

Corporate Social Responsibility and Citizenship Behaviour: A Case Study of Dell

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ABSTRACT

The study intends to examine the corporate social responsibility and citizenship behavior in Dell. Dell Computer Corporation was established in 1984 by Michael Dell. Dell is an American multinational corporation that specializes in computer technology. Dell introduces the concepts of selling personal computer systems directly to customers, offers build-to-order computer systems, and provides direct, toll-free technical support and next-day, on-site service. Dell has many headquarters all over the world and one of them is in Malaysia. The paper also discusses how the corporate social responsibility bring an impact to their employees in terms of their citizenship behavior. The paper concludes with some implication and recommendation.

Keywords: Corporate social responsibility, Citizenship behavior, Dell, Technology

INTRODUCTION

CHAPTER 1: INTRODUCTION OF THE COMPANY

The Dell Company was founded in 1984, founded by Michael Dell. Michael founded Dell Computer Corporation while doing business as PC Limited when he was a student at the University of Texas at Austin. In 1985, the company produced the first computer designed by Michael Dell called the Turbo PC and sold for \$ 795. Michael began to trade with the belief that by selling personal computer systems directly to customers, could better understand customer needs and provide the most effective computerized solution to meet those needs. PC Limited advertises its systems in national computer magazines for sale directly to users. In 1987, the company changed the name of Limited PC to Dell Computer Corporation and the name of the company is growing worldwide. Dell company global headquarters are located Round Rock, Texas the space of the company is a 2.1 million square foot facility powered completely by wind power and gas energy converted from a landfill. Dell have many headquarters and one of them located in Penang, Malaysia. Now Dell company become one of the largest technological corporations in the world and the 10 largest United State companies also run on Dell.

Dell company mission is to become the world's most prosperous pc company in delivering the simplest client expertise within the market we tend to serve. In achieving the mission of the hollow company, they must meet the varied of client expectation like delivering the simplest client expertise. the standard of the merchandise is going to be check that meet the quality of the merchandise. Next, prodigious the expectation. the corporate commits all its resources to supply product that consider the ever-changing desires within the shopper market.

Dell company vision statement is, it is the suggests that however dingle Company have gotten a bent to figure and do business. It's the suggests that we've got a bent to act with the community. It's the suggests that we've got a bent to interpret the world around us— our customers' wishes, the end of the day of technology, and so the international business climate. despite changes the end of the day may bring our vision — hollow Vision — are attending to be our muse. Therefore, hollow wishes full shopper satisfaction. Therefore, on become the foremost prosperous laptop company, they need the foremost recent technology and constant customers." hollow company vision highlights one factor like community interaction that they concerned regarding company stakeholders. hollow together would like to become most successful company that's that they want to become the leader of the pc technology industries and happy all shopper would love regarding pc.

CHAPTER 2: BACKGROUND OF IDEA

2.1 INTRODUCTION

Dell Company is a multinational computer technology company that sells, repairs, and supports computers and related products and services. dell company performs services selling personal computers, servers, data storage devices, network switches, software, computer devices, HDTVs, cameras, printers, MP3 players, and electronics built by other manufacturers. Products that sold by dell companies are like Inspiron which is our affordable desktop and laptop computers. XPS is a luxury laptop with good system and durability. Improve computer performance by creating Alienware, an internal computer system for high performance gaming systems. Dell also sells usb key drives, printers, dell monitors including LCD television such as plasma TV and projectors for HDTV and monitors.

In a highly developed world in terms of technology, many organizations are being so successful and effective, despite of the challenging environment. And of course, these successful companies are adopting an aspect to achieve the required profit. One of the most important things is to be flexible and to adapt to the new environment, that will increase the company's customers because everyone wants to have what is new in the market. Furthermore, spotting the customers' needs and satisfying them will make the organization more successful, because customers what matters the most. People nowadays are more aware; they look after the companies that are socially responsible and who has a strict principle about social. Moreover, organizations must have a plan to reach their determined goals and the employees must commit regarding to this plan.

