
Multinational corporations' commitment to environmental standards and welfare programs (Between the search for quality of life and achieving self-interest)

Belcaïd Touria *

Ben AbdelAziz Soufyane

Laboratory of Economic Studies and Local Development in the
Southwest (Algeria), Taheri Mohamed University, Bashar-
Algeria

Laboratory of Economic Studies and Local Development in the
Southwest (Algeria), Taheri Mohamed University, Bashar-
Algeria

Belcaid.Touria@univ-bechar.dz

Benabdelaziz.soufyane@univ-bechar.dz

Received: 19/02/2026

Accepted: 19/04/2026

Published: 31/05/2026

Abstract:

With globalization and the liberalization of the economy, many companies have great opportunities to create room for global competition by expanding production to acquire the largest share of the market. We find from the opposite side that these companies are based on many criteria of quality of life, such as social welfare programs and environmental requirements, to achieve economic dominance.

This paper aims to explore these questions by conceptualizing the notions related to environmental standards and multinationals, as well as to analyze how these programs can be used within the framework of social responsibility policies and well-being programs, under the banner of quality of life, in order to achieve economic dominance and establish themselves in international markets.

Keywords: Social Responsibility; Environmental Dimension; Quality; Development Companies; Competitiveness.

Jel Classification Codes : M14, Q56, M11, O12, L25.

* Corresponding author.

1. Introduction :

Large international companies seek to develop strategies to protect the environment and the pillars of society, in accordance with the principles of social and environmental responsibility, considered an essential dimension of quality of life. These initiatives aim to reduce the use of polluting resources, limit the depletion of extracted raw materials, and protect the interests of society's members, thereby contributing to improving their quality of life and safeguarding their achievements. However, faced with the demands of globalization, the effects of the market economy, and increasing competition, these companies often hide behind a facade of social and environmental preservation. In reality, these approaches may conceal tools prohibited according to the ethics of international economics, which can harm fair competition and foster monopolization and economic selfishness.

The Problem of the Study:

Based on the above, this research paper seeks to answer the following concerns and problems:

" How do multinational corporations hide under the umbrella of adherence to social welfare programs and environmental standards as a dimension of quality of life for the purpose of achieving their economic dominance?"

Research Hypotheses :

To provide an organized framework for this study, the following opportunity was formulated:

- Multinational companies operate with a high degree of social responsibility, maintaining an environmental dimension in their products.

Importance and objectives of the study:

In addition to trying to solve the mystery of the above problem, this study seeks to shed light on the role that multinational corporations play in the wheels of the international economy in terms of added economic value, in addition to diagnosing the dialectic of contribution and monopoly between the demand for quality of life and self-interest.

The study also derives its importance in that it will be a series of episodes that will address a topic that is very important to many economies through the activity of their companies to ensure continuity and survival in an environment of constant change.

Study Methodology:

To better understand the aspects addressed in this document, we will use a descriptive and analytical method. This approach will allow us to answer the main problematic questions using various tools,

analyses, and graphical representations.

Study Plan:

This research will be structured around the following themes:

- environmental dimensions in international trade, concept, types and impact.
- Multinational companies and indicators of economic dominance.
- the review of the multinational companies under study and the social and environmental welfare programs.
- Models of international companies based on social and environmental welfare to achieve self-interest.

2. Environmental dimensions in international trade, concept, types and impact:

2.1. Environmental Dimensions in International Trade: Concepts, Types, and Their Impacts.

2.1.1. Environmental Standards in International Trade.

- The Concept of Environmental Standards in International Trade Theory:

Environmental requirements generally mean: **"those conditions that must be met in products, whether in their production inputs, their constituent materials, their production methods or packaging, and the method of packaging them, as well as the particular specification for the quantities of pollutants emitted during the production process and how to deal with them."** The development of these standards is not limited to the industrial sector only to ensure the production methods of products that do not pollute the environment, but also extends to agricultural commodities, which represent the main pillar of the exports of many developing countries, because the production process of these commodities requires the use of pesticides and fertilizers to protect the soil, as well as packaging specifications. (Suhail Hussein Al-Fatlawi, 2006, p 35)

- Types of Environmental Standards and Requirements:

The most important forms and types of environmental standards are as follows: (Abdel Aziz Mukhaimer, 1986, p 216-217)

*** Environmental Quality Standards:**

They set the maximum limits of pollution or nuisance that should not be exceeded in the medium receiving the pollution or in part of it, and use many tools to achieve them, some related to production and others to consumption, and these are general criteria that describe the state of the environment.

*** Emission Standards:**

It sets the quantities or concentrations of pollutants emitted by a specific source or substance, over a given unit of time or during a particular operating cycle, that have a significant impact on production processes

and must be modified by adopting manufacturing techniques that reduce pollution. Emission standards generally apply to stationary installations such as factories or power plants.

*** Process and Production Standards:**

These are the regulations governing the manufacturing methods of goods, describing the methods and procedures to be followed to be used or taken into account in the production processes, such as the type of technology, machinery and equipment used and their suitability. etc., as well as the levels of emission and the rules that should be taken into account in the operation of fixed structures and how these facilities are designed.

