

Knowledge and Practice of Social Responsibility among Women Entrepreneurs in Akoko Land, Nigeria

DOI: <https://doi.org/10.47175/rielsj.v1i3.149>

| Oluwatoyin Dorcas Ayimoro^{1,*} | Oluwatosin Ruth Obi² |

¹Department of Adult
Education, Adekunle Ajasin
University, Akungba-Akoko,
Ondo State, Nigeria

² Department of
Entrepreneurship Studies
Upland College of Education,
Ifira/Ipesi-Akoko, Ondo State,
Nigeria

*Oluwatoyin.ayimoro@aau.edu.ng

ABSTRACT

The main thrust of this study is to investigate the knowledge of social responsibility (SR) and the practice among women entrepreneurs of Akoko land. With the surge in entrepreneurial activities among women and the attendant peculiarities of production and marketing, the study sought to find out (i) What knowledge women entrepreneurs have on SR (ii) Do they practice social responsibility at all? and (iii) the impediments towards the practice. It does this through a qualitative method of Focus Group Discussion among 220 women entrepreneurs in the four Local Government Areas of Akoko land - Akoko North- east, North-west, South- east and South- west in the production of cassava flour, palm oil, locust bean and cellophane bags. Findings revealed that the women entrepreneurs displayed a skewed knowledge of SR in their act of communalism and philanthropy. The study therefore, recommends that there is the need to sensitize women entrepreneurs on a good understanding of SR to impact on them the responsibility of business ethics and also promote sustainable development.

KEYWORDS

Knowledge, practice, social responsibility; women entrepreneurs

INTRODUCTION

Women entrepreneurs abound in Akoko land, they engage mostly in farming, food production and trade of all sorts. These women carry out their activities with little or no knowledge of social responsibility, the impact of these activities on the people and their environment despite the fact that a sizable proportion of them are literates. It is interesting the rate at which those who receive some level of education could still be termed illiterates in their interaction with the people, environmental concerns and sustainable development issues generally. Some live and interact within the society without a full knowledge of their responsibility to the community, government, stakeholders of organization in the choice of their businesses. Especially, as it affects socio-economic and political concerns in keeping abreast of global trends.

Some acts of social responsibility is not new in Nigeria, indigenous Nigerian people engage in communal living. They care for the needs and happiness of other people and believe that the problem of a member of the community is the problem of all. Major production and development activities are done through self-help and participation of all. Philanthropic and altruistic activities are evident in scholarship awards to brilliant members of the community because such are seen as children of all members of the community. Till date, traders and business mogul engage in altruistic activities however, this is just a unit reflection of social responsibility.

The in depth understanding of social responsibility (SR) and corporate social responsibility (CSR) is low in developing climes as it goes beyond philanthropy and



altruistic activities. For instance, social responsibility entails balancing business activities with positive actions on people and the environment while also making profit. According to the International Organisation for Standardisation (ISO), (2010) social responsibility is the responsibility of an organization for the impacts of its decisions and activities on society and the environment, through transparent and ethical behaviour that contributes to sustainable development. Also, Jenkins (2009) opines that corporate social responsibility concerns activities that contribute to sustainable development. In other words, SR and CSR should build on social, economic and environmental concerns of the present without jeopardizing that of the future.

The EU's Green paper on CSR says, it is a situation where companies build social and environmental concern in their business operations and in interaction with their stakeholders on a voluntary basis (Amaeshi, Adi, Ogbechi & Amao,2006). Also, McWilliams and Siegel (2001) defines CSR as actions that appear to further some social good, beyond the interests of the firm and that which is required by law. Then we can say both SR and CSR features consumer protection, fair trade, green marketing, socially responsible investments in products, processes and employee relations, market and non-market environment strategy, community involvement and climate change concerns (Amaeshi et al,2006; Pearce and Robinson, 2009). Women entrepreneurs in Nigeria generally do not have an understanding of these features of SR, perhaps because majority of them engage in subsistence entrepreneurial activities and still practice within the nation.

