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The impact of social responsibility on the quality of services: An analytical study of the opinions of a sample of employees in the South Refineries Company

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Abstract

The study aims to find out the impact of social responsibility represented (economic, legal, moral, charitable or humanitarian) on the quality of services represented (response, reliability, empathy, emphasis) South Refineries Company, the study was conducted on the employees working company surveyed, where the number of members of the study community (200) workers, selected from the departments, divisions and units in the Refineries Company, and in order to achieve the objective of the study, the researcher developed the questionnaire as one of the research tools was used program (SPSS v.25), consisted of a set of paragraphs that examined the impact of social responsibility on the quality of services South Refineries Company, The results of the research on the aspect of the quality of services showed that the surveyed company provides boards, signs and means of communication that facilitate access to individuals, departments and various branches of the company, and the study also found a statistically significant impact of the dimensions of social responsibility (economic dimension, legal dimension, ethical dimension, human dimension) in the quality of the South Refineries Company, The results showed that the research on the quality of services side indicated that the surveyed company provides boards, signs and means of communication that facilitate access to individuals, departments and various branches of the company.

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1. Introduction

Rapid scientific developments in the technological, economic, social and humanitarian fields and contemporary global challenges have led to the emergence of new concepts that keep pace with these rapid developments, including the concept of social responsibility, which encourages organizations to participate. The company that encourages stakeholders from community organizations and local agencies to push for the adoption of this concept, the evaluation of business institutions no longer depends on profitability only, and organizations no longer rely on their financial position to build their reputation and brand name, but rather I realized that it is not isolated from society, the environment, and the economic growth it achieves, which reflects positively on institutions in general, and on their marketing performance, and the quality of their services in particular, so society no longer looks at business institutions a traditional view that focuses on economic aspects only, by producing goods, or providing services with a certain quality, and specific prices, but the society's view began to take new dimensions, which is to consider that institutions are part of society, and that they must participate with society, and assume their responsibility towards it, and it is also imperative for them To respond to the expectations and aspirations of the community by contributing to satisfying its economic and social needs, as the continuation of the institution depends on its ability to serve the community (Tirilly 2018:13) ^[15]. Profit was one of the most important priorities of economic institutions that seek to achieve it, that any effort made by the economic institution outside this scope is counted within the list of operating expenses that are not evaluated according to its role in maximizing the profit of the institution, and this approach continued until the concept of social

responsibility appeared, which relied in its philosophy on the ethical theory, which indicates that any entity, whether an organization or an individual.

is responsible for working for the benefit of society as a whole, Introduce it to the organization's sense of responsibility towards society and the environment, whether social or environmental, through which it expresses its citizenship, by helping the community and reducing environmental pollution, and also in contributing to the social and educational programs of the community, and also in maximizing its returns, image and actual performance.

2. Study problem

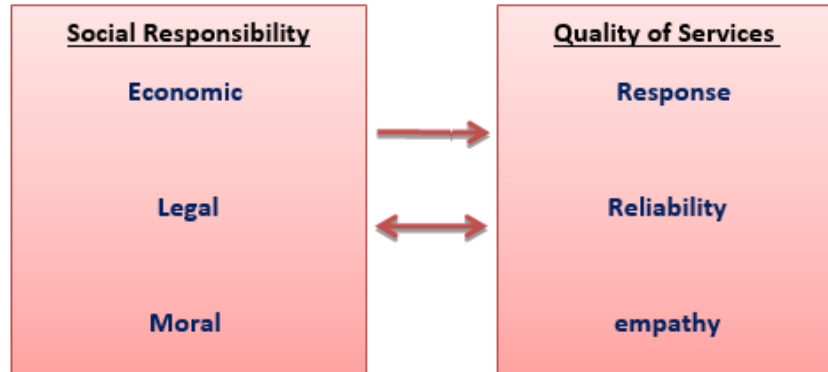
In light of the increasing interest in the concept of social responsibility in the South Refineries Company, social responsibility is seen as increasing the quality of services provided by organizations in general by enhancing their mental image in society and encouraging their presence, as well as it is self-protection for organizations in crisis conditions and shows the importance of this topic for society, and the researcher appears to study the impact of social responsibility on the quality of services South Refineries Company.

