

The social responsibility of business organizations on the culture of environmental pollution

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Summary: The social responsibility of business organizations for their contribution to the society in which they live, which contributes to improving their image with society, is also considered one of the most important modern management concepts that have advocated the rights of individuals, society and institutions in order to preserve their workers and the various clients with them and to preserve the environment from pollution occurring to the environment , As well as making profits in the long run. As we see that business organizations are competing with each other to obtain the highest status of cleaner production and non-pollution of the environment from production residues as social responsibility programs diversify, as they depend in preparing their overall strategy on the dimensions and principles of social, ethical and environmental responsibility in the practice of economic activities, As for environmental pollution, the world today lives in an environment characterized by continuous developments and changes, which causes environmental pollution that affects the lives of the individual and workers and the environment surrounding the organization, as it has become working to adopt social responsibility in its various fields in order to reach the development of Hoping and sustainable in all economic, social, technological and environmental fields.

Keywords: Social responsibility ; organizational culture ;

Jel Classification Codes : XNN ; XNN

I- Introduction : Contemporary business organizations are living in a new phase, in which administrative leaders focus on the health, welfare, and satisfaction of workers, as well as reducing the level of pollution resulting from the work of these organizations, especially as they operate within the framework of the ISO14001 environment and ISO 25001 on social responsibility, and this has made organizations face challenges that must Take it into consideration, especially as societies become aware of the importance of dealing with environmentally friendly organizations and adhere to the products of those organizations. This in turn led the organizations to shift to serving the community. Its role shifts from exploitation to community service.

Among the most prominent features of this stage are also attention to the environment, reuse of natural resources, protection from access, and the world's tendency to use less nervous technology. All of this accompanies new values in leadership and management, and business in the next century takes pictures that are difficult to imagine, even if they raise slogans that overcome interest Human and society are based on abstract and selfish economic interests.

1. Research problem:

In light of the new stage, the criteria for success and distinction in the business world have changed. The evaluation of business organizations is no longer based on the amount of profit you earn, not only on their financial indicators, but also what largely determines the extent of success and superiority of organizations, the extent of their contribution to serving the society in which they are active or what is known as the term Social responsibility for business organizations.

The term social responsibility may sound modern, but it is indeed very old. In the eighteenth century, the great economist Adam Smite announced that the needs and desires of society would be best achieved thanks to the cooperation between economic organizations and society. And long before that, the true Islamic religion showed great interest in social responsibility, and called for it, and this appears through many Uranic verses and hadiths. God and His Messenger also commanded that there is no harm, no harm, and other acts of righteousness and goodness.

Today's business organization is most in need of adopting social responsibility programs just like the external parties that benefit from these programs.

These programs will improve the image of the organization in the eyes of society and thus return them to profit. But on the condition that these programs go beyond being a propaganda medium, that they stem from the conviction of the organization and that they are continuous and not just slogans that greet events.

Through the foregoing, the research problem arises in the following question:

What is the social responsibility of business organizations, and what is their role in reducing environmental damage?

2. Research objective:

The aim of the research appears by identifying the concept of social responsibility of business organizations; the extent of their interest in a culture to reduce environmental pollution; and how the organization's culture can change the direction of pollution by adopting social responsibility.

3. The importance of research:

The importance of research emerges through dealing with a topic that represents the modern trend in contemporary organizations. Indeed, it has become more interested by organizations and individuals, except as long as the environment is the source of natural resources and the secret of human survival, so this topic has been taken up with a great increase in advanced societies.

4. Research hypothesis:

Based on the research problem and its directions, the main hypothesis can be presented and it represents a temporary answer to the main research question:

There is a logical relationship between social responsibility in business organizations and the culture of limiting environmental pollution to health organizations.

II– the theoretical framework for the research

The author of the article in this section explains clearly how to select the sample, determine the variables and how to measure them, how to collect the data and describe how the data are summarized (average, percentage, ...), Statistical and standard tools used in data analysis, hypothesis testing and statistical significance. Sometimes it may be necessary to mention the programs used in the calculation. When using a method previously used and published by another researcher, must be referred to as marginalization without being re-described, Though There are changes in the method, which must be explained and explained¹.