*** Product Standards:**

They are applied for the purpose of preventing environmental degradation or protecting consumers from direct environmental pollution, i.e. they aim to protect the environment from damage caused by the use or consumption of a commodity or product, in view of the substances that may be harmful to humans, animals or plants or disturb the delicate balance between the elements of the ecosystem. (Ahmed Abdel Khaleq, 1994, p 68-69)

- The natural and chemical properties of the products, especially those that refer to the contaminants and harmful substances they contain.
- Rules regarding the packaging, coloring, or display of a particular commodity, intended to protect consumers.
- Levels of pollutants emitted or left behind by a particular commodity during use.
- The maximum permissible percentages of industrial toxins and chemicals in the products.
- How to dispose of the product after use, by recycling or reusing it.

*** Performance Standards:**

They require certain activities such as environmental assessment, which often improves environmental management.

2.1.2. Reasons for the different uses of environmental requirements between countries:

There have been various reasons that have led to this difference in usage, the most important of which are: (Kamel Deeb, 2008-2009, p 209)

- The nature and level of economic and social development in each country:

There is a difference in social preferences due to the gap in income levels between countries, and therefore, it can not be suitable for developing countries what may be suitable for developed

countries, and this is explained by the strictness of some and the leniency of others in the application of environmental policies.

- Nature of the objectives that each country seeks to achieve:

The purpose may be environmental research and may be to influence international trade or to obtain financial income.

- Level of damage to the environment:

The greater the damage, the more urgent the country is in need of swift and drastic action to solve the problem of environmental degradation.

- Organizational Capacity:

That is, the ability of the State to monitor, supervise and ensure the implementation of the environmental policies and tools it decides this results from the State's possession of qualified human resources, adequate financial resources and advanced technology.

- The Degree of State Intervention in Economic Activity:

The more the state intervenes, the more it resorts to regulatory methods, and the farther away it is from interfering in economic activity, the more it resorts to market forces and economic methods.

- Natural Representative Capacity of the State:

This is the extent to which the state is able to transform waste and by-products into harmless elements, and this depends on the size of the natural resources that the state has that are able to regenerate themselves automatically.

Therefore, from all of the above, it can be concluded that environmental requirements and measures are nothing but a set of laws, procedures and regulations used by the state to maintain the safety of the environment from sources of pollution, especially industrial ones.

2.1.3. The relationship and mutual impact between environmental dimensions and trade policies:

The debate on the potential and mutual effects of environmental policy and trade policy has been debated since 1992. This was done by the World Trade Organization, and in a global atmosphere characterized by increased environmental awareness, there were at that time four possible hypotheses for the most important effects resulting from the trade revolution that may disturb the environmental balance, which are as follows: (North American Commission for Environmental Cooperation, 2002, p 05-06)

- Effects of Economies of Scale:

Since trade freedom increases levels of economic performance in general, this automatically puts pressure on the environment due to the extensive use of natural resources (renewable and non-renewable) in the production process as feedstocks such as energy, wood, and water. They are essential elements in any process to maximize production, which on the other hand contributes to an increase in the volume of solid waste polluting soil and water, and toxic gaseous secretions polluting the air. It is therefore clear that the effect of a peaceful economy created by the acceleration of trade increases various forms of pollution and contributes to the reallocation of productive resources through specialization and a peaceful economy.

- Effects of Competition:

The expansion of international exchanges opens up great prospects for competition in global markets, which prompts competing companies to reduce their spending in the field of environmental conservation to increase their level of competitiveness or maintain the same levels as before, within the framework of reducing non-recoverable costs.

- Monuments of a Geographical Nature:

Countries with strict environmental standards may drive companies to relocate—especially in an era of financial globalization that facilitates rapid and easy capital transfers—to countries with less stringent environmental regulations or greater tolerance for polluters. This phenomenon is known as the pollution haven theory, as exemplified by **the Michelin** tire company relocating operations to Algeria.

- Regulatory effects:

Even countries that seek to protect their surroundings and preserve the environment while increasing their competitiveness in global markets by enacting deterrent laws that protect the health of their citizens on the one hand and their national industry on the other, will find themselves accused of violating international trade laws, which puts them in a cycle of judicial proceedings and financial compensation for those affected by their legislation, which they are forced to amend as proof of the loss of national sovereignty by states.

In general, a debate still persists between environmental policy theorists and trade theorists, especially those related to trade freedom within trade policies and the extent of their impact on the environmental policies and requirements pursued.

3. Multinational companies and indicators of economic dominance:

The current economic development has led to the emergence of multinational companies, especially in the recent period, as they have had a great resonance on the international scene, especially

on developing countries, as they employ their control over the majority of international trade, as about 80% percent of the world's sales are made through these companies, which means that these companies are increasingly influencing international investment trends, global trade, and the international financial and monetary system (as liquid assets of gold have exceeded the available international monetary reserves). These companies have about twice as many international reserves).

3.1. The Concept of Multinational Companies:

Economists differed in the definition of multinational companies, as there are many concepts about this economic entity, including that a multinational company is:

Those whose branches extend to several countries and achieve a significant percentage of their large production of goods and services outside their countries of origin, through a unified global strategy, characterized by their use of the latest technological achievements, and centrally managed in their country of origin. (Nawzad Abdul Rahman Al-Hiti, Munjid Abdul Latif Al-Khashali, 2007, p 223)

Some jurists have resorted to limiting the definition of these companies to quantitative limits so that the original company investing abroad needs to have a minimum of magnitude, as **Rimonfernon** believes that a multinational company is a parent company that controls a large group of institutions in many nationalities, an institution that makes each group appear as if it has access to a common source of financial and human resources, and seems sensitive to common strategic elements.