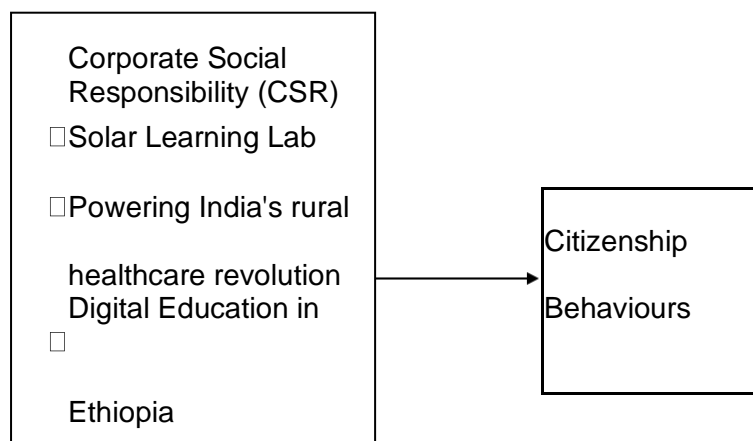
Dell company was established in 1984 by American Michael Dell, It ranks as one of the successful suppliers of PC's. Dell company provides their customers computer related products, at the top of them personal computers, and then they expanded their products line to include TV's and cameras. The company was too conscious to offer high quality and low-cost products compared to the competitors. In 1988, the company quickly grew and went public because of implementing a policy of risk-free returns. In addition, in 1999 it became the largest seller of PC's in the US. Being such a big company made Dell to be socially responsible and more aware about the outside environment. Where it can effectively serve and influence people and the planet.

Talking about Dell, we will mainly focus on how they are being "Socially Responsible" and what actions they are taking to implement their vision. The first thing we will talk about is the company's environmental concentration. Since Dell believe that a small

group of commitment can change the world. They are not only creating eco-friendly products, but they incorporate sustainability into everything they do, from designing to recycling. On the other hand, because of the danger of plastic facing the oceans, Dell decided to develop ocean plastic supply chain and it was the first in the world. So, their products are 100% recycled, 25% from the ocean. The suppliers pledge to apply high quality products to meet or exceed the standards and they work through groups like “Responsible Business Alliance” to protect and respect the communities and the environment. Being a part of the community makes everyone in this world responsible to help others if they’re able to. It’s not only about giving money, but also supporting and serving the community. For example, at Dell they care about youth learning, transformation IT, social entrepreneurship and giving back. One of the policies that Dell follows is providing their team members inclusive and safe workplace to ensure efficiency and productivity.

RESEARCH METHOD

The research framework was created to help the researcher to have a clear picture on the relationship of independent variable to the dependent variable. This research framework has been shown in Figure 1. Based on the Figure 1, independent variable has 4 dimensions which included solar learning lab, powering India’s rural healthcare revolution, digital education in Ethiopia, and responsibility reusing ocean-bound plastics while dependent variable is citizenship behavior.



Responsibility Reusing Ocean-bound plastics

Figure 1: Research Framework

2.2.1 Research Design

Research design is a structure to plan and execute a research. The research design basically is divided into several types such as qualitative research and quantitative research. In this research, the researcher used qualitative research method. Qualitative research method focusses on obtaining data through open-ended and communication.

2.2.2 Data Collection Method

In this research, the research applied two methods of data collection technique which are interview and library research. This is because the data that was collected more adequate and relevant with the researcher objective in this study.

2.2.3 Interview

The researcher was interview someone that has a knowledge about the company and currently work in Dell company. It was to ensure the facts from the interview could be used and cannot be argue. Interview method is one of the ways to collect primary data. Therefore, in order to obtain primary information, face-to-face interview were applied. The researcher will prepare the written question to the interviewer using the structured interview. In this context, using structured interview will help the participants to respond to the question accurately as possible. The interview questions were created in English language but to ensure the participant more understand, the interview process was conducted using Malay language. Then, the responses from the participant was translated to English carefully later.

2.2.4 Library Research

Library research is a process dealing with analysis of evidences such as historical records and documents. It's also means gathering data from library materials which includes textbook, journals, and information gathered from internet search. Data gathered via library research is categorized as secondary data. Secondary data is the data that already available and can be used by anyone. In this research, researchers are using textbook such as "Organizational Behavior" written by Colquitt Lepine Wesson and official website of Dell company which is <https://www.dell.com/en-my>. Researcher also gathered data from numerous journals regarding corporate social responsibility.