Also, it is evident that consumers in Nigeria do not have a good understanding of their rights in the purchase of goods and services. At times, there are billboards mounted in few and strategic places indicating the presence of consumer protection policy and agencies but these are nonfunctioning. Government has not actually taken the issue of SR as a priority among its citizenry. Entrepreneurs, marketers and service providers manufacture products, offer services and do business as it pleases them. For instance, some dispose their waste without adequate consideration for the people and the environment. It is only on occasional basis that environmental sanitation officers do a check on these manufacturers. Also, during routine checks on these entrepreneurs, one cannot rule out the possibility of the environmental officers' inadequacy because of their skewed knowledge on SR and sustainable development. It is against this background that this study seeks to ascertain the knowledge and practice of women entrepreneurs on SR in Akoko land.

Entrepreneurial activities are on the increase in Nigeria especially among young school leavers and women who find solace in the economic activity because of unemployment. It is expected that this surge will bring along it attendant peculiarities in production, marketing and customer relation. However, it seems that women entrepreneurs do not have knowledge of social responsibility, the impact of production activities on the environment and their obligation to the customers who is at the receiving end because of their skewed knowledge of entrepreneurship and its practice. It is against this background that this study sought to ascertain the knowledge of SR among women entrepreneurs in Akoko land.

Research Questions

1. What is the understanding of women entrepreneurs of SR?
2. Do women entrepreneurs practice SR?
3. What are the impediments towards the practice of SR?

LITERATURE REVIEW

The Concept of SR, CSR and the Features

The concept of SR and CSR is as broad as any other discipline, it can be said to evolve from a stage to another, taking into cognizance trends, developments and philosophies of the society. Social responsibility entails balancing business activities with positive actions on people and the environment while also making profit. The ISO (2010) defines social responsibility as the responsibility of an organization for the impacts of its decisions and activities on society and the environment, through transparent and ethical behaviour that contributes to sustainable development. According to Holme and Walt (2001) in Ndu and Agbonifoh (2014) CSR is the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce, and their family as well as the local community and the society at large. Also, Wikipedia (2010) Opined that CSR is a social concept that highlights the Importance attached to the need to bridge the expectation gaps of the major stakeholders in the affairs of an entity whether natural or artificial. Jenkins (2009) says CSR concern activities that contribute to sustainable development. Again, Moi (2001) posits that CSR is the abiding commitment by businesses to act morally justify and contribute to the economic development while bettering the quality of life of their workforce and their families as well as the local community and the society in general.

The European Union Commissions Multi-stakeholder forum (MSF) and CSR Alliance (CSRA) believe in human rights law as a normative source for CSR. Again the European Environmental Agency (2012) say CSR is mainly a chosen and deliberate process whereby businesses desegregate social and environmental concerns in their businesses and interaction with stakeholders. Although, some scholars do not believe in CSR; they opined that companies should concentrate on the economic process of firms. As such they assert that business cannot be responsible, only human beings can have responsibilities. They believe that CSR is a loss of accountability to stakeholders, that business is socially responsible to profit making (Agidiogun,2015) However, other scholars argue in the view of stakeholders, they emphasis a total scope of responsibility which is encompassing. The stakeholder view of company responsibility takes into consideration the stockholders, creditors, employees, suppliers, governments, unions, competitors, local communities and the general public (Pearce II & Robinson ,2009).

There seem to be assumptions of the homogeneity of CSR globally. For instance, Ferrell and Fracedrich (!997) opine that CSR can be categorised as economic, legal, ethical and voluntary responsibilities respectively. According to Amaeshi et al (2006) CSR concerns consumer protection, fair trade, green marketing, socially responsible employee investment in products and processes, climate change concerns. Others include market and nonmarket environment strategy and community involvement.