According to Mateor, These are companies that have large, highly complex operations in other countries and have production capabilities on site, and operate in at least six countries.

Livingstone refers to it as a company that enjoys an independent personality and conducts its activity by choice in one or more foreign countries.

Rolfe believes that it is a company whose overseas sales, the number of overseas workers, or the volume of investment in foreign countries should reach about 25% of the total sales, employees or investment. (Abdel Salam Abu Qahf, 2005, p 132)

Cloudens defines it as a company that derives a significant portion of its investments, resources, market and workforce from outside the country where it is headquartered.

This definition appears to include all companies operating in the various sectors of the production of goods and services abroad.

3.2. Characteristics of Multinational Companies:

Some jurists have pointed out that the characteristics of multinational companies are represented in the reach, enormity, centralization of decision-making, management of their operations with a coordinated global strategy, and the ability to transfer technology and direct investment towards developing countries.

3.2.1. The size of multinational companies:

These companies are characterized by their large size and investments, so that they account for 80% of the world's total sales, and the size of multinational companies can be inferred by: (Salma Ahmed Al-Ferjani, 2004, p 8788)

Sales volume indicator.

Revenue volume index.

Corporate Value Added.

3.2.2. Geographical Expansion of the Scope of Multinational Companies:

These companies are characterized by the large market area that covers them and their geographical extension outside the home country, with their enormous marketing potential, branches and subsidiaries around the world. (Nawzad Abdul Rahman Al-Hiti, Munjid Abdul Latif Al-Khashali, 2007, p 226-227)

3.2.3. Diversification of the activities of multinational companies:

These companies are characterized by the variety and diversity of their activities with the aim of offsetting the potential loss in a certain activity with profits from other activities. (Ismail Sabri Abdullah, 1997, p 55)

3.2.4. Technological Superiority and Development in Multinational Companies:

Multinational companies are a key source of technical, managerial and organizational knowledge transfer through training and the provision of specialized labor, which contributes to narrowing the technological gap between developed and developing countries. (Omar Saqr, 2003, p 29)

3.2.5. Establishing strategic alliances in multinational companies:

These companies try to maintain complementary and coordinated relations among themselves in order to achieve their common economic interests, enhance their competitiveness and marketing capabilities, and benefit each of them from the advantages of the other, such as technological advantages, technical knowledge, marketing methods, and management skills. (Abdel Muttalib Abdel Hamid, 1998, p 152)

3.2.6. Monopolistic Advantages of Multinational Companies:

These companies have a range of monopolistic advantages such as monopoly on modern technology, technical and managerial skills, quality control and marketing methods, which allows them to increase their competitiveness globally. (Omar Al-Farouk, 2001, p 87)

3.2.7. Mobilizing global efficiencies and savings in multinational corporations:

These companies seek to select qualified workers from the host country after passing certain tests and participating.

In training courses, it also seeks to mobilize savings from the global market by offering its shares in the global financial markets and emerging markets, attracting foreign direct investment, and obliging each subsidiary to provide locally as much as possible to guarantee the necessary financing through various means, for example, for joint ventures.

3.3. The Effects of Multinational Companies on the Economic Environment of the Host Countries:

The activity of multinational corporations has various effects on the economic environment of the host countries, which can be divided into direct and indirect effects:

3.3.1. Direct Effects.

- Challenge to State Policy:

The sheer size and multifaceted nature of multinational corporations pose a challenge to the sovereignty of the host country and also to the ability of the host country to meet such a challenge.

- Reflection on the Balance of Payments:

The repercussions of multinational companies on the balance of payments to the host country are represented in the capital transfers required in direct investment, offset on the negative side by the shift in return on existing investments, as well as the activity of the branches of multinational companies in increasing exports and imports.

- Imbalance in the Income of the Citizen and the State:

Multinational corporations, through the exercise of their activities, influence the distribution of income and disrupt its equality by determining salaries that are above the general and prevailing average.

- Creating new needs and inciting consumption:

Multinational corporations through propaganda and media create new needs that are not suitable for the host country's society, in a pattern that is prevalent in developed Western societies, which is detrimental to the development process.

- Use of technology and loss of jobs:

Multinational corporations introduce technologies that were originally designed for the capital market, and this deprives host countries of choosing the right technology for them due to their lack of manufacturing tools.

We must not forget the privatization and restructuring policies that usually leave these companies out of the host country, leading to the destruction of existing industries and the loss of more jobs than is available.

- Threatening the Public Sector and Inciting the Private Sector:

The positive contribution of multinational corporations to increasing workers' opportunities is often modest when compared to the size of the host country's workforce, especially if one of the host countries is suffering from a severe unemployment problem.

- Corporate Competition:

What multinational companies are doing in granting their employees a high level of wages will eventually lead to the local sectors resorting to such a measure even though it is beyond their means, which will raise the prices of their products and weaken their ability to compete in foreign markets.

3.3.2. Indirect Results:

- Political and Economic Pressure on States:

Since these managers, senior staff and their associated lobbying groups often have strong influence in their countries, this can increase the ability of multinational corporations to influence the internal and external policy of their countries.

