

Role of Corporate Social Responsibility in Higher Education Institutions

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Abstract

Corporate Social Responsibility (CSR) represents a business's dedication to advancing economic growth while simultaneously enhancing the well-being of its workforce, their families, and the broader society. CSR encompasses crucial components such as corporate governance, business ethics, and relationships within the workplace and the business environment. In today's fiercely competitive landscape, higher education institutions and universities must adopt robust corporate strategies to secure a favorable reputation and gain a competitive edge. Incorporating CSR into their operational frameworks not only aligns with societal expectations but also drives continuous improvement within these institutions. This improvement is facilitated by both external influences and internal capabilities, fostering efficiency and effective management. The research topic undertaken by our project team holds significant relevance, particularly when considering the "third mission" of universities. This mission can be broadly defined as the altruistic commitment of universities to society's well-being through specific actions, communication, and collaboration. It emphasizes the engagement of higher education institutions with society at various levels—local, regional, national, and global—promoting social responsibility and horizontal accountability. The increasing trends of globalization and the internationalization of education and economic development have compelled universities to redefine their traditional roles. While their primary focus has historically been on teaching and research, there is a growing imperative to embrace the third mission. This entails active participation in the economic, social, and cultural advancement of society, reflecting a broader and more holistic approach to university contributions.

Keywords: CSR, higher education, third mission, strategy, society