Women Entrepreneurs and Consumer Protection

Consumer protection is a feature of both SR and CSR. It is the promotion of consumer welfare as an unequal relationship between consumers and producers. Consumer protection is done by setting up minimum quality specialisation and safety standards of goods, services and mechanisms to redress grievances. It equally recognises competition policy to remove a dormant position by a particular producer as cartel, the protection of consumers rights include (i) right to choice (ii) right to information (iii) right to safety and (iv) the right to be heard. Lately, the right to consumer education, the right to healthy environment and the right to basic needs (Bar-Gill,2012).

The UN guideline for consumer protection (2003) took into consideration the interests and needs of consumers in all countries particularly those in developed countries, in recognition that consumers face imbalances in economic terms, educational levels bargaining power, access to non- hazardous products, the right to promote just, equitable and sustainable economic and social development and environmental protection p2

Equally, the consumer protection law was enacted in Nigeria in 1992 by the military government under General Babangida to:

- a) provide speedy redress to consumers complaints through negotiations, mediation and conciliations,
- b) seek ways and means of removing or eliminating from the market hazardous products and causing offenders to replace such products with safer and more appropriate alternatives;
- c) publish from time to time, list of products whose consumption and sale have been banned, withdrawn, severally restricted or not approved by the Federal Governments or foreign governments;
- d) cause an offending company, firm, trade, association or individual to protect, compensate, provide relief and safeguards to injured customers or communities from adverse effect of technologies that are inherently harmful, injurious, violent or highly hazardous;
- e) organise and undertake campaigns and other forms of activities as will lead to increased in public consumer awareness;
- f) encourage trade , industry and professional associations to develop and enforce in their various fields quality standards designed to safeguard the interest of consumers;
- g) issue guidelines to manufacturers, importers, dealers and wholesaler relations to their obligation under this Decree;
- h) encourage the formation of voluntary consumer groups or association for consumers wellbeing;
- i) ensure that consumers' interest receive due consideration at appropriate forum and to provide redress to obnoxious practices or the unscrupulous exploitation of consumers by companies, firm, trade association or individual;
- j) encourage the adoption of appropriate measures to ensure that products are safe for either intended or normally safe use; and
- k) perform such other functions as may be imposed on the council pursuant to this Decree.

Women Entrepreneurs and Fair Trade

Fair trade is a component of SR and CSR. According to CEVAL (2012) it is an alternative strategy to conventional trade. A strategy for poverty alleviation and sustainable development by ensuring the payment of a minimum product price and of a defined additional premium. It ensures democratically organised workplaces, technical assistance, social programming and environmental protection.

It has the understanding of overcoming market imbalance especially for small farmers, creating specialist marketing channels and network that operates parallel to the conventional trading system (Curitiba, 2009). The principles of fair trade include:

- direct purchasing from farmers/manufacturers
- transparent and long term trading relationship
- provision of prices that deliver basic livelihood for producers
- improved working conditions
- the use of environmentally friendly, production processes;

- the creation and/ or maintenance of effective producer or worker organisation;
- agreed minimum prices and
- a focus on development and technical assistance through the payment of an agreed social premium. (Curitiba, 2009p.53)

Fair trade refers to the general initiative and movement but not to a specific certification while Fair-trade International represents certification mark and references to specific market (Curitiba, 2009).

Women Entrepreneurs and Green Marketing

In order to be committed to the future and sustainability, firms adopted CSR to keep in line with social, economic and environmental issues. Green marketing is thus a strategy of CSR. Green marketing incorporates people, profit and the planet as it protects the environment for the present and future generations (Choudhary & Gokarn, 2013). Green marketing is used by companies to communicate concerns about the environment medium and long term objectives while ensuring sustainable development (Paiva & Garcia 2016).