RESULTS AND DISCUSSION

3.0 CORPORATE SOCIAL RESPONSIBILITY

There are four types Corporate Social Responsibility activities by Dell company:

3.1 Solar Learning Labs

Solar Learning Labs is one of the corporate social responsibility that Dell company has been doing in Africa and Latin America. It because in their country, they are living in an area where they can't always get electricity supplied to their home and school. It was happened, where the principal of a school needs to decide to power either the school or the computer lab, because there isn't enough power to do both. Dell has taking step to build the solar learning labs to make sure that this kind of problem is not happen anymore. It also shows that dell taking so much care about the world issue that need help and support. These are aligned with one of the dell company goal which is to deliver sustainable connectivity and technology access to schools and communities, wherever it is needed.

In Africa and Latin America, Dell team are harnessing the sun, together with energy-efficient Dell Wyse thin clients, to create solar-powered classrooms that they call Learning Labs. Dell now have 18 labs, giving over 10,000 students access to technology. Their Learning Labs are built in converted, well-ventilated shipping

containers powered by solar panels and Dell technology. It only takes six solar panels to run a lab with 10 Dell Wyse thin client workstations and an air-cooled server for an entire day and into the evening. More importantly, the containers have the potential to do so much. For Example, kids can go in during the day and learn. The learners can get a lot of information and access books that they don't have yet. Besides, they also can code and play with new technology as well as to find jobs and research.

The labs are also always connected with Dell administrators. It enables to know if there are technical problems occurs and the problem can have fixed as soon as possible. Then, the computer equipment is continually monitored to make sure that they are still working. These are the action that Dell did to make sure that the things that provided can be used as well as possible

3.2 Powering India's rural healthcare revolution

India's government facing the challenge rising of non-communicable disease (NCDs) which is like cancer, diabetes and heart disease. They urgently need a solution for NCDs. Fortunately, India has 200,000 auxiliary nurse midwives (ANMs). They are the front line of Indian healthcare that providing everything from childbirth support to diabetes management. But the problem is these workers were lacked resources to overcome the rise in NCDs. So, in 2014, Dell Technologies' Center for Transformational Innovation (CeTI) started working with State Governments and other organizations to create the Digital Life Care Platform to improve the way healthcare was delivered. This action was taken aligned to company culture and vision which is we are working on issues that really matter to many people.

Fast forward to 2017. In partnership with the Government of India, the Digital LifeCare platform is being enhanced to take it across the country. An android app was created by the CeTI team with interactive modules to lead workers through every step of a patient's visit and screening, including videos showing proper techniques. The app also teaches patients about living a healthy lifestyle, with topics like nutrition and breast self-exams. The platform also includes web apps for doctors and dashboards for health officials to spot trends across India. All patient data is synced and stored in the Government cloud. Another Dell's vision also to develop technologies that drive human progress. This initiative will change the landscape of medical services delivery in rural India."

Life Care's technology is based on a micro services architecture using the Pivotal Spring framework for ease of development and manageability. A couple of State data centers have this technology running on a Dell infrastructure backbone with Dell PowerEdge Servers, Dell-EMC Storage, Dell-EMC Data Domain for backup, VMware vSAN and Hypervisor.

The Honorable Prime Minister of India officially released this absolution in April 2018. Initially it will serve a target population of nearly 37 million people over the age of 30. Our deployment partner, Tata Trusts, will also support the Government in the deployment and training for thousands of ANMs on the technology solution.

3.3 Youth Learning – Digital Education in Ethiopia

Not everyone can have access to the technology in today world. Some places still couldn't get online. Dell designed the program called Youth Learning. Dell believes that access to the technology is not a luxury, but it is a necessity and it is for human

progress. With the program, Dell give underserved youth better access to technology, and opportunities by providing grant funding, volunteers and Dell products and solution. Part of Dell plan 'Wider 2020 Legacy of Good Plan' – Youth Learning has a goal is to support 12 million peoples indirectly and 4 million directly by year 2020.