These methods and tools must be presented precisely and clearly without exaggeration so that other researchers can re-examine or verify them. The author can describe the tools and methods used in the form of a scheme, table or diagram to explain methods used², This section is divided into sub-sections, where its contents vary according to the subject matter of the article.

III- Results and discussion :

First: social responsibility Profit maximization is no longer the main goal of business organizations or its primary concern. Organizations 'perception of their success has changed and they have rearranged their priorities because the time in which they live has changed and what was acceptable in the distant past has become taboo today. Everyone agrees that these organizations have the right to increase their profits, but at the time Himself must be well aware of the impact of its actions on the society in which it is active. And more should place the welfare and interest of society among its primary goals. This became known as "the social responsibility of business organizations".

1. The concept of social responsibility: In 1977, Drucker defined social responsibility as the organization's commitment to the community in which it operates (Saleh Al-Suhaibani: 2009: 4). As for (Holmes, it was defined in 1985 as: "a commitment on the business organization towards the society in which it operates, by contributing to a wide range of social activities such as fighting poverty, improving health services, fighting pollution, creating job opportunities, and solving the housing and transportation problem, etc." (Saleh Al Suhaibani As for Robbins (1999: 2009), social responsibility is based on ethical considerations focused on the goals in the form of long-term

commitments, taking into account the real business organization's initiatives to fulfill these obligations and to enhance their image in society (Wafaa Al Tamimi: 2010: 353).

As for the Organization for Economic Cooperation and Development, the social responsibility of the organization has been defined as: the commitment of the latter to contribute to economic development, while preserving the environment and working with workers and their families, the local community, and society in general, with the aim of improving the quality of life for all of these parties. For his part, the European Union sees social responsibility as a concept whereby organizations include social and environmental considerations in their actions. In their interaction with stakeholders on a voluntary basis. The European Union focuses on the idea that responsibility Social is a voluntary concept that does not require the enactment of laws or the setting of specific rules by which organizations are obliged to carry out their responsibilities towards society (Nawar Muhammad Imad Al-Din: 2010: 3).

2. The basic principles of social responsibility: The social responsibility of the organizations is based on the following basic principles: (Moulay Khadr Abdel Razzaq and Bouzid Sayeh: 2011: 6-7).

- The principle of legal compliance: That the organization adheres to and complies with, and is aware of, all applicable domestic and international laws and regulations in written, public, and enforced terms. Principle of respect for international norms: That the organization respect international and governmental agreements, executive regulations, declarations, covenants, decisions and guidelines when developing its policies and practices of social responsibility.

- The principle of respecting the interests of the parties concerned: for the organization to accept and accept that there is a diversity of interests for the parties concerned and a diversity in the activities and products of the organization and other elements that may affect those parties concerned.

- The principle of accountability, for the organization to regularly disclose to the controlling authorities, legal authorities and the parties concerned in a clear, neutral and honest manner and to an appropriate extent the policies, decisions and procedures - including corrective measures - that bear direct responsibility and also the expected effects of the foregoing on social welfare and on sustainable development. The principle of transparency: That the organization clearly, accurately and completely disclose its policy, decisions and activities, including known and potential impacts on the environment and society, and that this information is available to people who are affected or likely to be affected substantially by the organization.

Principle of respect for fundamental human rights: The organization implements policies and practices that respect the rights contained in the Universal Declaration of Human Rights.

3. Areas of social responsibility: Social responsibility covers different parties in the organization, which can be illustrated in the following table:

Table No. 1: Areas of social responsibility. Some of the social role the management must realize towards it Element Protecting the assets of the organization, achieving the largest the owners possible profit, drawing a good image of the organization, maximizing the value of the stock and the organization as a whole, increasing the volume of sales. The workers Job justice, health care, paid salaries and wages, paid vacations, opportunities for advancement and promotion, ongoing training, housing and transportation for workers, and appropriate working conditions. Affordable prices, honest advertising, safe and good quality customers products, instructions on using the product and then disposing of it or its residues. Honest information, not to withdraw employees from others by unfair Competitors means, fair and fair competition. Fair prices, continuity in processing, payment of financial obligations Suppliers and honesty in dealing. Create job opportunities, respect customs and traditions, employ the society persons with disabilities, support social activities, support infrastructure, honesty in dealing, and contribute in the event of disasters. Afforestation and driving green spaces, harmless products, reducing The 123 water, air and soil pollution, optimal use of resources, especially environment nonrenewable ones. the government Compliance with laws, rehabilitation and training, equal opportunities for employment, solving social problems, and payment of tax obligations. Honest dealing with the press, respecting the activities of Lobbyists environmental protection groups, good dealing with consumer protection societies, respecting the role of trade unions and good dealing with them. Elements of social responsibility:

