

The Impact of Corporate Social Responsibility and Knowledge Management Factors on University's Students' Learning Process

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Abstract : This research attempts to investigate the effects of corporate social responsibility and knowledge management factors on students' learning process of the Silpakorn University. The goal of this study is to fill the literature gap by gaining an understanding of corporate social responsibility and the knowledge management factors that fundamentally relate to students' learning process within the university context. Thus, this study will focus on the outcomes that derive from a set of quantitative data that were obtained using Silpakorn university's database of 200 students. The results represent the perceptions of students regarding the impact of corporate social responsibility and knowledge management factors on their learning process within the university. The findings indicate that corporate social responsibility and knowledge management have significant effects on students' learning process. This study may assist us in gaining a better understanding of the integrated aspects of university and learning environments to discover how to allocate optimally university's resources and management approaches to gain benefits from corporate social responsibility and knowledge management practices toward students' learning process within the university bodies. Therefore, there is a sufficient reason to believe that the findings can contribute to research in the area of CSR, KM and students' learning process as an essential aspect of university's stakeholder.

Keywords : corporate social responsibility, knowledge management, learning process, university's students

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