New computer technology lab opened in Addis Ababa that launched by Ethiopian Ministry for Education. The opening was attending more than 1,000 students and teachers from Shimelis Habte Secondary School. The computer lab was the innovative idea of Education Ministry invest \$12 million supported by Dell Company and Camara Education deliver over 30,000 PCs to more than 1,250 schools. The program benefiting over 12 million students between 2016 to 2019.

The most special about this program, the Ethiopian government is investing over \$9 million in the project to ensure its success. Which achieved through schools leveraging local government allocated budgets as well as parents and community contribution. Main objective about this program is to seek the incentive and motivate students to focus on their learning in Ethiopia and further their education to build successful employment opportunities and careers in STEM fields. In 2019, as part of partnership with Camara Education, Dell donated a total of

\$650,000 USD. This money benefiting more than 400,000 youth and over 3,000 educators in 422 location.

3.4 Responsibility Reusing Ocean-bound plastics

Dell also partnership with Next Wave Plastics, non-governmental organizations, suppliers, and their peers around the world to use ocean bound plastics. This is because over 8 million tons of plastic waste enter the ocean as pollutants every year. To prevent this from become worse, Dell take the action to partnership with the organization to stop this become worsen. They use ocean-bound plastics in shipping trays. So, they are keeping over 18,000 pounds out of ocean.

They are going further with doing research on how to use ocean-bound plastics in their products as well as packaging. Dell are also working up with their partner to establish worker's rights standards for the ocean bound plastics supply chain that Dell are developing. This is to helps protect the people collecting the plastics recycled into Dell's packaging.

In addition, Dell pledged to eliminate non compostable, single use plastic straw at Dell's global canteens and cafeterias. By the end of 2018, data shows 83% decrease in plastic straw consumption. Most of the canteens and cafeterias change to the paper straws or use no straws at all. The action Dell took depicts the accomplishment in reducing the plastic in the ocean.

Chapter 4: Idea Application

4.0 IMPLICATION

Implication of Corporate Social Responsibility (CSR) that leads to citizenship behavior.

Corporate social responsibility (CSR) is obtaining significant success by giving respect to the people, honoring ethical values and protecting natural environment Khan, A., H. (2016). It is very important strategy for companies to ensure environmental sustainability. Then, Corporate social responsibility (CSR) also is increasingly

considered to be a core aspect of organizational activities and has been the topic of a large body of literature Testa, F., Boiral, O., & Heras-Saizarbitoria, I. (2018). Besides, CSR also humanizes the company in ways that other facets of the job cannot; it depicts the company as a contributor to society rather than as an entity concerned solely with maximizing profits Mirvis, P. (2017).

The Dell company is performing four types of CSR activities, which are solar learning lab, Powering India's rural healthcare revolution, digital education in Ethiopia, and responsibility is reusing ocean-bound plastics as well as adopting innovative ways to show that they care for the humanity.

CSR is related to citizenship behavior. Citizenship behavior defined as voluntary employee activities that may or may not be rewarded but that contribute to the organization by improving the overall quality of the setting or context in which work takes place Colquitt, J.A., Lepine, J.A., & Wesson, M.J. (2019). In particular, it shows that CSR is the major driver of OCB, which it affects both directly and indirectly through employee-organization identification; thus, it is prudent for companies to apply the best practices in CSR implementation El-Kassar, A.- N., Yunis, M., & El-Khalil, R. (2017). This study showed a positive relationship between CSR and citizenship behavior Glavas, A. (2016). It is because when a company has CSR initiatives, employees feel proud, respect and they are more committed to the organization. CSR helps in developing positive behaviors and reducing negative behaviors in employees. The other research shows that that employees are more likely to seek employment with firms with responsible images, which they perceive to offer greater social justice (Gao, & He, 2017).

Companies should focus on CSR activities to develop positive behaviors and reduce negative behaviors in employees because when employees observe that their organization is socially responsible, they feel respected and show positive behaviors Khan, A., H. (2016). When the employees develop positive behaviors and reduce negative behaviors, they become more committed to the organization, become more loyal, and work to promote the operations of the organization. With the help of positive behaviors employee performance will also improve and it will lead to a good reputation of the company.

