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SOCIAL RESPONSIBILITY PROJECTS (SRP) AT PRIVATE HOSPITALS IN ISTANBUL

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Abstract

For economic growth to be sustained, companies need to develop their knowledge and interest about society in which they live. Not only businesses shouldn't focus on the profit but also they should be useful to the society in which they live. Therefore, social responsibility projects have increased considerably. Hospitals had their share from all of these developments and they tended to social responsibility projects. In this study, social responsibility projects have been aimed to investigation in private hospitals. Private hospitals were analyzed by using content analysis. Content analysis is a research method that used to analyze for a material in terms of objective, systematic and quantitative. Accordingly, information on web sites of private hospitals depending on the health groups in Istanbul was examined and the research has been completed with providing information.

Keywords: *Hospital, Private hospitals, Social Responsibility*

1. INTRODUCTION

The main purpose of business is to make a profit as known. But nowadays, the survival of businesses is rather than to make a profit, may produce beneficial works through to society that values have influenced. For firms achieve to sustainable economic development, both of produce products that meet the expectations and should produce values through social responsibility projects to the community in which they live.

Within the concept of social responsibility, "social" is defined as community and "responsibility" is defined as the person to take the results of any event falling within the jurisdiction. If we combine these definitions, it is possible to define it as follows: Social Responsibility is formed

against society and a responsibility that should be accounted (Yağan, 2012). Social responsibility is actually defined as one of the main activities of the businesses and it is mostly called as "Corporate Social Responsibility (CSR)". *"Numerous definitions of CSR have been proposed and often no clear definition is given, making theoretical development and measurement difficult. CSR activities have been posited to include incorporating social characteristics or features into products and manufacturing processes (e.g. aerosol products with no fluorocarbons or using environmentally-friendly technologies), adopting progressive human resource management practices (e.g. promoting employee empowerment), achieving higher levels of environmental performance through recycling and pollution abatement (e.g. adopting an aggressive stance towards reducing emissions), and advancing the goals of community organizations (e.g. working closely with groups such as United Way). Researchers are moving beyond just defining and identifying CSR activities, to examine the strategic role of CSR in organizations"*(McWilliams et.al, 2006)

"The concept of corporate social responsibility (CSR) has a long and varied history. It is possible to trace evidences of the business community's concern for society for centuries. Formal writing on social responsibility, however, is largely a product of the 20th century, especially the past 50 years. Furthermore, although it is possible to see footprints of CSR thought throughout the world (mostly in developed countries), formal writings have been most evident in the United States, where a sizable body of literature has accumulated. With this in mind, my review of CSR's definitional evolution will focus on this body of literature. At the same time, however, it must be acknowledged that related notions may have developed both in theory and practice in other countries and at different time" (Carroll, 1999) *"CSR has never been more prominent on the corporate agenda than it is today, its historical origins and the uncertainty about the societal obligations of business notwithstanding. CSR has been one of the leading topics at recent World Economic Forum (WEF) meetings. A report from the WEF observes that the three key pressures of "corporate competitiveness, corporate governance and corporate citizenship, and the linkages between them, will play a crucial role in shaping the agenda for business leaders in the coming decade."* (Smith, 2003)

Companies need to fulfill the responsibilities are divided into four sections: Economic Responsibilities, Legal Responsibilities, Ethical Responsibilities and Philanthropic Responsibilities (Carroll, 2000).

According to Economic Responsibilities; profitability is the primary objective of the business. Legal Responsibilities are all business activities are carried out in accordance with the laws. Ethical Responsibilities are defined as businesses to act in accordance with social values. Philanthropic Responsibilities are claimed by the society from business and businesses may voluntarily fulfill responsibilities. (Top and Öner, 2008).

“Criticism of business is also more far-reaching because more is expected of business today, with the growing recognition of the failure of governments to solve many social problems and, for this and other reasons, the diminished scope of government (at least in the U.S. and Europe). The private sector is increasingly called upon to address social problems and, accordingly, shoulder greater social responsibilities in addition to righting the wrongs for which it is more directly responsible, such as pollution or product safety”. (Smith, 2003)

Companies that are dealing with CSR will achieve significant gains and increase brand value and therefore market value. (Aktan and Börü, 2007). *“CSR as brand insurance is needed because even the most prestigious brands have substitutes. Do NIKE’s shoes do the job any better than Adidas’? Is Starbucks’ coffee any better quality than the coffee served at Tully’s? Would car engines run any less efficiently if, instead of BP’s gasoline, they had to run on Shell’s? A CSR mindset throughout the organization heightens the brand-user bond, reducing the brand’s vulnerability to internal management lapses. CSR is about incorporating common sense policies into corporate strategy, culture, and day-to-day decision making to meet stakeholders’ needs, broadly defined. It is about creating strategies that will make firms and their brands more successful in their turbulent environments. Stripped of the emotionalism and name calling, we see strategic CSR as global brand insurance” (Werther Jr.*and Chandler, 2005)*