There are varying definitions of Green marketing. For instance, Pride & Ferrell (1993) opine that it is the specific development in which pricing, promotion and distribution of products do not harm the natural environment by organisations. Polonsky (1994) says green or environmental marketing is a set of activities designed to generate and facilitate any exchange intended to satisfy human needs or desires in a way on the environment. This is done by three specifics (i) green marketing as a part of the overall marketing activities, (ii) taking into consideration both positive and negative activities and, (iii) taking into account the relatively narrow range of environmental issues.

Women Entrepreneurs, Employee Relations Investment, Products and Processes

According to Bhattacharya, Sen & Korschun (2008), a key component of a firm's organisation's competitive advantage and ultimate success relates to its responsibility to employees. Traditionally, they include the provision of attractive wages, good benefits packages and opportunities for capacity building in form of training and promotion within the organisation. There is also a growing concern through advantages on a firm's CSR efforts. For instance, Kim, Lee, Lee & Kim (2010) believe that the participation of employees in CSR can have direct impact on their identification with the firm; which can also lead to positive outcomes that include commitment in the organisation, job satisfaction; and organisational citizenship behaviours (West, Hillenbrand & Money (2015). Also, it was advanced that a socio-cognitive factor lying in variations among employee is the moderating impact of their individual-specific beliefs as social axioms.

Also, World Bank (2004) posits CSR is the commitment of business to contribute to sustainable economic development that is, working with employees, their families, the local community and society at large to improve the quality of life, in ways that are both good for business and good for social development. This concept of CSR indicates a commitment towards good employee relation, the development of the community and society at large while doing business in an un-obstructive way to the environment and keeping to civic norms. The study also found that employee relations strength positively correlates with environmental strength, community and society. It has medium correlation with good corporate governance and very low correlation with positive human rights. In essence, strong employee practices leads to a broader set of CSR practices.

Again, Guja and Sady (2014) observed that CSR is often perceived as an element of a marketing strategy as such, employees and management of the company must ensure that the company is socially responsible by making it a part of the company's strategy through

its inclusion in the structure; properly implemented, controlled and verified regularly. In other words, all stakeholders agree that CSR is not only a marketing slogan but a fully integrated idea of doing business. They went further to say that CSR is implementing environment friendly solutions even in offices to minimise negative influence on natural environment by segregating waste paper, including kitchen garbage light bulbs, electronic equipment. Passing information through e-mail instead of paper correspondence, printing on both sides of a paper, recycling of production components, keeping optimal office temperature control, installing corridor and stair way lamps with movement sensors etc (Giya & Sady, 2014).

Women Entrepreneurs, Market and Non-Market Environment Strategy

According to Seeringer (2016), the market environment is the place where individuals and firms exchange goods and property and where rights are held. It is a voluntary environment where actors engage in free, legally enforceable and contractual exchanges. However, the non-market environment is involuntary which includes the interactions that are intermediated by the public, stakeholders, the government, the media and public institutions. He further stated that the non-market environments can cause far reaching changes in the market environment.

Again, while the market only considers causes of action within the market environment, the non-market further integrates society's subsystems with the public (governmental system), non-public (NGOs), and private actors. Aggarwal (2001) asserts that while enterprises and firms must pursue market strategies to position themselves in global and regional economies they also interact with governments in order to secure favourable policies.

Women Entrepreneurs and Climate Change

Companies are adapting strategies that are environmentally friendly in the manufacture of their products. The world may also be adopting global carbon regulation by including a carbon price in calculations in investment decisions. For instance, in 2016, 437 companies were reported to be using internal carbon prices and 583 more stated their intention to implement internal carbon pricing by 2018. (Henderson, Reinert, Dekhtyar & Midga, 1 2017).

There could be underlying opportunities in climate change for the private sector as well. For instance, in 2015, the total investments in clean energy got to a global record of \$286 billion. New solar and wind capacity composed about half of all new energy generation (Henderson et al, 2017). Also, in industry and manufacturing, technology companies can build new server centres in cold locations to lower cooling costs and energy intensive firms can also consider relocating to locations where access to cheap utility-scale solar energy can be within reach (Henderson et al, 2017).

