

**CORPORATE SOCIAL RESPONSIBILITY: PERCEPTION AND  
DISCLOSURE IN RESPONSE TO CSR AWARD WITH THE  
MODERATING EFFECT OF FAMILY GROUP AFFILIATION  
IN YEMEN**

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**DOCTOR OF PHILOSOPHY  
UNIVERSITI UTARA MALAYSIA  
December 2012**

CORPORATE SOCIAL RESPONSIBILITY: PERCEPTION AND DISCLOSURE  
IN RESPONSE TO CSR AWARD WITH THE MODERATING EFFECT OF  
FAMILY GROUP AFFILIATION IN YEMEN

By  
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December 2012

**OTHMAN YEOP ABDULLAH GRADUATE SCHOOL OF BUSINESS**  
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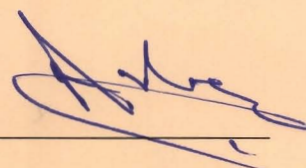
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## DEDICATION

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

(وَ اخْفِضْ لَهُمَا جَنَاحَ الذُّلِّ مِنَ  
الرَّحْمَةِ وَقُلْ رَبِّي أَرْحَمُهُمَا كَمَا  
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## ABSTRACT

In the recent years the Yemeni Government is increasingly calling companies to participate in the country's economic developments as their social responsibility. Driven by this measure, this study aims to give a picture of CSR perception and disclosure in Yemen and to contribute to the CSR literature by investigating the level of CSR perception and disclosure in the 73 most active shareholding companies registered in Yemen. The study also identified factors that influence the level of CSR perception and disclosure by considering the CSR Award and moderating effect of family group affiliation. A survey questionnaire was used to determine the level of CSR perception while content analysis procedures were used to measure the level of CSR disclosure made in annual reports, websites, and newspapers. The results indicate that while the CSR perception is high the CSR disclosure level is low. However, companies have increased the CSR disclosure in response to CSR Award announcement. The ordinary least squares regression (OLS) analysis results indicate that the level of CSR disclosure is associated with company's characteristics (size, industry type and profitability) and manager's characteristics (age, and working experience), while the level of CSR perception is associated with company's characteristics (size and industry type) and manager's characteristics (age, and working experience). Interestingly, the moderated multiple regression (MMR) analysis results reveal that family group affiliation has significant moderating effect on the relationships between company's characteristics, manager's characteristics and the level of CSR perception and disclosure. These findings can be used to further improve the CSR perception and disclosure amongst companies in Yemen with understanding the effect of family group affiliation and CSR Award. Also the findings may be useful to the policy makers in preparing regulations on CSR disclosure as well as to provide opportunities for more research in Yemen on the subject.

**Keywords:** Corporate Social Responsibility Disclosure, Yemen, Family Group Affiliation, CSR Award



## ABSTRAK

Dalam tahun-tahun kebelakangan ini, kerajaan Yaman semakin memberi galakan kepada syarikat-syarikat untuk mengambil bahagian dalam perkembangan ekonomi di negara ini sebagai memenuhi tanggungjawab sosial mereka. Didorong oleh keputusan tersebut, kajian ini dilaksanakan untuk memberi gambaran tentang Tanggungjawab Korporat Sosial (seterusnya akan disebutkan sebagai singkatan CSR sahaja) dan pendedahannya di Yaman dan menyumbang kepada khazanah ilmu dalam CSR dengan cara meneliti tahap persepsi CSR dan pendedahannya dalam 73 buah syarikat pemegang saham berdaftar yang paling aktif di Yaman. Kajian ini juga mengenal pasti faktor-faktor yang mempengaruhi tahap persepsi CSR dan pendedahannya dengan mempertimbangkan Anugerah CSR dan kesan penyederhanaan penggabungan syarikat kumpulan keluarga. Satu soal selidik telah digunakan untuk menentukan tahap persepsi CSR manakala prosedur analisis kandungan telah digunakan untuk mengukur tahap pendedahan CSR yang dibuat dalam laporan tahunan, laman sesawang dan surat khabar. Keputusan menunjukkan bahawa semasa persepsi CSR berkeadaan tinggi, tahap pendedahan CSR adalah rendah. Walau bagaimanapun, syarikat-syarikat telah mempertingkatkan pendedahan CSR sebagai tindak balas kepada pengisytiharan Anugerah CSR. Keputusan analisis Regresi Kuasa Dua Terkecil (OLS) menunjukkan bahawa tahap CSR dihubungkan dengan ciri-ciri syarikat (saiz, jenis dan keuntungan industri) dan perwatakan pengurus (umur, dan pengalaman bekerja), manakala tahap persepsi CSR dikaitkan dengan ciri-ciri syarikat (saiz dan jenis industri dan daya membuat keuntungan) dan perwatakan pengurus (umur, dan pengalaman kerja). Yang menariknya, keputusan analisis Regresi Berbilang Terubah (MMR) mendedahkan bahawa gabungan syarikat kumpulan keluarga mempunyai kesan kesederhanaan yang signifikan dalam hal hubungan antara ciri-ciri syarikat, perwatakan pengurus dan tahap persepsi dan pendedahan CSR. Penemuan ini boleh digunakan untuk meningkatkan lagi persepsi dan pendedahan CSR dalam kalangan syarikat-syarikat di Yaman dengan memahami kesan penggabungan syarikat kumpulan keluarga dan Anugerah CSR. Juga penemuan ini, mungkin berguna kepada pembuat dasar dalam menyediakan peraturan mengenai pendedahan CSR serta memberi peluang yang lebih banyak kepada penyelidikan di Yaman berhubung dengan tajuk penyelidikan yang dilaksanakan ini.

**Kata Kunci:** Pendedahan Tanggungjawab Korporat Sosial, Yaman, Gabungan Kumpulan Keluarga, Anugerah CSR



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## **LIST OF ABBREVIATIONS**

ACCA	Association of Chartered Certified Accountants
BSR	Business for Social Responsibility
CEO	Chief Executive Officer
CFO	Chief Financial Officer
CSR	Corporate Social Responsibility
GDP	Gross Domestic Product
GLS	Generalized Least Squares Regression
IASs	International Accounting Standards
IMF	The International Monetary Fund
LDCs	Least Developed Countries
MMR	Moderating Multiple Regression
NACRA	National Annual Corporate Report Awards
NGOs	Non-Governmental Organisations
OLS	Ordinary Least Squares
SPSS	Statistical Package for the Social Science
ROE	Return on Equity
WBCSD	World Business Council for Sustainable Development
YR	Yemeni Rial

# **CHAPTER ONE**

## **INTRODUCTION**

### **1.0 Introduction**

This chapter presents the introduction and background of the study. The section 1.1 discusses the general background of the study. Section 1.2 explains the problem statement and also presents research questions; the section 1.3 describes the research objectives. Subsequently, section 1.4 explains the significance of the study, and finally, the section 1.5 illustrates the organization of the current study.

### **1.1 Background of the Study**

Since the early seventies, there has been an increase in the public awareness in terms of the role of corporations towards their employees and the society. In 1979, the American Accounting Association Committee on Standards for External Financial Reports gave a new definition of accounting. According to this definition, the objective of accounting was re-determined, in order to provide information, which is potentially useful for making economic decisions and which, if provided will enhance social welfare. This increasing demand for corporations to be socially responsible has drawn corporate attention to the provision of non-financial information, in addition to financial information. Such information includes employee, product and environmental information, which are disclosed within corporate annual reports or stand-alone reports.

The state, civil society and the business sector are the key players, responsible for achieving the goal of sustainable development. However, while governments have

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