- Impact on the Monetary System:

Multinational corporations have huge assets offered in different currencies to the countries in which they operate and this can affect the global monetary system and monetary policies of in host countries and in countries of origin.

- Violation of Applicable Laws:

The legal problems raised by multinational corporations require the development of new legal rules that govern them and determine the competent judicial authority to adjudicate them. Perhaps the most important of these problems is the taxes imposed by those host countries on multinational companies operating in them and the possibility that they will be duplicated or repeated of taxes with those imposed by the home country. (Ben Abdulaziz Sufyan, Makhloufi Abd al-Salam, 2014, p 62)

Perhaps one of the most important outcomes of the 2009 global financial crisis, the effects of which are still continuing, is the emergence of smart uses of social and environmental welfare programs in

the economic field in order to protect national economies from foreign competition by many countries in the framework of achieving the meaning of the quality of life for their people, which the study will prove to be correct or not in the next part after reviewing some concepts about the models of multinational companies under study.

4. The multinational companies under study and the social and environmental welfare programs.

4.1. A Brief Definition of Model Companies.

4.1.1. ADIDAS INTERNATIONAL:

A Germany-based sportswear company, part of the Adidas Group—which includes Reebok Sportswear, Adidas Golf, and Rockport—produces not only sports shoes but also other products such as bags, apparel, watches, and eyewear. Adidas ranks first in the sportswear industry in Europe and is second globally,



behind its American rival, Nike.

4.1.2. The Coca-Cola Company

Is an American multinational specializing in beverages and manufactures, sells and markets non-alcoholic beverages and juice concentrates. The Coca-Cola Company currently offers more than 500 brands in more than 200 countries or territories and serves more than 1.7 billion people daily and is headquartered in Atlanta, Georgia, United States. It is carbonated water, i.e. carbon dioxide gas is added with sweeteners (sugar or aspartame), a substance or flavor of cola, caffeine, and other additives. It was invented by John Stith Pemberton in 1886 and there is another similar and competing drink known as Pepsi-Cola. (Pepsi-Cola).

It was ranked 14th in the list of the world's 100 most socially responsible companies in 2011, and in 2015 it was ranked 15th, in addition to being ranked 6th in fierce competition with giants as big as Google.



4.1.3. Toyota Corporation

Toyota is the first company (leader) in the automotive market in Japan and Asia Founded in 1937 by Kichiro toyoda, the company is headquartered in Toyota, Japan, and is the largest car manufacturer in the world, the 14th largest company in the world by volume, the largest in Japan ever, the best-selling brand in the United States of America, and the Japanese brand No. 01 in Europe. The Toyota Group is among the top ten of the 500 according to Fortune magazine, it is considered the most amazing and wonderful car producer in the world, and follows the ethics of social welfare and carries out a range of community activities, the company started with the desire of "Kichiro toyoda" to build a car company affiliated with Toyota Industrial Company, owned by his father, Toyota continued to develop its business until it reached the American market in 1957 with its Crown, which put

it in a global race for growth, The United States is putting restrictions on importing cars to protect its national product, which prompted Toyota to build production bases in the United States in the early 1980s, including the development of an abandoned GM construction base.



4.1.4. Microsoft Corporation

Microsoft is one of the largest software companies in the world working in the field of computer technologies, it started its activity in 1975, the company achieved great success as for 2013 Microsoft's global revenues reached 77.85 billion dollars with 110000 employees in 105 countries, developing, manufacturing and licensing a wide range of software products for computer devices, there were several versions of the software, The first of which was with Office 97, then Office 2000 and Office 2003, and the company ranked 22nd in the list of the top 100. A company that practices social welfare activities in the world issued by the Corporate Social Responsibility Magazine for the year 2015 The company then added upgraded versions of the program, the latest of which is Office 2016, which is one of the most important programs of the company so far.

4.1.5. SHELL:

Shell is a British and multinational oil company, considered the second largest private energy company in the world. Founded in 1907 and headquartered in The Hague, Netherlands, the founder of the company is Markus Samuel, has a head office in London, United Kingdom. The United States owns 40 percent of its capital.

Today, Shell operates in more than 70 countries and employs more than 94,000 employees serving more than 25 million customers daily through 45,000 retail outlets, and has become the world's leading energy, amputation and chemical company that makes significant contributions to meeting the world's growing energy needs through its products and services that are sensitive to the economy, the environment and society. Shell plc first entered the Turkish market in 1923, the same year the Republic of Turkey was founded. Based on that timeline, the company celebrated its 90th anniversary in Turkey in 2013, Shell is one of the most prominent companies in Turkey in terms of its investments. Since its inception in Turkey, Shell has been committed to raising industry standards as a leader in the Turkish fuel sector by raising awareness among employees, suppliers and subcontractors on health, safety and environmental protection issues, and has sought to implement global developments and new technologies in Turkey.

4.2. Characteristics of the companies under study.

4.2.1. Characteristics of The Coca-Cola Company:

- Coca-Cola drink is made as an alternative to alcohol and a type of medicine to treat headaches, indigestion and strengthen organs.
- This drink has become the most popular hydrating drink in the world, after boosting the morale of the U.S. military in World War II.
- The black tint of the drink has been the most secretive in the world for 151 years.
- It provides its products to consumers in 12 countries in the region through 28 different brands.
- Led by Coca-Cola, one of the world's most valuable and distinctive brands, the company's portfolio includes a variety of prominent brands across the region, including Coca-Cola Lite, Fanta, Sprite, Coca-Cola Zero and Rani.
- It is considered among the top 10 largest private companies in terms of number of employees in the world.