It has been said overtime that the use of fossil fuels, deforestation and unsustainable agriculture contribute immensely to climate change. The resultant effect is decrease in clean water, destruction of ecosystems and secure living environments, decrease in availability of nutritious food, food security leading to vulnerability among the people (Alese, 2014). A study on youth and climate change (n.d) asserts that tackling climate change requires concerted coordinated government action as well as conscious and informed efforts by individuals in strengthening both formal and informal on climate change and viable lifestyles. In addition, sustainable production and consumption patterns must be promoted and youth supported as environmental champions in their local communities.

According to Stokes, Wike & Carle (2015) A medium of 51% across nations surveyed believe that climate change is harming people around the world now. In Nigeria, 52% believe it is harming people now while only 23% believe it will harm people in the next few years. This makes a total of 75%. Also, extreme heat (38%) is the most troubling effect of climate change. Drought in Sub-Saharan Africa is a similar level of worry as 59% cite it as the most concerning potential effect of global climate change.

Women Entrepreneurs and Community Involvement

The dynamics of SR and CSR can be further seen as what scholars call ‘Who is doing well by doing good’. It thus specify a place of productive and healthful employment in the community through the participation of officials of firms in community affairs, provision of regular employment, fair play, reasonable portion of purchases made in the local community, interest in and support of local government, support of cultural and charitable projects. (Pearce II & Robinson, 2009). However, in developing economies like Nigeria, marketers and consumers are not accountable for ethical and social responsible behaviour (Ndu & Agbonifoh, 2013).

Again, Musa Yusuf, Mcardle & Banjoko (2013) posit that the global sourcing of raw materials and outsourcing of finished products, semi-finished products and services has increased trade globalisation and important discourse in CSR. It thus, became a functional implement in responding to the needs of disadvantaged communities in developing nations as well as developed. Thus, there are collaborations with the civil society by Multinational Corporation to put their positive marks on both development and developing countries. CSR began as a result of public pressure from developed nations against exploration actions of firms in developing nations. This is in relation to human rights, environmental pollution and labour crisis (Musa et al, 2013)

Women Entrepreneurs and Education for Sustainable Development in Nigeria

Despite varying definitions of SR and CSR, it has come to register as a business obligation and ethics between the consumer and the manufacturer and or marketer. Thus, globally, businesses and firms who fail to integrate SR initiatives into their business practices do so at a risk, especially with the movement towards attaining sustainable development globally. Musa et al (2013) assert that the demand for CSR rating of companies is on the rise. CSR is a priority concern for business ethics on a global scale. In this sense, CSR can be understood as a voluntary regulation, providing a framework for socio-economic and environmental strategies on a universal scale.

Small and medium scale enterprises are on the increase in Nigeria. About thirty-seven million SMSE have been identified recently (NBS, 2018) and women are increasingly engaging in SMSE in order to mitigate unemployment and thus create jobs. This is a significant number in the economy of the nation. Do we now say that CSR should be the concern of multinational firms and big companies alone? Although, CSR is a pragmatic response to consumer and civil society pressures originating from western democracies Werther & Chandler, (2006) in Musa et al (2013). Is it proper to say that productions from SMSE activities do not affect the environment? Or call for human rights and labour issues? Most entrepreneurial activities are labour intensive; entrepreneurs engage hands in order to manufacture their products. These call for a commitment to Education for Sustainable Development.

The introductory part of ‘Education for Sustainability’ reads thus: (UNESCO, 2002) for thousands of years, human societies have proved that living sustainability- as healthy and



happy individuals, within caring and stable families and communities, and in harmony with the natural world is possible.

The tool for achieving living sustainably was found in the right and continuous education for the people. It thus went further to say that;

Education, including formal education, public awareness and training should be recognized as a process by which human beings and societies can reach their fullest potential. Education is critical for achieving environmental and ethical awareness, values and attitudes, skills and behavior consistent with sustainable development and for effective public participation in decision-making. Both formal and non-formal education is indispensable to changing people's attitudes so that they have the capacity to assess and address their sustainable development concerns.