In this study was determined SRP work of private hospitals in Istanbul at what level is and targeted to find out which area is mostly produced SRP. There are not many studies in Turkish literature about SRP at hospitals. But, there are various studies in international literature. One of them is prepared by Alexander Dahlsrud (Dahlsrud, 2006). Social Responsibility has five dimensions at Dahlsrud’s study. These dimensions are the environmental dimension, the social dimension, the economic dimension, the stakeholder dimension and the voluntariness dimension. When these dimensions scored at Dahlsrud’s study, we see that the stakeholder dimension and The social dimensions are the highest ratio (%88). The other dimensions ratios are the economic dimension (%86), The voluntariness dimension (%80) and The environmental dimension (%59). It is observed that similar studies were performed. For example, “Meaning Of Corporate Social Responsibility in A Local French Hospital: A Case Study” were performed in 2006 by Nada K. Kakabadse And Ce’Cile Rozuel. “Organizational Rationality, Performance, and Social Responsibility: Results From the Hospital Industry” were performed in 2002 by Edmund R. Becker and Sharyn J. Potter. A common feature of both studies is SRP studies have focused stakeholder.

2. METHOD AND MATERIALS

In this study, content analysis is used as a method. Content analysis is a research method that analyzes a material in terms of objective, systematic and quantitative. In content analysis, clustering items are identified and divided into categories according to their frequency. To this end, private health groups are determined in Istanbul and SRP have been studied described on

these health groups' websites. So, information obtained through the websites is divided into categories. These categories are listed below and collected information will be classified according to these categories.

- Cultural and Artistics Activities (Painting exhibition, Theatre, Historic Heritage etc.)
- Environmental Protection
- Solutions for Social Problems (Aid Campaigns, Violence Against Women Campaign etc.)
- Education (Provided Education in Schools, Supporting to Schools, etc.)
- Public Awareness Trainings (Seminars, Conferences etc.)
- Organ Donation.
- Treatment Support (Free Health Controls etc.)

3. RESULTS

For this study, social responsibility projects which described on the websites of 21 health groups have been analyzed. There are 21 private health groups in Istanbul and number of branches of these health groups are 78 in Istanbul. Results are listed at Table – 1.

When analyzed websites of total 21 health groups, only 8 of health groups make descriptions for social responsibility project on their websites. With the information accessed from 8 of health groups' websites, a total of 98 SRP were examined. There are no descriptions for SRP on 13 of health groups' websites.

When analyzed by categories; "Public awareness trainings" are the most widely used SRP of hospitals in Istanbul (%45,93). "Treatment support" is the second most commonly used (%14,29). "Solutions to social problems" is the third (%11,22). "Education" ranks fourth (%10,20). "Cultural and artistics activities" are the fifth (%8,16). "Environmental protection" is the sixth (%7,14). "Organ donation" is the last rank (%3,06).

Table -1 : SRP Distinction By Category

CATEGORIES OF SOCIAL RESPONSIBILITY PROJECTS	Health Group 1	Health Group 2	Health Group 3	Health Group 4	Health Group 5	Health Group 6	Health Group 7	Health Group 8	Health Group 9	Health Group 10	Health Group 11	Health Group 12	Health Group 13	Health Group 14	Health Group 15	Health Group 16	Health Group 17	Health Group 18	Health Group 19	Health Group 20	Health Group 21	Total	%
Cultural and Artistics Activities	0	1	1	0	0	3	1	0	2	0	0	0	0	0	0	0	0	0	0	0	0	8	8,16
Environmental Protection	1	5	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	7	7,14
Solutions for Social Problems	0	9	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	11	11,22
Education	1	6	0	0	0	2	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	10	10,2
Public Awareness Training	6	22	6	0	7	0	3	1	0	0	0	0	0	0	0	0	0	0	0	0	0	45	45,93
Organ Donation	0	0	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	3,06
Treatment Support	3	6	0	0	1	0	4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	14	14,29
TOTAL	11	49	12	0	8	6	8	1	3	0	0	0	0	0	0	0	0	0	0	0	0	98	100

4. DISCUSSION AND CONCLUSION

There is no precise data on literature at which stage the concept of social responsibility is at hospitals in Istanbul. But compared the other sectors, it will not be wrong to say that hospitals remained more in the background for SRP. In this study, according to investigations made through the health groups' website, only eight of health groups are announced SRP. In this case, there are significant deficiencies in SRP both performing and especially reporting. The most important SRP for hospitals are "Public awareness trainings". For many seminars and conferences in this area is seen that collaborate with local governments. Otherwise, "Treatment support" and "Solutions for social problems" are the other important SRP.

When the results of this study compared to Dahlsrud study's, we see that appears to be similar. The highest scored dimension is "The Social Dimension" at Dahlsrud Study's. At this study shows

that private hospitals in Istanbul are most interested in “Public Awareness Training” as a social dimension. The lowest scored dimension is “The Environmental Dimension” at Dahlsrud Study’s. At this study, Environmental Protection ranks last but one.

The dimensions made on social responsibility is seen that the stakeholder-oriented. The reason for this is the corporate governance practices of hospitals. When looking at SRP applications in Istanbul, one of the reasons of hospitals remained more in the background for SRP, hospitals are away from the corporate governance practices. Because, CSR is the one of the sources of the corporate governance. Hospitals that enhances their management ability will be more transparent and more accountable. So, hospitals will want to make more beneficial works for society and they will be more willing to explaining what they do.

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