It focused on diversification in its slogans, some of which we can mention:

Table N°1: The evolution of the Coca-Cola company's logos



Logo	Years
Drink Coca-Cola	1986
Delicious and refreshing	1904
3 million in one day	1917
6 million in one day	1925
Favorite thirst	1938
Where Coca-Cola Solves Hospitality	1948
Good taste sign	1957
This is the real thing	1969
Unparalleled taste	1990
Always Coca-Cola	1993
The taste of life is great	2001
Turn the dream into reality	2005
Coca-Cola Life	2006
Joy without limits	2009

Source: Prepared by researchers based on information from the company

4.2.2. Characteristics of Toyota Corporation:

- It is considered the largest and oldest car manufacturer.
- In 2008, it was ranked 5th among the largest companies in the world according to the Fortune Global 500.
- In 2011, it ranked first when measuring the percentage of the most successful and popular cars in Saudi Arabia.
- In 2012, it managed to sell 9.9 million cars.
- In 2012, it celebrated 75 years and was crowned the largest car manufacturer.
- In 2014, Toyota was named the best-selling car company in the world, with a sales volume of 10.23 million vehicles.
- Recently, it has focused on fuel-efficient hybrids or environmentally friendly engines.

Toyota has factories all over the world to manufacture cars for the local market, and Toyota has factories in Japan, Australia, India, Canada, Indonesia, Poland, South Africa, Turkey, the United Kingdom, the United States, France, Brazil, Portugal, and finally Pakistan, Argentina, the Czech Republic, Mexico, Malaysia, Thailand, China, Vietnam, Venezuela, the Philippines, and Russia.

Table N°2: Car Sales for the Year 2015

Sales Volume	Company Name	Rank
10.1 million cars	TOYOTA	01
9.9 million cars	VOLKSWAGEN	02
9.8 million cars	CHEVROLET	03
8.5 million cars	Renault	04
8 million cars	HYUNDAI	05

Source: Prepared by the researchers based on reports issued by ARAB-GT issued on October 10, 2016.

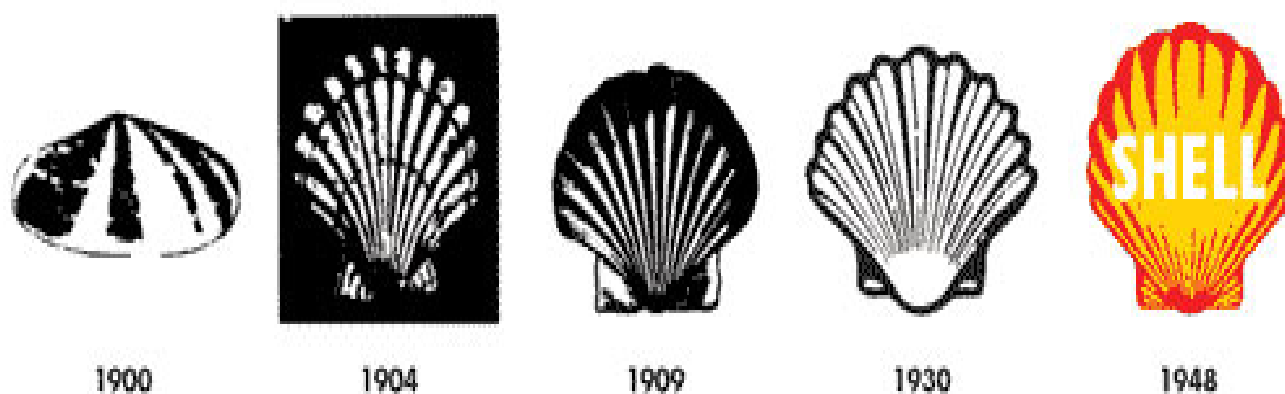
4.2.3. Microsoft Corporation Characteristics:

- In May 2011, Microsoft acquired Skype for \$8.5 billion.
- 2012 Microsoft was incorporated into the corporate social network Yammer for \$1.2 billion.
- April 2014: Microsoft Software Company acquired Nokia Mobile in a deal worth \$7.2 billion.

- December 2015: Microsoft announced the launch of its Talko instant messaging app. Microsoft said on its official blog that the app's team will join the Skype team taking advantage of their talents in supporting Skype with additional features, indicating that the features of Talk will soon be available to users of one of the most popular messaging apps, Skype.
- February 2016 Microsoft acquired app development platform Xamarin in a deal worth \$400 million.
- March 2016 Microsoft acquired the "SwiftKey" smart board for \$250 million.
- July 13, 2016 Microsoft wins LinkedIn in a \$26 billion deal.
- July 17, 2016 Microsoft acquired WandLabs, a global company specializing in messaging applications, without disclosing the value of the deal.