3. Study Questions

In order to clarify the problem of the study, the following questions can be raised:

What is the impact of social responsibility on the quality of services (responsiveness, reliability, empathy, assurance) in

As shown in Figure 1



Source: Prepared by the researcher

Fig 1: Hypothesis scheme of research

7. Literature Review

7.1. The concept of social responsibility

It is the main activities of the company to support social topics and achieve corporate social responsibility, the response of institutions beyond economic, technical, and legal requirements, despite the importance of economic benefits sought by organizations, they must achieve social benefits as well (Mujahid, 2014:181) ^[11] that the concept of social responsibility emerged from the voices that call on the business community to work in accordance with ethical principles to maximize the positive effects of society and reduce the negative effects on it, and represents a moral commitment between the organization and the community through which it aims to strengthen ties between it and the community in a way that enhances its position in the minds of customers and society in general (Arlina, 2018, 26) ^[2] The

the South Refineries Company?

4. Study hypotheses

H1: There is a statistically significant correlation between social responsibility in its dimensions and the variable of the quality of services in its dimensions.

H2: There is a significant impact relationship between the independent variable social responsibility in its dimensions and the dependent variable of service quality in its dimensions.

5. The importance of the study

1. The study derives its importance from the importance of the social role of the economic unit and its impact on its continuity on the one hand, and its impact on the balance of economic and social performance on the other hand.
2. The study derives its importance from the importance of the South Refineries Company, which is one of the largest sectors contributing to the country, in addition to the volume of services it provides to a large segment of society, which was an incentive for this study to choose such a sector.

6. Hypothetical research scheme

In order to conduct a scientific treatment of the research problem and to achieve its objectives and in light of the results of the preliminary exploratory study that was conducted, the researcher adopted a hypothetical scheme that reflects the nature of the relationship between the research variables.

voluntary integration of social and environmental objectives into the business activities of business organizations, which are part of the realization of the objectives of the social policy and the sustainable development strategy of the European Union, these practices can support the areas of: innovation, competitiveness and job creation (Adnan et al, 2012:899) ^[11].

7.1.1. The importance of social responsibility

Modern health organizations are keen to adopt social responsibility, which has become an integral part of their strategy to deal and interact with the environment in all its variables, and on this basis, different and multiple intellectual interests and trends have emerged regarding the so-called social responsibility. Highlight the most important points as follows: (Jeremy, 2008:5) ^[7].

- Assistance in solving health problems, such as holding

health organizations responsible towards patients in case of any medical errors.

- Increasing its contribution to the processes of development, creativity and innovation, through the practice of services and providing assistance in order to develop the society in which it operates, improve conditions, and increase the impact of its initiative in this vital field.
- Social responsibility seeks to protect the privacy of this society and help them keep pace with economic and technical changes and developments and what social sciences have reached in developed countries.

7.1.2. Dimensions of social responsibility

- Economic dimension: Organizations are an economic unit of society whose economic activities lead to efficiency and effectiveness, use resources to provide goods and services, and distribute profits equally among different factors of production. Economic responsibility represented in economic responsibility. The consequences of managing commercial companies in the production of goods and services of value of goods, so that the company concerned returns and pays the obligations of its creditors and shareholders (Körükçü, 2021:1011) ^[10].
- The legal dimension: the organization is committed to obeying laws and legislation and not to violate them by rejecting illegal and illegal acts, thus gaining consumer confidence. Usually, their responsibilities in this dimension are determined by governments with specific laws, regulations and instructions that organizations should not penetrate, as well as the right to social accountability, which is the right of individuals and civil society organizations to ask officials to provide the necessary explanations and justifications to stakeholders on how The use of their powers and how their duties are carried out (Junwu, 2015:613) ^[8].
- The moral dimension: It is a set of behaviors and activities that are not necessarily adhering to laws and regulations, but are values in society and moral commitment that companies adopt in their decisions and dealings in this context, and the ethical responsibilities of corporate management are to follow the prevailing norms and traditions regarding public behaviors in society.

The charitable or humanitarian dimension: It is the benefits and privileges that the community wishes to obtain from the company, such as the support provided to charitable projects that benefit the whole community, which includes obligations of a purely voluntary nature that the company in question takes upon itself, such as humanitarian charitable contributions, training the unemployed without basic competencies, the difference between each of the ethical responsibilities Public responsibilities are that many companies are not expected to perform public responsibilities, while many companies are expected to adhere to their ethical responsibilities. (Henri, 2013:1049) ^[6].

7.2 The concept of quality of services

Service quality plays an important role in the design and marketing of the service product as it is of importance to both service providers and beneficiaries, and service organizations have become increasingly aware of the importance of

applying total quality in achieving the company's goals, customers have realized the quality and paid attention to it, and special institutions have emerged to monitor the quality of services from all aspects (Reza, 2016:33) ^[22] He believes that quality is a collaborative form of business performance that depends on the joint capabilities of both management and employees with the aim of continuous improvement in quality and productivity through work teams (Dennis, 2016:5) ^[4] He defined quality service as quality service is: providing high quality continuously and in a way that exceeds the ability of other competitors. Quality of service is also defined as "the term that describes the degree to which the customer seeks that the specifications he wants and desires are identical to the specifications that actually exist in the service, and that perform the purpose desired by the customer so that he is satisfied with them and thus distinguishes the organization that provided him with that service from other organizations in the service sector (Junwu, 2015:616) ^[8].