Social responsibility consists of interrelated elements that support, strengthen, and integrate with each other, and these elements are: (Khaled bin Youssef Barqawi: 2008: 11-12).

- Attention: It includes the emotional attachment to the group and the individual's concern for its integrity, cohesion, continuity and achieving its goals. Understanding: It includes the individual's understanding of the group and the psychological forces affecting its members, and its understanding of the motivations for behavior it pursues in serving its goals, and also, its understanding of the reasons that made it adopt its positions. Correct understanding supports the individual's participation in carrying out his responsibilities, and he also requires commitment to the ethics of society, keeping up with standards and social concerns, resisting pressure, coordinating collaborative personal effort, and it includes intellectual convergence, participation in rational discussion, and defining points that must be adopted to reach the goal that serves the public interest. Rational engagement causes individuals to face crises responsibly, and when their willingness to take social responsibility depends on subjective forces (reason, emotion and psychological integration) it gives its good fruits. Understanding means the individual's awareness of the circumstances surrounding the group, its past, present, values and trends, and the different roles in it. It also requires appreciation of the public interest, defense of the country, and work to raise it and prosper it.

Participation: Participation is a responsibility and is the basic ground for a stable, bright social life. Participation shows the individual's ability and ability to carry out his duties and assume his responsibilities with a clear conscience and a pure spiritual, and steadfast will, and here is meant the participation of the individual in works that help in achieving the social goal when he is socially

qualified to do so. Culture plays a role in the field of social participation, as culture is the link between the individual and social reality, from which we learn the origins of human relations and infer the ways of proper human and social coexistence.

5- Reasons for the tendency of business organizations to adopt social responsibility: There are many reasons why business organizations differ in adopting various programs related to social responsibility, and among these reasons are the following: (Khaled bin Youssef Barqawi: 2008: 13).

- Marketing difficulties experienced by organizations in light of the huge changes in the world of economics. Increased competition in international markets.

- The pressures faced by organizations from civil society organizations and various pressure groups such as environmental protection societies, combating smoking and commercial fraud, which imposed on these organizations attention to improving their mental image by presenting programs and activities that benefit a specific sector of society from social and humanitarian issues, including combating illiteracy and combating unemployment Increasing cultural awareness and fighting poverty and the like.

6- Benefits achieved from implementing social responsibility: Organized social responsibility costs a large expense, but at the same time it has many benefits that often outweigh the costs it incurred. Among these benefits are the following: (Nihal Maghrib and Yasmine Fouad: 2008.5)

- Improve the reputation of organizations that are built on the basis of efficiency in performance, success in providing services, mutual trust between organizations and stakeholders, the level of transparency with which these organizations deal, and the extent to which they take into account environmental considerations and their interest in human investment. The organizations commitment to their social responsibility contributes greatly to improving their reputation. Facilitate access to bank credit, especially in light of the development of some indicators that affect the credit decision of banks. These indicators include the Dow Jones Sustainability Index. Which was launched in 1999 and concerned with arranging.

international organizations according to the degree of their observance of social dimensions and environmental considerations during the exercise of their economic activity.

- Attracting the most efficient human elements, whereby the organizations' commitment to their responsibility towards the society in which they operate is an attractive element in front of distinguished human elements, especially for transcontinental organizations or major local organizations working in specialized fields and using modern technology. Building strong relationships with governments, which helps in solving legal problems or disputes that organizations may be exposed to while exercising their economic activities.

- Good management of the social risks that the organizations carry out their economic activities, especially in the context of globalization. These risks are environmental compliance, observance of labor laws and application of standards, which represent a challenge for organizations, especially small and medium-sized enterprises.