4.2.4. Characteristics of Shell:

- It is considered one of the largest exporters, especially in Turkey (exported to 58 countries)
- It has undergone a restructuring process to expand its existing investment.
- Shell lubricants topped the list of major suppliers for the fifth year in a row (according to a survey conducted by **Klein & Company**).
- It is the fifth largest company with 1060 gas stations in 72 countries from 2006 to 2014.
- Shell Oil Company has been ranked the world's largest company by revenue for the second time in a row, according to Fortune magazine's annual Top 10 Companies list. (**Al-Ittihad newspaper, 2014**)
- It has succeeded 11 times in the Capital Magazine poll and won the title of the most attractive company in the oil sector.
- Encourages the rationalization of energy use through the types of fuels and lubricants available.
- Encourages and supports students to design vehicles powered by fuel technology in the future.
- Shell has contributed to raising awareness of the importance of cultural heritage among children.
- It always focuses on diversifying its logos.



- Ranked as the seventh global oil production company out of 10 companies for the year 2016.

Table N°3: Companies Classification 2016

Daily Production of Oil	Company	Rank
12.5 million barrels per day	Saudi Aramco	01
9.7 million barrels per day	Russian Gazprom	02
6.4 million barrels per day	Iranian Oil Company	03
5.3 million barrels per day	ExxonMobil	04
4.4 million barrels per day	Petrosina	05
4.1 million barrels per day	British BB	06
3.9 million barrels per day	Dutch Shell	07
3.6 million barrels per day	Mexican Pemex	08
3.5 million barrels per day	Chevron	09
3.2 million barrels per day	Kuwait Oil Company	10

Source: Prepared by the researchers based on the newspaper Al-Petroleum Al-Youm published on April 17, 2016.

Most of the companies mentioned have specific characteristics, and each seeks to achieve a competitive advantage through its transcontinental activity, the extent to which these companies are truly committed to the principles and practices of social welfare and its significance will be discussed, is it in service of society or in pursuit of its own self-interest?

5. Models of International Companies Based on Social Welfare to Achieve Self-Interest:

Considering the concept of multinational corporations and the extent to which it is related to social welfare programs as a dimension of the quality of life within the aforementioned legal and humanitarian boundaries and frameworks, may often be a source of confusion between the company's contribution to achieving the meanings of quality of life and its main activities, not only that, but also what falls within the activities of these companies involves cultural, educational, technological contributions and the activation of creative processes, All of this is directly related to the company's operations that it carries out in society within the framework of its structure. This calls us to study the reality of the purpose of these companies from their social contribution to the quality of life on the one hand, and the imposition of their economic dominance within the framework of self-interest on the other hand.

5.1. Social Welfare Programs for the Companies Under Study as a Dimension of Quality of Life.

5.1.1. Coca-Cola and Adidas:

- Through their ongoing commitment to developing sustainable communities, the two companies focus on initiatives that will reduce the negative impact of their operations on the environment.
- Both companies support healthy and active lifestyles, create a safe and inclusive work environment for their partners, and promote the economic development of the communities in which they operate.
- There are 17 Coca-Cola bottling companies in the region and employ more than 9,500 people in 26 bottling plants in the Middle East.

5.1.2. Toyota Corporation:

- The U.S. Environmental Protection Agency awarded Toyota Automotive Engineering & Industrial North America the 2007 Energy Star Medal.
- Seeking to diversify energy sources.
- According to the U.S. Environmental Protection Agency, the Toyota Prius was the most fuel-efficient car of 2007-2008.
- The TOYOTA Prius, a hybrid car called the green car, also called eco-friendly, was made in mid-size and was produced in 1997 in Japan, making it the first hybrid production car. The green car is distinguished from others by having technologies that reduce the emission of toxic gases and CO₂ gas, as well as being fuel-efficient and does not make annoying noises, the Toyota PRIUS model received 05 stars in 2004.

5.1.3. Microsoft Corporation:

- Microsoft conducts many activities and programs in community service, and as part of this, it works to encourage its employees to volunteer in community service, by giving employees who wish to participate in volunteer work paid time, providing opportunities for employees to participate in the company's volunteer team, using the company's resources and tools in volunteer work, and in the United States, grants are allowed to be given to volunteer organizations in which volunteer employees participate.
- In 2009/2010, the number of volunteer hours per employee was 363.4 thousand hours in the United States alone, and the number of volunteer employees reached 4,200.
- Since Microsoft's participation in volunteer programs until 2010, the volume of donations made to non-profit organizations amounted to \$750 million, and in the United States alone, the value of organizations was \$408 million, compared to \$34.7 million from the company, bringing the total amount to \$84.5 million in 2009/2010.

- Microsoft is concerned with "environmental sustainability" and its preservation through the use of information technology, in improving the efficiency of the energy used by developing and manufacturing the company's products of software and technological programs that use energy more efficiently.
- Microsoft set a target to reduce its CO2 emissions by 1.3 million metric tons equivalent in 2009, and the company has identified four main areas of operations to reduce emissions: data centers, transportation and travel, buildings, and computer labs.
 - The company's new data centers consume 50% less energy than data centers built 3 years ago.
- Transportation and Travel: Microsoft is continuously working to reduce the cost of transportation and travel in the company by using alternative means of travel that include telecommunications technology, and this policy has contributed to reducing about 35% of carbon dioxide emissions from travel.
- Buildings: About 25% of the total energy used in the company's buildings comes from renewable energy sources, and more than 50% of the energy used in the headquarters is hydropower.
- Computer Labs: In 2009/2010, the construction of a technical support R&D center was completed to enhance technical support for computer labs and computer servers, and to reduce carbon dioxide emissions by 12,000 metric tons per year.