7.2.1. Dimensions of the quality of services

Responsiveness: It means the extent to which the bank is willing and willing to assist customers, respond to their inquiries, provide the services they need, and the extent to which specific problems are addressed to customers through the willingness and willingness of the bank manager to help solve them. For example, urgent issues for specific customers need his help and intervention. This dimension measures the willingness of employees to provide immediate services to those who request them, and the focus here is on the ability of employees to actually provide services. Submit these Services cheerfully, kindly and without complaint (Junwu, 2015:618) ^[8].

a. Reliability: Reliability refers to the bank's ability to deliver promised services accurately and reliably. The customer expects the bank to provide specific services in terms of deadlines, confidentiality and execution, and relies on the bank in this particular area. Reliability is the ability to perform promised services with confidence and accuracy. In this dimension, the employee's ability to implement the service is measured accurately, on time and with a quality that satisfies the service applicant, according to the specified time and quality. Services provided to him (Muhammad, 2015) ^[13].

b. Empathy: Expressing a level of interest and interest in his problems and attention to the customer and finding solutions to them in an elegant style Within this dimension, there is also a focus on measuring the suitability of services through the empathy and care shown by its employees towards customers and the ability of employees to show decency, tact and respect for service requests. Whether the public weather within the organization corresponds to the working time needs of the beneficiaries (Juho, 2017:1552) ^[9].

c. Emphasis: Public institutions strive to achieve service quality standards using methods and procedures that ensure that they meet these standards and continue to ensure that the required levels are achieved. In this sense, organizations want to establish internal quality assurance systems, regularly evaluate their performance, and develop improvement plans based on the results of self-assessment to prepare external evaluation to further improve the school's performance standards. Quality Assurance and Responsibility (Muhammad, 2017:4) ^[14].

The third topic: the practical side of the research

Study population and sample

1. Gender: Males constitute the largest percentage of the total sample, reaching (55%) of the total members of the sample surveyed compared to (45%) for females.

2. Age: The percentage of the age group ranging between (20-30) (25%), as it constitutes the largest percentage of the members of the sample surveyed, followed by the age group between (31-40), as it reached (22.5%) of the total, and finally the age group reached the sample members, followed by the age group (41-50). Which is (50%) and 51 or more (2.5%), which indicates that the Refineries Company has a high percentage of distinguished age groups and youth energies who have the ability to complete the work and tasks entrusted to them.

3. Academic qualification: The table Bellow shows the high percentage of individuals surveyed who hold a bachelor's degree, as it reached (42.5%) of the total members of the sample, followed by the percentage of individuals who

obtained a diploma, as their percentage reached (35%) of the total members of the sample, followed by the percentage of individuals with a master's degree by (7.5%), and finally the percentage of individuals with a certificate Preparatory (15%) In light of this, it can be said that the total percentage of individuals who hold bachelor's degrees and above is high, reaching (42.5%), this is a good indicator that indicates that the company has high skills and experience in their field of work.

4. Years of work experience: The percentage of members of the sample surveyed whose service is less than 5 years was (20%), while the percentage of individuals whose years of service range between (6-10) years (50%), and it is noted that individuals whose service ranges between (11-15) years has reached (15%) Finally, the percentage of individuals whose servants range between (16-20) years amounted to (15%) and this is a good and positive indicator that contributes to giving accurate answers by the individuals surveyed as a result of the accumulation of experience they have at work.

Table 1: High percentage of individuals surveyed

Sex							
Male				Female			
Number		Percentage		Number		Percentage	
110		55%		90		45%	
Age Groups							
20-30		31-40		41-50		51 and more	
Number	%	Number	%	Number	%	Number	%
50	25	45	22.5	100	50	5	2.5
Academic achievement							
High school		diploma		Bachelor		Master	
Number	%	Number	%	Number	%	Number	%
30	15	70	35	85	42.5	15	7.5
Years of service in the work							
5 Years & Under		6-10 years		11-15 years		16-20 years	
Number	%	Number	%	Number	%	Number	%
40	20	100	50	30	15	30	15

Source: Prepared by the researcher based on the SPSS program

Impact Test

There is a statistically significant positive impact of social

responsibility (economic, legal, moral, charitable or humanitarian) on the quality of services.