The same page went further by calling on government, international agencies, businesses and civil society groups to:

- Ensure that basic education and functional literacy for all is achieved.
- Involve school children in local and regional studies on environmental health, including safe drinking water sanitation, food and the environmental and economic impacts of resource use.

All of these are indication that women entrepreneurs must be well versed in sustainable development concerns through education for sustainability for the provision of CSR in their business engagement. This can be done by providing and integrating them into:

- Education for protecting and managing natural resources
- Education for sustainable consumption
- Education for economic, cultural, ecological vitality of rural areas and communities
- Education for a culture of peace and respect for human rights.

RESEARCH METHODS

The population of the study contained all women entrepreneurs in the four Local Government Areas of Ondo State that is, Akoko North-East, North-West, South-East and South-West. The projected population of Akoko is 947,300 however, multi stage sampling technique was employed by purposively picking women entrepreneurs per skill in the chosen Local Government Area. That is, cellophane producers=55, palm oil producers=55, locust bean (iru) producers=55, cassava flour producers=55 in Akungba, Osele, Okeagbe and Ikuba making a total of 220 respondents. These were exposed to Focus Group Discussion through a structured interview in order to ascertain the knowledge and practice of SR among the women entrepreneurs. The respondents were aged between 15 - 64. 45(20.5%) had no formal education, 35(15.9%) had basic education, 65(29.5%) are secondary school leavers, 55(25%) are NCE holders and 20(9.1%) are University degree holders. 152(69.1%) are married; 58(26.4%) of them are single while 10(4.5%) are widowed. 140(63.6%) are Christians, 73(33.2%) are Muslims and 7(3.2%) are Traditional worshippers.

RESULTS AND DISCUSSION



Figure 1. Researcher during the Field Survey

Research Question 1: Knowledge of SR

What do these women entrepreneurs understand by SR?(summary)

What we understood by SR is taking care of your neighbour. As you know, no one can eat what she produces alone. Because of unemployment almost all family members are involved in this business. We feed people even from outside of our family through this business.

Cassava flour producers, field survey, June, 2018

The palm oil producers has this to say:

SR is the act of doing good! All of us that you see so are taking care of our people. Apart from members of our immediate family, we take care of other less privileged. For example in church and mosque, they always ask us to donate money and food items to widows and orphans. Which SR is more than this!

Palm oil producers, field survey, June, 2018

We are producers of locust beans (Iru).

SR is the act of being kind! We thank God for his grace! You know people are now appreciating 'iru' seasoning more than ever before, they are running away from maggi seasoning. Most of us inherit this business from our grandmother, we believe in communalism and so we share our profit among the needy.

Locust beans ('Iru') producers, field survey, June, 2018

The Cellophane Producers

My sister SR is knowing how to give! From our cellophane business, we thank God! Because as you see us so, no day or market day that people don't use cellophane to pack their goods. As you can see we are making gains o. we are women true o but! Majority of us pay school fees of our wards, relations, church and mosque members' children and even our husband relations.

Cellophane Producers, Field Survey, June, 2018

RQ 2: The practice of SR among the women

It is obvious from the response of these women entrepreneurs that the practice of SR is very minimal. For instance, questions on consumer protection and competition policy. They are not aware of consumer protection policy at all. This negates the FGN (1992). Consumer protection and Bar – Gill (2012). They responded that they try to produce their product under hygienic condition and at a commensurable rate. One of them said” A Pon Ko Kere Ko dabi a So wo mayan”.

