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Impact of Shared Value on Corporate Culture at a Private Higher Education Institution in South Africa

Tinayeshe Shumba , Ricardo Carvalho

Emeris, South Africa

Abstract

The firms are expected to create a sustainable long-term value for their multiple stakeholders paying equal attention to the societal, environmental and economic development. Their existence has evolved over time from being limited to generation of economic benefits to the belief that firms serve broader society through service delivery. There are few studies which focus on the impact of shared values on the benefits to broader society. The study aims to address this gap in literature by assessing stakeholder perceptions of shared value in an institution of higher learning. There is lack of empirical studies incorporating these dimensions e.g., customer service, social and economic variable components of shared value in relation to organisational culture in higher education. The study will adopt the positivist philosophical approach in assessing stakeholder views on shared value in an institution of higher learning. The self-administered questionnaire will be used to get data from a five point Likert scale. The model relations will be assessed using structural equation modelling on Amos and Mplus.

Keywords: Corporate Culture, Customer Service, Organisational Performance, Shared Value