Finally, CSR initiatives should be integrated into the sustainable strategy of the organization to change employee behaviors rather than being implemented in the form of policies or regulations that "force" employee compliance with such activities as saving energy and using environmentally friendly materials (Luu, 2017).

CONCLUSIONS

Corporate Social Responsibility (CSR) that has been implemented by dell company already a good approached. Dell company can improve all the implemented CSR programs by giving maximum commitment as best as possible. Dell need to do something that can more encourage employees by giving reward for those who are keep supporting CSR programs. By doing this, employees can feel more motivated toward achieving dell vision that ensure an increased commitment at all levels in the organization, to operate its business in an economically, socially & environmentally sustainable manner.

There are the recommendation programs that produced by dell. Firstly, by partnering with Dell customers to focus on strategies CSR. They initiatives and aligning with the

CSR business strategy, Dell will obtain a competitive edge and will regain market share.

For example, according to the Advert.org, approximately 33.2 million are currently living with HIV and AIDS. The HIV and AIDS pandemic affects Dell employees, customers, suppliers' partners and communities where they live and work. With this program, employees will get benefits because they are always got free talk that held in the company. All the informative information about HIV and AIDS will be put on board in the company, so when they pass by, they will read it and understand how dangerous it is. Company will also hold HIV and AIDS conferences to heard employees express their feeling. So indirectly, the company will be in a good environment, employees will be on the high performance because all their need is fulfilled.

The benefits from this program is can saves employees life. Within this program, many HIV and AIDS sufferers can be detected at early stage and they can get treatment properly. Seconds, this program provides a healthy working environment. Because they know company taking care their welfare. Third, improves reputation of the company. Company name will be clean because Dell will be well known as a company that taking care of the employee's welfare.

Next, Dell mission is to create a company culture where environmental excellence is second nature because of the principles of environmentalism which is efficiency eliminate waste that align with the principles of our direct model that is efficiency delivers customer value. There is two environmental initiative which are Dell Earth Game that includes (employee team building and inspiring employees to live an environmentally friendly life) and plant a tree for me which is offsetting co2 emission.

The benefits from these initiatives are can align with proprietary skills, partners with stockholders, improves reputation, and reduces waste. The recommendation is can improves the initiative by preloaded energy management and conservation software.

Companies nowadays are aware of customers concerns; therefore, they pay attention to what matters to the people so people would pay attention to them. It's not about stating their social responsibilities but also actually working on it and committing to it. An example of a company that is socially responsible is Dell. Michael Dell was established the Dell company in 1984. It ranks as one of the most successful suppliers of Personal Computers, and sells Personal Computers directly to customers, so they could better understand customers' needs and meet them. The company offers high quality at a low-cost product compared to the competitors. The company's actions emphasized on the importance of being "Socially Responsible".

The company's vision implemented their social responsibility and their staff were all on board with that. One of the policies they follow is providing their team members inclusive and safe workplace to ensure efficiency and productivity. Dell vision statement is "It is the way we do our business. It is the way we interact with the community. It is the way we interpret the world around us which are our customers' needs, the future of technology, and the global business climate." Creating eco-friendly products and it all shows from designing to recycling. Their products are 100% recycled, 25% from the ocean to keep over 18,000 pounds out of the ocean. Dell partnered with Next Wave Plastics, non-governmental organizations, suppliers, and their peers around the world to use ocean bound plastics. The suppliers pledge to apply high quality products to meet or exceed the standards and they work through

groups like “Responsible Business Alliance” to protect and respect the communities and the environment.

In addition, Dell shows their concern about society and giving back to the community by designing a program called Youth Learning, because Dell believes that access to technology is not a luxury, but it is a necessity. Dell gives less fortunate youth better access to technology. New computer technology lab opened in Addis Ababa that launched by Ethiopian Ministry for Education. The program benefiting over 12 million students between 2016 to 2019. Dell’s main objective is to create employment opportunities and donated a total of \$650,000 USD.

Dell doesn't care merely on the social profit but also on giving back to the community and the environment. Their 2.1 million square foot facility powered completely by wind power and gas energy converted from a landfill. Dell’s future is to eliminate non compostable, single use plastic straw at Dell’s global canteens and cafeterias.

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