Meaning: If you package your product too little people will go to others to buy. This shows some sort of competition but how hygienic is the preparation of the products by all of **them?**

On fair trade and women entrepreneurs

The women entrepreneurs (palm oil producers). Although, we always say that we have long term trading relationship with our customers but the problem is that we sell our products majorly on credit because of economic recession. We also buy from farmers directly through our association but at times we lose our money through credit and cross carpeting by customers. This does not support CEval (2012) because it falls within conventional trade but supports Curitiba (2009) through direct purchasing from farmers.

On Green marketing women entrepreneur's views are summarized thus:

We sell our products by wrapping it in cellophane, leaves, sacks and kegs. The cellophane bags are disposed on refuse dumps and gutters especially during rain. Government has refused to provide us with incinerators and drums for disposing our refuse in markets. The last time they brought drums, they gave them to contractors and asked us to be paying weekly for this. My sister, these are the people we voted for and promised us heaven and earth. This negates Paiva and Garcia (2016).

On employee relations, they said

Members of their families and themselves form a pool of their workers. There is no spelt out condition of service or wages, as family members, they practice communalism. This is contrary to Bhattacharya, Sen and Korschun (2008) that says key component of a firm's organisation's competitive advantage and ultimate success relate to its responsibility to employees

On climate change concerns.

They use fuel wood and coal to prepare their products. According to them, they have these free on their farms and since it is nature's gift why can't they fry garri, cook palm oil and make iru from fuel wood. This is in contrast with (Alese, 2014), Henderson, Reinert, Dekhtyar & Migdal, 2017).

On community involvement by women Entrepreneurs

They said that they do not have much profit to engage in community development projects in their Local Government Areas. However, they assist in cleaning drains and bushes during environmental sanitation exercise. They buy raw materials and perform their businesses within the locality. This is against Pearce II & Robinson (2009) who opine that firms must support cultural and charitable projects but also in line with Ndu and Agbonifoh (2013) that market and consumers in developing economies are not accountable for ethical and social responsibility behaviour.

RQ 3: Impediments to SR

Women entrepreneurs said they were not empowered to practice SR. They have never heard it before; they were just doing good by taking care of their own neighbours as religious faithful and Nigerians. Some features of SR is alien to them, it's just that through meetings and social gathering at times they fix prices and discuss how to package their products. They yearn for education for SR. This is in support of Musa et al (2013) and UNESCO (2002) that education, public awareness and training should be recognised as a process by which human beings and societies can reach their fullest potential.

CONCLUSION

It is apparent that SR is a means to achieving sustainable development through its components in business ethics and obligation between the consumer, manufacturer, marketer and the environment. The surge in women entrepreneurship in Nigeria would have yielded more growth globally if there had been sustainable literacy initiatives targeted towards the direction of a good knowledge and practice of SR in Nigeria. The study therefore, upholds the UNESCO (2002) recommendation of Education for Sustainability while affirming that Education is critical for achieving environmental awareness, values and attitudes, skills and behaviour consistent with sustainable development

REFERENCES

- Aggarwal, V.K (2001). Corporate market and Non-Market Strategies in Asia a conceptual Framework. *Business and Politics* 3(2), 1-22.
- Agidiogun, S. (2015). Exploring the corporate social responsibilities of oil companies in the life of the people of Ondo State, Nigeria.