- Increasing the companies' ability to learn and innovate. As for the benefits that society achieves from the adoption of social responsibility by business organizations: it is represented in the ability to

obtain the services it needs in various necessary aspects such as educational, health, cultural or economic services in the community. (Khaled bin Youssef Barqawi: 5: 2008). Criteria for organizations' success in fulfilling their role in social responsibility: The success of the organizations in fulfilling their role in social responsibility depends mainly on their commitment to three criteria: (Khaled bin Youssef Barqawi: 2008: 16). Respect and responsibility, in the sense that the organization respects the internal environment (employees) and the external environment (community members). Community support and support.

- Protecting the environment, whether in terms of commitment to the compatibility of the product that the organization provides to society with the environment, or in terms of initiative to provide what serves the environment and improves environmental conditions in society and tackles various environmental problems. The social responsibility of business organizations does not only mean providing aid and subsidies to charities on holidays and occasions, but its true meaning goes beyond that in great strides, to become a benign behavior that organizations must constantly show as a good citizen in society. Hence the importance of social responsibility being rooted in the culture of the organization and the values of its employees.

Second: The culture of business organizations to reduce environmental pollution The culture of the organization includes the method by which the working groups of the organization learn to adapt and fit a specific set of conditions and goals that the organization seeks to achieve, and these adaptation and adaptation processes may not be an explicit and direct response to stated reasons, but may be imposed by societal attitudes and values that are reflected in the environment. And these processes of adaptation and adaptation may become the norms, customs and traditions of the organization in carrying out operations according to the required directions that concern the environment and its preservation. (Al-Mahyawawi Qassem: 2006: 151)

1- The concept of organizational culture: The culture of the organization refers to: "A mixture of values, beliefs, assumptions, meanings and expectations shared by individuals of a particular organization, group or unit, who use them to guide their behavior and solve problems." (Al-Askari: 2010: 75). These elements as a whole represent the organization's frame of reference. (Gilbert : 2000: 207) It represents the spirit of the organization and its hidden side.

2- The components of the organization culture: The culture of the organization contains basic components: Values: These are the principles that the individual is keen to acquire and preserve, and that allows all individuals to evaluate or judge things and influence them. These values are gained from society through education, observation, emulation, etc. It should be noted that there are individual and group values. The importance of values is embodied in its being a reference constitution that permits the visualization of decision, behavior and action, as well as the expression of good or bad perception in behaviors, whether at the level of individual management, the rewards system, or management control. (Salam: 2004: 5).

- Myths or legends: they are all stories and tales told about the organization in its history, and they are the foundations of the organization and everything related to its establishment, myths preserve the values and consolidate them. Including the stories of founding the organization.

- Symbols: The symbol represents a special relationship with information related to the cultural system, such as the style of dress, rewards and relationships that distinguish the system participating in the symbolic activity of the organization, and highlights the development of symbols and signs to

a degree that becomes similar to culture sometimes. Symbols represent the organization's reference in its adaptation and adaptation to the environment. (Salam: 2004: 6).

Rituals: Rituals are generated from symbols in such a way that they achieve the development of a sense of belonging to the organization, give importance to events that bear the fundamental values, and establish and preserve the culture in order to avoid fluctuations resulting from the fluctuation of patterns. (Salam: 2004: 7). Rituals in general are social customs and behavior with religious, superstitious, or tribal roots (Al-Otaibi: 2009: 179).

Rituals in the organization represent habits and behaviors that individuals are accustomed to taking, such as the method of preparing meetings, group trips and other rituals that aim to establish culture within the organization. Champions or championships: Champions means individuals, whether they are the founders of the organization or those working in it, who contribute to the success and excellence of the organization, and make success a part of the organization's memory, and they exert a continuous influence in the organization.

- The cultural network: It is considered the hidden structure of the organization and is concerned with linking the elements of the organization to each other.

The cultural network consists of promoting values, promoting myths, obtaining information about the true functioning of the organization, connecting friendships and finding supporters and supporters. The cultural network does not work well unless two conditions are met, that the organization has a harmonious culture, and that the heroes make this network.

3- Organization Culture Functions: Researchers believe that the culture of the organization has many functions, and here are some of these jobs (Okasha: 2008: 22).