Table 2: Regression analysis results to test the relationship between the variable (social responsibility) and the variable (quality of services)

R	R ²	F value	F significance level	T value	Level Indication T	Degrees Freedom
0.472	0.153	80.556	0.000	8.741	0.000	1.208

Source: Prepared by the researcher based on the SPSS program

Table (2) shows us the relationship between the independent variable (social responsibility) and the dependent variable of the quality of services, where the social responsibility variable (0.153) of the variation in the variable of quality of services, and the correlation coefficient reached (0.472), while the value of (F) amounted to (80.556), and the level of significance (0.000), which is less than the approved significance level (0.005), as well as the value of (T) (8.741), and the level of significance (0.000), which is less than the approved significance level (0.005), and this indicates that the values of (F) and (T) are statistically significant, and accordingly we accept the hypothesis that states that there is a statistically significant impact of social responsibility on the dimension of the quality of services, and this means that the

sense of social responsibility employees in the company contributes to activating and enhancing the quality of services.

Correlation hypothesis

The second main correlation hypothesis is determined by exploring the level of correlation between the social responsibility variable and the quality of services variable, whose content is (there is a significant direct correlation between (social responsibility) in its dimensions and the variable (quality of services).

In order to find out how much social responsibility dimensions contribute to the quality of services, multiple regression testing was used. As shown in the following table:

Table 3: Results of multiple regression analysis of the impact of social responsibility dimensions (economic, legal, ethical, charitable or humanitarian) on the quality of services

Independent variable	Dependent variable			
	B	β	t	Significance Level (Sig)
Economic	0.114	0.132	2.442	0.018
Legal	0.264	0.278	3.601	0.000
Moral	0.288	0.299	4.412	0.000
Charitable or humanitarian	0.242	0.251	3.371	0.004

Source: Prepared by the researcher based on the outputs of the SPSS v.25 program

The results contained in Table No. (3) show the validity of this hypothesis as the dimension of quality of services is positively and statistically affected by the extent to which the employees in the company feel both economic ($T = 2.442$ and the level of significance 0.018) and legal ($T = 3.601$ and the level of significance 0.002) and moral ($T = 4.412$ and the level of significance 0.000) and charitable or humanitarian ($T = 3.371$ and the level of significance 0.008) and the results show that the feeling of workers after the economic ($\beta = 0.299$) was the most influential on the quality of services and the sense of legal workers came in second place ($\beta = 0.278$), and the sense of moral workers came in third place ($\beta = 0.251$), and the sense of charitable or humanitarian workers came in fourth place ($\beta = 0.132$), in the amount of their contribution to the impact on charitable or humanitarian.

Conclusions

1. The need to promote social responsibility in all institutions through the institution's adoption of modern methods in protecting the environment.
2. The variable of social responsibility is one of the modern topics, as although it is old in foreign studies, Arabic and local studies in particular have dealt with it recently.
3. The results of the field research showed that the surveyed organization provides its services at an affordable price to the beneficiaries with regard to the economic dimension of social responsibility, as well as the surveyed organization has the human capabilities and skills that enable it to carry out tasks and social responsibility towards the beneficiaries.
4. The surveyed organization is committed to the laws that seek to provide workers with regard to the legal dimension of social responsibility towards workers, as well as the surveyed organization respects labor laws and laws concluded between it and other parties.
5. The results of the research on the social responsibility aspect of the human dimension showed that the mission and objectives of the organization surveyed are compatible with the goals and values of the local community, as well as the research organization seeks to

take into account human rights and respect the customs and traditions of society.

6. The results of the research on the aspect of the quality of services showed that the surveyed company provides boards, signs and means of communication that facilitate access to individuals, departments and various branches of the company.
7. The results of the research on the aspect of reliability and response resulted in the fact that the surveyed organization is keen to respond quickly to the problems and inquiries of the beneficiaries, as well as the employees of the surveyed organization provide immediate service as well as the employees of the organization are always ready to help the beneficiaries.

Recommendations

1. The need to encourage employees of the South Refineries Company to adhere to the dimensions of social responsibility.
2. The necessity of holding training courses and educational seminars for employees of the South Refineries Company The importance of providing high-quality services.
3. Enhancing the fulfillment of the social responsibility of workers' organizations in their balanced relationship with their communities in terms of representing their management of the interests of more than one party
4. The need to see the successful experiences of the surveyed company and benefit from them in achieving the highest levels of quality.
5. The South Refineries Company should adopt the concept of social responsibility and have a role in many areas such as paying attention to the environment surrounding the institution and dealing with the surrounding community with a kind of cooperation and providing social services and as a good investment to improve the image of organizations in society and to have a relationship with development goals and responsibility can benefit and benefit the organizations themselves.

