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Entitled

*EMERGING TRENDS AND CHALLENGES OF CORPORATE SOCIAL RESPONSIBILITY: THE CASE OF
UNITED ARAB EMIRATES*

by

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Date & Venue

12:00 -2:00 Pm

Thursday, 02 March 2023

Room 1116, Building H1

Abstract

This research shed light on the concept of corporate social responsibility (csr) in the united arab emirates (uae) by examining the trends, benefits, and challenges of csr in the uae. the research contributed to the literature in the field of csr by providing a comprehensive understanding of the concept in a non-western context that can represent a generalizable model, not only for the uae, but also for gulf cooperation council (gcc) countries that share similar corporate culture with the uae. in this regard, the research serves as a reference work into csr beyond the uae as it answered the following questions: 1) what are the emerging trends in csr in the uae? 2) what are the benefits of CSR in the UAE? 3) What are the challenges of CSR in the UAE? The research qualitatively studied the emerging trends and challenges of CSR in the UAE and utilized in-depth personal interviews of decision-makers and influencers in private and public corporations in the UAE in the form of semi-structured interviews conducted individually with every interviewee. The research was complemented by primary and secondary data from open-access government data on government websites, articles, journals, newspapers, government officials; data sources of corporations via open-access websites, articles, journals, newspapers, and published records about CSR practices in the UAE; and internal and international standards and indices. Major CSR trends discovered include efforts by the UAE government in the regulation of CSR practices to achieve the following objectives: align corporate contributions with government priorities, promote collaboration between the public and private entities, and institute CSR as a norm. In addition, the research identified the most common sectors that received CSR support as follows: education, health, environment, circular economy, community development, consumer protection and private–public partnerships. The research identified social, economic, and environment benefits of CSR (which include improving social conditions within a society, such as increased volunteerism), creation of value for the company and government, tackling contemporary challenges (such as human rights), job creation, the promotion of inclusiveness, and enhancement of UAE's economic competitiveness. The aforementioned benefits are not without challenges, which include regulatory ambiguity, creation of a culture of dependency, absence of an embedded framework, misconception of motives, poor measurement of impact, utilization of Western standards, and finding credible partners.

Keywords: Corporate Social Responsibility; Sustainability, Environmental, Social and Governance; ESG; Creating Shared Value; Philanthropy; Sustainable Development; Sustainable Development Goals; SDG; Triple Bottom Line