- Provides the organization and its employees with a sense of identity: the more it is possible to identify the ideas and values that prevail in the organization, the stronger the association of employees with the organization's message and the greater their feeling that they are a vital part of it.

- Strengthening commitment to the organization's mission: People usually think only about what affects them personally unless they feel the strong affiliation of the organization by the dominant public culture, and at that they feel that the interests of the organization they belong to are greater than their personal interests, and this means that culture reminds them that their organization is the most important Something for them.

- Support and clarify standards of behavior: This job is of particular importance for new workers, and it is also important for old workers as well. Culture leads the words and actions of workers, which clearly defines what should be said or done in each case, and thus the stability of expected behavior is achieved from The individual at different times.

So does the culture of the organization. (Ajila: 2005: 52). Achieving internal integration among the organization's members by introducing them to how to communicate with each other and working together effectively. Achieving adaptation between the organization's members and the external environment related to the organization.

- To act as a guide for individuals and activities in the organization to direct the idea and efforts towards achieving the goals and mission of the organization.

- Determines the method and speed of response of the organization's personnel to the competitors' movements and customer needs in order to achieve the organization's presence and growth.

4- The impact of culture on the organization: Culture has a set of values that are able to shape the attitudes of individuals as well as influence the most important organizational elements. The impact of culture on the organization can be seen in the following: (Al-Askari: 2010: 77).

- Impact on the administrative pattern: the management style reveals the methods that managers use to achieve the goals of the organization, and it is like other elements affected by subjective and objective factors, but the prevailing climate of values and beliefs embedded in the organization remains the main guiding factor that influences the decisions of managers in order to achieve Their goals.

- Influencing organizational strategies: The relationship between organizational culture and organizational strategy is one of overlapping and intertwining, so the effect between them is mutual so that it is difficult to know which is more influencing the other.

- Influencing organizational performance: by setting clear goals and activities that are easy to understand and adopt by employees to perform in the best of circumstances, and the success of this process depends on the positive responses of workers' behaviors with them.

- Influencing relationships and information systems: organizational culture plays a role in revitalizing vertical and horizontal relationships between employees and leadership. It also provides information and communication systems and facilitates forms of transactions within the organization's framework.

- Preserving the identity of the organization: it is among the reasons that indicate the nobility of organizations, and among the reasons for its ability to withstand and cohesion of its fabric for a long time, which establishes its identity in contrast to weak organizations.

- Maintaining the stability of the organization: The shared feeling among employees of belonging to the organization and working to follow its policy and achieve its goals helps its stability and development.

- Supports prevailing ethical trends: The organization imposes on staff ethical standards certain oversight that cannot be overcome, and that any other pattern outside this framework will lead counter-forces to compel it to adhere to the prevailing standards strongly.

The third topic: theoretical linking relationships

First: Change the culture of the organization in order to adopt social responsibility Although the roots and values of social responsibility are rooted in the Islamic religion and are deeply rooted in it, however, business organizations in Algeria have still, unfortunately, not yet realized their importance and the amount of benefit that it brings to society and to the organizations themselves alike. That is why it is noted that these organizations may try to assume their responsibility towards the society in which they are active, but fail in it, and the reason for this is often the weakness of their organizational culture and its vibration, and this is what drives the senior management in many organizations to try to change their organizational culture to pave the ground To successfully implement social responsibility programs.

- . 1- The relationship of social responsibility to the culture of pollution reduction: Social responsibility is a way in which organizations consider the impact of their operations on society and emphasize their principles and values in their internal methods and processes and in their interaction with other sectors. It thus transcends the superficial concept of propaganda to become a part of the

organization's culture. Social responsibility is characterized by the voluntary and voluntary nature that characterizes the organization's commitment to its social responsibility, so that it becomes part of the organization's culture and is not the result of legal or contractual obligations. This voluntary commitment has a moral value that benefits the organization during a specific time period, so that the organization awaits a return in the form of recognition of its role. The positive on the part of all the parties that deal with it, and the permanent nature of social responsibility confirms the commitment of the organization, which makes social responsibility one of the pillars of its strategy, which requires a change in its organizational culture. (Ayyad: 2005: 3).