Appendix

Ladies and Gentlemen.....

Questionnaire Form**We put in your hands the tool for measuring the variables adopted to complete our tagged study.....**

(The impact of social responsibility on the quality of services of the South Refineries Company - an analytical study in the opinions of a sample of employees in the South Refineries Company), which is part of the requirements for obtaining a master's degree, and your company has been elected as a test field. The model and hypotheses of the study because it is one of the important companies in supporting the movement of construction and sustainable development in our dear country.. We hope that you will cooperate with us in answering all the paragraphs of the form from the reality of the form and its details, as neglecting one of the paragraphs necessarily means that the form is not valid for statistical analysis, which reflects negatively on the accuracy of measuring the variables adopted in the study with the presentation that the form is intended for scientific research purposes exclusively.

We have our highest appreciation and respect, praying for continued success and success

Student

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Study variables

(1) Social Responsibility:

Please mark (√) at the front of the paragraph and below the degree that expresses the extent of agreement with the level of adoption of the following paths by the surveyed company:

t	Paragraphs	Response				
		I totally agree	agree	neutral	I don't agree	Completely disagree
Economic dimension						
1	The management of the Southern Refineries Company works transparently with employees, customers and stakeholders.					
2	The management of the South Refineries Company is interested in the quality of service provided to increase profits and improve the economic situation.					
3	The management of the South Refineries Company aims to reach a higher level of efficiency in work.					
4	The management of South Refineries Company applies ethical standards in all respects.					
5	The company's management seeks to distinguish itself from other companies by legitimate methods to contribute to achieving the economic goals of society.					
Legal dimension						
1	The management of the Southern Refineries Company contributes to the preservation of the environment through the laws, legislations and legal regulations in force in the country.					
2	The management of the Southern Refineries Company holds its legal responsibility towards all its employees without discrimination					
3	The management of the Southern Refineries Company provides high-quality services that comply with the quality determined by law.					
4	The management of the company bears the southern refineries damages that customers may be exposed to while they are in the company					
5	The company's management confirms the commitment of employees to the instructions and procedures of health and safety in the environment.					
Moral dimension						
1	The Southern Refineries Company emphasizes the ethical dealing with all customers, employees and stakeholders					
2	The management of the Southern Refineries Company cares about the privacy of the client and the traditions and ethics of the community in which it operates.					
3	Southern Refineries Company contributes to the promotion of higher social values					
4	The management of the company Southern Refineries acquires new customers and cares about ethical methods compatible with social standards.					
5	The management of the Southern Refineries Company promotes its business ethically.					

The human dimension					
1	The management of the Southern Refineries Company contributes to volunteer work that supports humanitarian initiatives				
2	The management of the Southern Refineries Company allocates part of its profits to support charitable and social institutions				
3	The management of the company provides Southern Refineries distinguished services in all social groups				
4	The management of the Southern Refineries Company aims to provide assistance to mitigate the damage and crises to which the company is exposed.				
5	The management of the Southern Refineries Company is trying to provide its services and support to all sectors and to all regions in the country				

(2) Quality of services

❖ Please mark (√) at the front of the paragraph and below the degree that expresses the extent of agreement with the level of adoption of the following paths by the surveyed company:

t	Paragraphs	Response				
		I totally agree	agree	neutral	I don't agree	Completely disagree
Reliability						
1	The Southern Refineries Company is characterized by a high degree of reliability in this area performing services provided to customers.					
2	Employees are disciplined in terms of working hours.					
3	The services provided by the South Refineries Company meet the desires and needs of customers					
4	Deliver on time to promises made to customers					
5	Employees seek to establish close relationships with customers					
Response						
1	Immediate response to customer needs					
2	The Southern Refineries Company gives punctuality accurately to customers					
3	The Southern Refineries Company works to respond immediately to customer inquiries and complaints					
4	The Southern Refineries Company is characterized by speed in meeting customer requests					
5	Employees are always ready to deal with customers					
empathy						
1	Employees have sophistication in dealing with customers					
2	The company gives part of its interests in personal matters Two distributions.					
3	The company treats employees with respect and appreciation					
4	The company's management puts full confidence in employees					
5	The company puts the interest of employees at the forefront of concerns Senior management.					
Concrete						
1	The appearance of the company's employees is decent and attractive					
2	The presence of appropriate physical facilities and facilities in the company.					
3	Workers clean furniture and rooms continuously					
4	The general appearance in terms of interior design, decorations and equipment is commensurate with the type of service.					
5	The company uses modern equipment and devices in providing services.					

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