

RESEARCH ARTICLE

Social Responsibility to Zain Iraqs Mobile Cell-Phone Company

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Abstract

Constitute the contemporary global challenges such as globalization, Which has made many companies rethinks and growing interest in organizational culture, And human resources for organization in order to become more responsive From the previous, In the field of social performance as that social response to the organization, Require from company accomplish the works of responsibility, Toward personnel and other parties, In the external environment for company, In order to accomplish social performance expectations of the population including adoption to, Social responsibility towards its members and population, This orientation will certainly reflects on behavior the company, The purpose know the extent of the application of the concept of social responsibility in Iraqi companies, will be to depend on company Zain Iraq a which is engaged in the field of wireless communications.

Keyword: *Social responsibility, Company Zain Iraq, Customers.*

Introduction

There is no doubt that social responsibility is the inhibitor dam, And an important tool to reduce the of globalization and its control, Attention to social responsibility has become a prerequisite for poverty reduction Through commitment local companies international companies and economic institutions to provide the suitable environment, And not waste resources, And work on Employment and training and upgrading of human capacity, And support for the most needy groups.

In fact it can be argued there is still ambiguity and lack of sufficient knowledge on the part of both individuals and businesses and population for concept of social responsibility and its dimensions, and range effective and develop social responsibility and how to benefit them, Here raises the following questions. With is company's social responsibility? What is the historical development of the concept of social responsibility for companies? What are the motivations that encourage companies to abide social responsibility? And what are the challenges facing corporate social responsibility?

Finally, what range application of social responsibility in Iraqi companies?

Methodology

Objective the Study

This study aims to knowledge the application range, The concept of social responsibility in Iraqi companies, Through the study of company Zain Iraq, To knowledge how the application of social responsibility.

Importance the Study

Many companies seek to adopt effective programs of social responsibility, Take into account the Community and the challenges faced the population. In this study we try to clarify relationship range Iraqi companies with society and the environment and with the company's employees and with stakeholders, or else.. Any knowledge of the extent of adoption of the Iraqi companies to the concept of social responsibility.

Hypothesis the Study

This study assumes that the application of social responsibility in Iraqi companies be superficial not exceed the level of ambition.

Literature Review

The Concept of Companies Social Responsibility

There are several definitions of the concept of companies social responsibility, All of which revolve around the same meaning she bearing company's responsibility towards stakeholders, Of consumers, customers, suppliers and employees, the environment and society, . It is meaning concept company commitment not only to make profit for its shareholders, Liability is not limited only to the national economy.

But extends to the environment, workers and their families and other groups from the population, Among the most important definitions, World Bank, the European Union and the International Business Council for Sustainable Development, The World Bank definition: Social responsibility owners commercial activities commitment to contribute to sustainable development by working with employees, their families and the local population whole to improve the people's living standards in a manner that serves the development and trade and at once.

As definition the World Room Commerce Social Responsibility all attempts that contribute to the companies volunteer to achieve development because of, Ethical considerations and social, And therefore the social responsibility depends on the good initiatives of companies without a legally binding actions, And, therefore, social responsibility is achieved through persuasion and education. definition the union European for social responsibility: concept committed of companies from through, to Include social and environmental considerations in their work and in their interaction with stakeholders on a voluntary about, union European focuses on the idea that the concept of a social responsibility voluntary, Does not require put of laws or specific rules adhered to by companies to

carry out its responsibility towards society, There are many scientists give definition to social responsibility from they".

She Is the degree to which lead their organization managers activities towards the to protection of the population Away from the pursuit of economic benefits and direct the organization" and definition

Bonne and David, 1992

Social responsibility is the management philosophy, policies and procedures and actions that put the well-being and interest of society within the basic objectives" he is definition social responsibility)

Scher Merhorn

Forcing organizations to work in method to serve interest in entrants and breakers and stakeholders to company:and researcher (Holmes) he définition social responsibility " organizations commitment trend the population to exercise its activities and its workers, By contributing to a range of social proceedings Such as the fight against poverty, improve health services, pollution control And the creation of employment opportunities, and contribute to the solution transport problems and connectors, housing, education and other problems. add known researcher in Business Administration (Petre Drucker) Social responsibility as one of the nine areas that are supposed business organizations adopt the goals of social responsibility in the framework, He knew the social responsibility as following Business organizations commitment to the community in which it work in This commitment to accommodate the expansion of the stakeholders in this segment of population and the orientations variance.

Challenges Facing Social Responsibility

Several studies have indicated concept appear of social responsibility is the result of many of the challenges was the most important:

Globalization

It's important and powerful motivations for adopt the concept of companies social responsibility, where became many multinational companies(MNCs) Raises the slogan of social responsibility And has become a focus in the promotional campaigns interest with human rights And that it is committed to providing safe working conditions for employees, And that it does not allow for running child, And interest to the issue of protecting the environment from pollution risk And the preservation of natural resources.

Increasing Pressures Government and Publics

Through legislation, which calls for necessary to protect consumers, workers and the environment, Which could cost the organization a lot of money if they wish to abide by such legislation, Otherwise, may be exposed to the boycott and out of the market in general..

Disasters Ethical Scandals

Where exposure lot of international organizations ethical issues, Making them incur large sums of money in compensation to the victims or losses as a result of defective merchandise products.

