total	56,6%	7,7%	64,3%
	n	131	12	143
	% within 4. (**)	91,6%	8,4%	100,0%
	% within 5. (*)	100,0%	100,0%	100,0%
	% of Total	91,6%	8,4%	100,0%

Note: (\*) Question 5 - Do you think our society is familiar with, and understands correctly, the term CSR?

(\*\*) Question 4 - Are you familiar with the term CSR?

Analysing table 7 that presents the bivariate analysis of question 4 "Are you familiar with the term CSR?" with the question 5 "Do you think our society is familiar and correctly understand the term CSR", we observed that 61.8% of respondents consider themselves aware of the term corporate social responsibility and have the perception that our society is not familiar and do not correctly understand the term CSR. These values are statistically significant to a level of significance of 5%. There is a positive ratio of 0.173 as measured by Cramer's V test of the relationship of these categorical variables (respondents' familiarity with CSR and society's familiarity with CRS) with a p-value of 0.039. This validates the form H7.

From the analysis in Table 8, it turns out that the respondents aware of the term corporate social responsibility, 44.8% consider that the current state of the economy negatively affects the ability of Portuguese companies to be more socially responsible. To point out that 35.7% of respondents do not consider themselves aware of the term yet responded to this question. These results are statistically significant to a level of significance of 5%, there is a positive ratio of 0.173 as measured by Cramer's V test between the familiarity of respondents with CSR and their perception that current economic downturn affects negatively the ability of Portuguese businesses to be more socially responsible, with a p-value of 0.039. Up this way H8 is validated.

**Table 8:** Bivariate analysis of question 4 with question 7.

		No	Yes	Total
No	n	9	42	51
	% within 4. (**)	17,6%	82,4%	100,0%
	% within 7. (*)	24,3%	39,6%	35,7%
	% of Total	6,3%	29,4%	35,7%
Yes	n	28	64	92
	% within 4. (**)	30,4%	69,6%	100,0%
	% within 7. (*)	75,7%	60,4%	64,3%
	% of Total	19,6%	44,8%	64,3%
n		37	106	143
% within 4. (**)		25,9%	74,1%	100,0%
% within 7. (*)		100,0%	100,0%	100,0%
% of Total		25,9%	74,1%	100,0%

Note: (\*) Question 7 - Do you think the current economic downturn affects negatively the ability of business in our country to be more socially responsible (i.e. exceeding legal requirements)?  
 (\*\*) Question 4 - Are you familiar with the term Corporate Social Responsibility?

Analyzing the Table 9 it turns out that 58% of respondents who answered affirmatively that are familiar with the term CSR (Question 4) are also aware of the term Social Entrepreneurship (question 8). Just as in table 7, there are 25.7% of respondents who do not consider themselves aware of the term yet responded to this question. These results are statistically significant at a = 5% and there is a relationship categorical variables familiarity the term social entrepreneurship and familiarity with positive CSR (0.459), as measured by Cramer's V test with a p-value <0.001. The H9 hypothesis was thus validated.

**Table 9:** Bivariate analysis of question 4 with question 8.

		No	Yes	Total
No	n	26	25	51
	% within 4. (**)	51,0%	49,0%	100,0%
	% within 8. (*)	74,3%	23,1%	35,7%
	% of Total	18,2%	17,5%	35,7%
Yes	n	9	83	92
	% within 4. (**)	9,8%	90,2%	100,0%
	% within 8. (*)	25,7%	76,9%	64,3%
	% of Total	6,3%	58,0%	64,3%
n		35	108	143
% within 4. (**)		24,5%	75,5%	100,0%
% within 8. (*)		100,0%	100,0%	100,0%
% of Total		24,5%	75,5%	100,0%

Note: (\*) Question 8 - Are you familiar with the term Social Entrepreneurship?  
(\*\*) Question 4 - Are you familiar with the term CRS?

Regarding the question 18, “Do you think CSR and Social Entrepreneurship are properly taught in our universities or in educational institutions and training?” It turns out that 83.9% of respondents consider that these concepts are not taught in school higher. It should be noted that 65% of 83.9% of respondents considered being familiar with the term, which validates in a way the answer. But these results do not show statistical significance.

## **Conclusions and suggestions for further research**

This paper aims to assess the level of awareness and perception that the higher education community has on CRS and social entrepreneurship. In the sequence of the proposed objectives the following research questions were designed:

- 1 - Consumers are aware of CSR?
- 2 - The social entrepreneurship has produced effect on local and regional development?

A questionnaire was distributed by Google Docs program to academic community in the public higher education institutions (universities and polytechnic institutions). 143 surveys were obtained during the period of May and June 2015.

From main conclusions it can be stated:

- Respondents consider that there is pressure on companies to become more responsible. This pressure mainly comes from consumers. However, 77.6% of respondents consider that there are no initiatives to encourage companies to be socially responsible.

- The majority of respondents (64.3%) consider they are familiar with the term “Corporate Social Responsibility”. The group of teachers and researchers is the one that is considered more familiar and is also the class that adhered more to the questionnaire. Although respondents consider themselves unfamiliar with the term CRS (91.6%) of them consider that society in general is not familiar with the term.

- The overwhelming majority of respondents (92.3%) believe that social responsibility is not well developed in Portugal. This is due largely to the current crisis that is going through, which ultimately also affect social entrepreneurship.

- Given the large campaign by the government, to promote entrepreneurship as a way to fight unemployment, respondents consider themselves more familiar with the social entrepreneurship than to CRS.

- One possible reason for the lack of awareness CRS term is because it is not taught widely in higher education courses and other lower levels of education and training and especially in economics, management and related sciences courses.

At the moment there are some courses that teach CRS, social responsibility and/or ethics in the different levels of higher education in Portugal. Most of the courses are concentrated in Lisbon and along the Education Institutions located in the coast region. Exception is made for University of Évora that is located in the interior of the country. There are some Masters Dissertations, PhD thesis and also papers published in scientific reviews and conference proceedings, books and other reports. There are some private training courses for companies and adults promoted by several consultant companies. There are also some research centres that have the CSR as research lines (Ex. SOCIUS – ISEG, Lisbon). However it still needs to increase and to improve in this field. The existing perception is that the concept of CSR is not very developed and spread within the various stakeholders of companies and even in academia. Another line of research we suggest

is to analyse the perception of entrepreneurs and businessman on CSR and social entrepreneurship and assess their level of awareness on these issues. Moreover it may be interesting to develop open courses and courses integrated in degrees of different scientific fields at first and second level of higher education to teach CSR principles and practices as well as social entrepreneurship in order to develop the awareness and its effective implementation in corporate management.

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