

Examining Corporate Social Responsibility Practices across Construction Companies: Evidence from a Mediterranean Island

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Abstract

In recent years, Northern Cyprus has undergone significant transformations in construction and real estate. This is attributable to the demand from international travelers from various countries seeking second residences in this Mediterranean island destination (Rezapouraghdam & Shafieieh, 2024). Current market trends indicate a significant preference for sustainable products, and business owners have to shift their operations accordingly. Nonetheless, despite the alteration in consumer demand, evidence is scarce in Northern Cyprus concerning the strategies employed by the supply side in this context. Effective business administration is critical for ensuring the continuity and consistency of enterprises. Especially to protect both internal and external stakeholders' rights and improve resilient organizations, business management involves adaptation planning and establishing responsible practices. Therefore, to fill this gap, our study investigates the corporate social responsibility (CSR) commitment of construction companies in Northern Cyprus. CSR, as described by Carroll (1991), has developed a key economic strategy by balancing maximized profits with social, ethical, and environmental sustainability concerns. To gather data, we used semi-structured interviews with 15 sales managers from top construction companies. The results show that despite providing planned CSR actions, construction companies are mostly reactive. However, businesses participate in emergency assistance, charitable activities, environmental initiatives, and educational supports. This study bridges the gap between the CSR framework and its practices, suggesting beneficial ideas for policymakers and managers to create an efficient organization and sustainable CSR strategies aligned with the United Nations Sustainable Development Goals (UN, 2017). In addition, in the practical implementation of emerging CSR in business operations, especially in expanding markets, it emphasizes the significance of corporate responsibility in promoting long-term social benefits and sustainable economic success.

Keywords: Corporate social responsibility; construction industry, Mediterranean island; Northern Cyprus; qualitative research.