2- The need for cultural change in the organization: The need for cultural change lies in transforming a weak culture into a strong culture and what is meant by a strong culture is that culture that accepts workers and cultivates shared values and traditions in them based on teamwork and encourages change and continuous improvement as it cultivates a close interdependence between them that organizes and unifies their behavior within the organization and creates an appropriate working climate .

With regard to social responsibility, the organization, when changing its organizational culture, must make community service and the public interest one of the values and principles of the new organizational culture.

. 3- Practical steps for cultural change: To carry out the cultural change process, a set of steps must be taken, the most important of which are: (Abdullah: 2002: 14)

- There is no way to survive and continue in light of local and international transformations except by changing behaviors, attitudes, values, and assumptions towards work, time, order, authority, organization, leaders, and individuals, and by stopping the confusion between human and personal relationships, and the goal and interests of the organization, while emphasizing the importance of continuous evaluation.

- The administration should study and understand the prevailing culture in order to identify the positive and negative aspects, and work to invest what is positive and get rid of all that is negative.

- The contribution of administrative leaders to the desired and desired positive behavior patterns as role models and ideals in the organization, and to learn something important which is how to love and evaluate employees and view them as a resource and not as a cost. Work hard to get rid of misconceptions and crisis management practices and replace them with the principles of crisis management.

- Activating and activating seminars and forums in order to get acquainted with the balance, knowledge and experiences of the leading organizations.

- Establishing an effective communication system to facilitate the movement of ideas and practices in a manner that enriches and develops the culture of the organization.

. 4- Factors for successful cultural change: The success of cultural change in an organization is linked to a number of factors, including: Qualifications and skills of managers and supervisors and their ability to change culturally. Carrying out and adopting sound values between management and employees based on openness, cooperation, trust and mutual interest, which will help to direct change and a sound direction and achieve the desired positive results. The success of cultural change is also related to the attitudes of workers, which is a collection of ideas and opinions of individuals about the things surrounding them, as it must be taken into account when planning for

change. In the beginning, the administration must approach the workers and try to discover their attitudes about everything related to the organization, especially matters related to the change that will happen. Always there are positive and negative trends, and therefore the positive should be used to serve the project of change. As for the negative, the administration should try to amend and correct it within the framework of cultural change. (Mozaoui: 2004: 22).

- Identify the motives and needs of individuals, and prepare a set of incentives appropriate to satisfy these needs in order to gain the loyalty of individuals and persuade them to change, and push them to provide their best for its success. Taking into consideration individuals' perception of change, their values, attitudes and motives, taking advantage of the positive aspects of these factors and trying to amend and correct the negative aspects of them.

IV- Conclusion:

1. In light of the third millennium and its successive variables, the perception that organizations were looking at and which was based on the economic side only changed, so that the organization becomes a citizen of society.

2. She evaluates among the members of the community according to her behavior and what she provides to the community at all levels. If what she provides is positive, she will be considered a good citizen who deserves the penalty, and this penalty will be translated into a positive image that the organization draws for itself in the view of the clients who are together, the facilities that the society provides for it to hurt all of this in Revenue benefit.

3. The two parties (the community and the organization) will win in this case, winners, but if the organization's actions negatively affect the community, it will become an invalid citizen, and it will face the punishment that translates into a negative image of it in addition to the restrictions imposed on it by the society, and in this case it will also lose like the community in which you are active.

4. When the organization's success today is related to the extent of its success in serving its community to a large extent, organizations must show a sense of responsibility towards their community. And always works to provide the best, not sometimes.

Recommendations:

1. Caring for the environment and limiting the harm to it is achieved only with complete conviction, for social responsibility cannot be imposed, but rather it must stem from the values and principles of the organization.

2. The culture of limiting environmental pollution, embodied in the spirit or moral and cultural framework of the organization, must begin work on adopting social responsibility from it.

3. Whenever the culture of the organization and its orientation towards preserving the environment are strong and its values are coherent, it is easy for those in the organization to implement social responsibility programs, even if they are weak and shaken by the values, they must be changed, and the weaknesses in them must be strengthened and include principles and values of social responsibility in them.

4. If the organization succeeds in establishing a strong organizational culture that believes in social responsibility, it has made great strides in its journey towards preserving the environment, serving the community, and succeeding in implementing social responsibility programs.

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