

Assessment of the CSR of Telecom Operators in Cote d'Ivoire

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Abstract : The integration of a Corporate Social Responsibility (CSR) approach within a company appears nowadays as a fundamental system of response to the different problems that threaten our planet. The abusive exploitation of natural resources, social inequalities, discrimination and poverty are some examples. Thus, faced with these different global problems, each company must include in its operating system measures or actions with the aim not only of achieving Sustainable Development Goals (SDGs) but also for the improvement of its performance and its brand internationally. The objective of this article is to assess the implementation of CSR by telecommunication companies. It is our belief that given its high energy consumption and proximity to society, the telecom sector must pay particular attention to environmental and social issues. Our study examines the CSR of three Ivorian telecom operators, namely ORANGE CI, MOOV Africa and MTN, by applying a series of performance indicators related to CSR management. We hope that our study will raise awareness about sustainability issues for all other Ivorian companies but also sub-Sahara African companies in general in order to encourage CEOs to make CSR concept a top priority.

Keywords : CSR, telecom, SDGs, cote d'Ivoire

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