5.1.4. SHELL Company: (United Nations Conference on Trade and Development, 2004, p 84)

- Shell supported the 10 Years of Road Safety programme launched by the World Health Organization (WHO) in 2010.
- It supported the traffic responsibility movement in coordination with several ministries.
- Shell won the International Business Stevie Award in the Corporate Social Responsibility category in 2010 in Europe.
- Shell donated a building to provide an educational space for children with special needs and provided education for children with learning disabilities.
- The company focuses on providing products that are safe for people and the environment.
- Shell is also dedicated to the core principles of health, safety and the environment, foremost of which is the realization of the principle of doing no harm while protecting the environment.
- Shell works with the International Union for Conservation of Nature and Natural Resources (IUCN) to encourage and assist communities to maintain the integrity and diversity of the environment, and to ensure that natural resources are exploited in a fair and ecologically sustainable manner. Shell is the first energy company to set a biodiversity standard.

5.2. The Reality of Social Welfare for Multinational Companies and the Extent to which Quality of Life is Achieved.

5.2.1. Adidas and the reality of social welfare programs:

Some international companies, within the framework of what is known as social and environmental welfare, in order to achieve the quality of life for societies, They have taken the initiative to impose a set of environmental and social standards in their production activities, the most important of which is the "Code of Conduct". which can be defined as a set of conditions set by the importer or buyer, which is usually one of the major international trading companies that rely on producers that are dispersed in many countries of the world for the purpose of providing their production inputs, and in order to ensure that these international companies ensure that all suppliers who are satisfied with the quality of life Dealing with them committed to the same environmental requirements that must be met in the final products in order to be put on the market, ADIDAS has formulated a set of environmental and health requirements, as well as a set of measures related to the humanization of working conditions to protect workers in the work environment of the factory with which it wishes to contract as a member of the supplier chain, and it happened that ADIDAS refused to receive footballs made in India with innocent hands (small children) working in a factory to sew them in very harsh and inhumane conditions.

This example is an indication of the unethical practices of this company under the pretext of adhering to environmental and social standards, and what is strange is that these companies become a hidden protective barrier through which they refuse access to the exports of developing countries.

As another example, during 1998, Indonesia was hit with seven cases of social **dumping**, **Kazakhstan** with three, and Malaysia, Turkey and Uzbekistan with two each. With regard to textile exports in particular, the European Union has filed several lawsuits against dumping its markets, and in 1999 it imposed a five-year dumping duty on its imports of cotton textiles from developing countries: Pakistan, Indonesia, Turkey and Egypt In November 1999, dumping duties were imposed on exports of textile products by Egypt and Pakistan.

The United States of America has also imposed preventive import duties against the State of Bangladesh, amounting to 42 percent of the value of cotton towel imports, and Bangladesh is one of the poorest countries in the world, and most of its exports of these products to the United States of America do not exceed 46.2 million dollars. (Camille Habib, Al-Bunny Hazem, 2000, p 335) While industrialized countries call for boycotts of goods embodied in child labour in order to embody the pillars of quality of life, they are spreading poverty in the Third World and pushing its countries into child and women's labour. (Hamid Al-Jumaili, 2005, p 26)

5.2.2. Coca-Cola International:

Regarding the Coca-Cola Company, the study proved that it strives to dedicate the principles and programs of social welfare, and this was evident when reviewing the initiatives carried out by the company, except that it seeks to monopolize the production technology and even threatens the products of some countries in its headquarters, due to the recommendation of the parent company calling for a monopoly of production, in addition to the presence of a type of cancer-causing substances of which were found in the drink, and also after it was confirmed that the percentage of alcohol is very high, The percentage of the beverage and its inclusion of BVO, which is associated with memory loss, affects its credibility in its quest to achieve quality of life, especially in the health aspect.

5.2.3. Toyota Japanese Automotive Manufacturing Company:

Toyota is a company known for making cars nicknamed "environmentally friendly", which is known for its availability of technologies that reduce the emission of toxic attacks to provide more safety and comfort, it considers it to contribute to preserving the environment, and reducing the environmental impact caused by the use of vehicles, and this is one of its most important priorities, so it sought to encourage the global markets to use hybrid vehicles more, which greatly supports its efforts to achieve the quality of life. Except among the criticisms of this company is a problem in the brakes of cars (Prius hybrids) that were sold in the Middle East, which forced the company to call customers to repair their cars, as some analysts criticized Toyota and attributed this mistake that happened to the expansion of this company in America and the European continent, which led the parent company to not control the quality in these countries, which affected the production quality process, this criticism reduces its value, which is described as applying standards Quality to preserve the environment on the one hand, and human beings on the other hand, but nevertheless, compared to the companies we have discussed, they have a good percentage of their adoption of social welfare standards.

5.2.4. Microsoft International Corporation:

Microsoft is one of the companies that support social welfare programs, and it is one of the companies that support voluntary organizations seeking to serve the community, and it is also the most prominent company that urges and encourages volunteer work, but the most important thing that has been directed as a criticism of it, is that when it organizes several competitions, it forces the winner to sign legal contracts, any idea, technology, or solution provided by him to it, that is, it uses the character of a monopoly with him. This proves its uniqueness in its monopoly character more than serving the community and encouraging personal initiative.

