

Corporate Social Responsibility, Media Visibility and Performance of Firms Listed on Nairobi Securities Exchange, Kenya

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Abstract : The broad objective of this study was to establish the mediating effect of media visibility on the relationship between corporate Social Responsibility (CSR) and the corporate performance of firms listed on the Nairobi Securities Exchange. The review of the literature provided conceptual and empirical gaps that formed the basis of the conceptual hypotheses. A survey questionnaire was distributed to the 50 heads of human resource departments in the different firms. A survey was conducted on fifty (50) companies listed on the Nairobi Securities Exchange. The study findings reported a significant relationship between CSR and non-financial performance and the mediating role of media visibility on the relationship between CSR and performance. The findings of the study support the signaling theory and stakeholder's theory. Conclusively, CSR activities have an effect on media visibility, which in turn affects performance.

Keywords : corporate social responsibility, media visibility, corporate performance, non-financial performance

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