- Alese (2014). Capacity building for mitigating of Akoko women entrepreneurs, Ondo State, Nigeria. *European Scientific Journal*. [http://journals.indexcopernicus.com/European+scientific+Journal+p4190.3.htmlid\(26\)123-141](http://journals.indexcopernicus.com/European+scientific+Journal+p4190.3.htmlid(26)123-141) Portugal.
- Amaeshi, K. M, Adi, B.C, Ogbechie, C and Amao, O.O. (2006). ICCSR Research paper series. The University of Nothinham. Corporate Social Responsibility (CSR) in Nigeria: western mimicry or indigenous Practices?
- Centre for Evaluation, (2010). Fair Trade impact study Transfair Germany and Max Havelaar Foundation. Switzerland URL:www.ceval.de
- Cloudhary, A Gokarn (2013) Green marketing a means for sustainable development. Researchers world. *Journal of Arts, Science And Commerce* 4(3), 26-32.
- Cooperatives Europe, (2013). Cooperatives and fair trade; Making supply chains work for small producers Joint contribution to the future EU strategy on strengthening the role of the private sector in Achieving Inclusive and sustainable Development.
- Dragusanu, R, Giovannucci, D and Nunn, N (2014). *Journal of Economic Perspectives*, 28(3) p 217-236.
- Fair Trade Foundation (2014) Economics sustainability; strengthening the supply chain www.fairtrade.org.uk
- Guya, D and Sady, M (2014) the role of Logistics social responsibility in gaining competitive advantage in business Research Gate <https://www.researchgate.net/publication/280101275>
- Henderson, M, Reinert, S.A; Dekhtyar, P and Migdal, A (2017) climate change in 2017 Implication for business. Harvard business school.
- Hoffiman, K.D, Batesan, J.E.G, Wood, E.H & Kenyon, A.J. (2009). Services marketing concepts, strategies and cases. Cengage learning EMEA. John Yates
- Jenkins, H. (2009). A business opportunity model of corporate social responsibility for small and medium sized enterprises business Ethics. *A European Review*, (18), 21-36.
- Konkurrensverket, (2012). The pro and cons of consumer Protection Authority. Davidsons Tryckeri AB, Vaxjo.
- Laws of the federation of Nigeria of Nigeria (1992) Consumer Protection Council Act Chapter C25, Decree No 66 of 1992.
- McWilliams, A & Siegel, D. (2001). Corporate social responsibility: A theory of the firm perspective. *Academy of Management Review*, 26 (1), 7-127.
- Musa, A, Yusuf, Y, Mc Ardle, L & Banjoko, G. (2013). Corporate social responsibility in Nigeria Oil and Gas: The perspective of the industry. *International Journal Process and Benchmarking*, 3 (2), 101-135.
- Ndjanyou, L. (2015). Perception of CRS by chief executive officers of Cameroonian small and medium size enterprises. *African Journal of Business Management*, 9(18), 671-679 Doc: 10.5897/AJEM 2015.7828
- Ndu, O.A.E. & Agbonifoh, B.A (2014). Corporate social responsibility in Nigeria: A study of the petroleum Industry and the Nigeria Delta Area. *International Review of Social Sciences and Humanities*, 6(2), 214-238.
- Pearce II, J.A & Robinson, R.B. (2009). *Formulation, implementation, and control of competitive strategy*. McGraw-Hill International Edition (Eleventh Edition). McGraw-Hill Publisher, New York, USA. P.50-56.

- Ribeiro, H.M.S (2017) The importance of Green Marketing for Portuguese companies in the footwear industry master's degree dissertation
- Seeringer, A (2016) Determinates of Nonmarket Strategies of Business firm: A country based Comparative perspective. In cooperation with BMW center for German and European Studies an American institute for Contemporary German Studies.
- Strokes, B, Wike, R; & Carle, J (2015) Global concern about climate change, broad support for limiting emissions, pew research center www.pewresearch.org.
- UNESCO (2002). Education for sustainability from Rio to Johannesburg: Lessons learnt from a decade of commitment.
- United Nation (n.d) Youth and climate change <http://undesadspd.org/youth>. Aspx.
- Verma, A & Gomez, R (2008). Employee relations, social responsibility and corporate performance recent evidence from Canadian firms presented at the conference regards crosiessurles mutation die travail lawal university, Quebec City August 27-29, 2008.
- Vieira, L.M & Maria, T (2009) Braizilian Admistration Review 6 (4) art. 6 p. 367-379 <http://www.anpad.org.br/bar>
- West, B Hillenbrand, C & Money, K(2015). Building employee relationships through corporate social responsibility: the moderating role of social cynism and reward for application Group and Organization management 40(3), 295-322.