5.2.5. Shell Power Company:

Shell is a company known for its implementation of social welfare programs, by preserving the environment, especially as it is the first company operating in the field of energy, and setting a standard for biodiversity, but the biggest criticism, which was shocking and surprising news for it, is its resort, in a deliberate and exaggerated way, to reduce its estimates of the quantities causing pollution, which was caused by defects in the company's oil pipelines, which caused scandalous losses to several lands surrounding the area, and this is completely contrary to what the company declares and what it is carried out in the name of social welfare, and these works are just planned plans through which they aim to gain fame and internationality.

Although these measures, standards and methods are ostensibly aimed at protecting the economies of countries on the one hand, protecting the environment, preserving human health, and sustaining the productive process through the optimal use of resources and recycling waste on the other hand within the framework of achieving quality of life, they are considered to be cruel, smart and hidden measures that enshrine the principle of trade protection and prevent developing countries from marketing their products outside their borders and those who have been deprived of financial resources that enable them to advance development Economics.

6. Conclusion:

In conclusion, it can be said that it is time to rethink the significance of social welfare for corporations, especially multinational ones, because of the way these companies deal against the interests of developing countries. There is a set of double standards that emerge when multinational corporations engage in social welfare initiatives, while at the same time pushing for a system of macro policies that can have very bad effects on development, and perhaps the truth of the study is that most of these companies do not seek to take on and contribute to charity in an innocent manner, which achieves the quality of life as we see it. Their goal is to promote globalization and gain notoriety. Profit uses the slogans of philanthropy and social and environmental welfare programs for its own benefit.

Study Recommendations:

- The need for companies to believe in the cause of achieving the quality of life for the community within the framework of social welfare programs, and to have a conviction and certainty on the part of all the members of the company.
- The need to define clear plans and strategies for the practice of social welfare and to establish controls and procedural foundations for its rules.
- Supporting corporate initiatives in social welfare in the service of the quality of life, especially with regard to achieving sustainable development.

- Working to adopt the concept of green marketing in a way that achieves great benefits and gains for business organizations, and can put the organization at the top of the competitive pyramid as the experience of Toyota International and other companies as it is an important dimension of the quality of life.
- Working to submit the recommendations of this forum to the trustees for the purpose of embodying them on the ground in the service of the Algerian economy in particular and other economies in general.

7. List of references:

1. Suhail Hussein Al-Fatlawi, (2006), World Trade Organization, Dar Al-Farqa for Publishing and Distribution, First Edition, Amman.
2. Abdel Aziz Mukhaimer, (1986), The Role of International Organizations in the Protection of the Environment, First Edition, Dar Al-Nahda Al-Arabiya, Cairo.
3. Ahmed Abdel Khaleq, (1994), Environmental Policies and International Trade, An Analytical Study of the Mutual Impact between Environmental Policies and International Trade, Dar Al-Nahda Al-Arabiya, Cairo.
4. Kamel Deeb, (2008/2009), The Role of the World Trade Organization in Achieving the Dimensions of Sustainable Development (An Environmental Approach), Ph.D. Thesis in Economic Sciences, Branch: Money and Finance, University of Algiers.
5. North American Commission for Environmental Cooperation, (2002), Free Trade and the Environment, A More Accurate Picture of the Situation, Montreal, Quebec, Canada.
6. Nawzad Abdul Rahman Al-Hiti, Munjid Abdul Latif Al-Khashali, (2007), Introduction to International Finance, First Edition, Dar Al-Manahij for Publishing and Distribution, Jordan.
7. Abdel Salam Abu Qahf, (2005), International Business Administration, University House, Alexandria, 2005.
8. Salma Ahmed Al-Ferjani, (2004), Globalization and Developing Countries from an Investment Perspective, Dar Al-Kutub Al-Waniyah, Tripoli.
9. Ismail Sabri Abdullah, (1997), Al-Kawkaba, Al-Tariq Magazine, Issue 4.
10. Omar Saqr, (2003), Globalization and Contemporary Economic Issues, University Press, Cairo.
11. Abdel Muttalib Abdel Hamid, (1998), The World System, Egyptian Al-Nahda Library, Cairo, 1998.
12. Omar Al-Farouk, (2001), A Study on Foreign Investment and Technology Transfer, Journal of Industrial Cooperation in the Arabian Gulf, No. 86.
13. Ben Abdulaziz Sofyan, Makhoulfi Abdel Salam, (2014), The Impact of Social Responsibility Standards on the Activity of Multinational Companies, Paper Submitted to Participation in the Journal of Annals of Bashar University in Economic Sciences, Bashar University.
14. Al-Ittihad newspaper, (2014), read Saldar on 06 April.
15. United Nations Conference on Trade and Development, (2004), Uncovering Data on the Impact of Corporations on Society: Current Trends and Issues, New York and Geneva.
16. Camille Habib, Al-Bunny Hazem, (2000), From Growth and Development to Globalization and Languages, A New Vision for a New Global Economic Order, Lebanon: Modern Book Foundation.
17. Hamid Al-Jumaili, (2005), Contemporary Studies in Applied International Economics, First Edition, Tripoli - Great Jamahiriya: Academic House for Publishing, Printing, Authorship and Translation.