Rapid Technological Developments

Which was accompanied by many challenges to business organizations supposes the need to adhere to product development, And develop the skills of workers, necessary for interests to changes in consumer tastes and the development of decision-makers skills. Especially in light of the shift from an industrial economy to an information-based and knowledge- economy, And increased attention to human capital for a greater degree of physical capital.

In this chapter will discuss two Iraqi companies, they are Zain Iraq and North Oil

Company, Note extent of the application of these two companies to the concept of social responsibility.

Zain Iraq (MTC al at Heer Previously)

Company was founded (M.T.C . atheer) in year 2003, To work in southern and central Iraq, Zain Iraq belonging to the mobile communication company Zain Kuwait, within a group Kuwaiti Zain companies, which Works in the Middle East and Africa, Besides(mtc) company there was a group of companies, Among these companies Iraqna Telecom, where was able Zain Telecom from buy Iraqna and own the company (100%), in early December 2008, Where been buy Iraqna the amount (1200000000) USD, Then the two companies were merged (mtc raised and Iraqna) to represent one company is Zain Iraq, It is the largest company in Iraq, where are covering telecommunications service to about(95%) of Iraqi earth.

This company won a license comprehensive work in Iraq for (15 years) and the granting of a license from the of Iraqi Communications Commission(1250000000) USD According to the latest information published by Zain Iraq it provides service to the (13707000) users, and number of permanent staff in the Zain Iraq in(1228) Distributors (363 female) and (865 male).

Number communications towers company Zain Iraq is (3500) Tower distributed throughout the provinces of Iraq. Where the company Zain Iraq provide for service based on the second generation (2G), introduced Zain Iraq herself firmly as one of company leading emerging in markets in the areas of mobile communications companies, When achieved the fastest growth of operations in market at all in terms of both the number of customers or in terms of geographic expansion, . As shown in the table below.

Table 2: Some indicators of the financial performance and the number of customers and the number of mobile phone towers for company Zain Iraq during the past three years

Financial performance and the number of customers and the number of towers	2011	2012	2013	The growth rate in 2013 compared to 2012
Number of Clients	12074000	12435000	13707000	10%
Revenue	1500400000	1617600000	1732600000	7%
Number of towers	3368	3432	3500	10%

In 2011 expanded the company Zain Iraq of scope serve to include the Kurdistan region and is the first step for the company, which aims to cover all areas in the provinces of northern Iraq, To include the second phase the villages and border areas thus ensuring an Iraqi all region, the company has added Kurdish language add to language Arabic and English, It is the Work of Social Responsibility for Zain Iraq Summarize thus

Social Responsibility to Company Zain Toward Society

Involved Zain Iraq the in an interactive program of large-scale intended to cover educational and health programs, line with This program with vision strategy Zain Iraq, interested for implement its social responsibility by focusing on education and health.

In 2008 started company Zain Iraq offering free medical services children in the villages and rural areas, Through mobile medical clinics where these mobile medical clinics provide free medical services to hundreds of children in villages and rural areas in the southern regions of Iraq, Where provide the medical services by these mobile clinics from 25 to 30 children a day as rate, where remain mobile clinics week period in each village and then move to the other village.

In 2011 Zain Iraq contributed in to the training of 3,150 women through the windows center of on development technical and professional to increase the possibility of the nomination women in jobs... See Annex

In the same year, company Zain Iraq in contributed to the draft literacy through supporting the project financially in collaboration with civil society organizations.

In 2012 provided its company Zain Iraq (Zain training program for the privileged), where Zain Iraq has adopted a training 29 graduate from various Iraqi universities, the period was course (6 months) in the State of Jordan, Where the participants underwent a comprehensive training program based on international standards, It is a program introduced by the staff members of Zain Iraq with international

experts, Their task of training the theoretical and practical skills in the domain of engineering, science and software, human resources, marketing, After the completion to became within the cadre Zain Iraq as employees.

In 2012, company Zain Iraq submitted a draft Competition (Imagine Cup), a collaborative project between (Zain Iraq and Microsoft), The place of this contest in Iraq's Kurdistan region, student contest technological world leader, It brings young technology experts together with students, To use their imagination in order to create technological solutions that help solve difficult problems through information technology.

In 2013, company Zain held long-term contract for medical cooperation between Zain Iraq and doctors from South Korea, in collaboration with the Ministry of Higher Education and Scientific Research of Iraq to a successful visit to the doctors Koreans to Iraq, where was The Korean medical delegation from the University (Wong Wang) Korean delegation give lectures to students of the Faculty of Medicine in neuroscience and brain surgery, Zain Iraq has also funded and simple agreement to send some of the difficult cases to receive medical treatment in South Korea.

Social Responsibility to Zain Company toward Customer

In order check the company's ongoing success, Part of its success depends on the quality of the product and the service provided to customers, By the company, Whenever increasing customer trust to product or service of the company is reflected positively on the company's success

In 2011 contracted Zain Iraq with company (appia) This company offers the largest open market in the world according to the agreement Zain Iraq will provide 140 thousand smart stomach applications specifically for mobile devices, which target Zain Iraq customers.

In the same year, company Zain Iraq has provided service (planet zain) which was launched in 2012 as a first stage where

enables customers to access the (planet zain) through mobile devices and download the latest applications in the field (music, games, news, sports, weather, etc).

In the next step will be launched App Store a application independent product for Arab windows and the development of these applications in cooperation with a number of software developers in Arabic,

In second month in year 2014 announced its company Zain Iraq that it has signed an agreement with communications media Iraqi to run third-generation services (3G), Fees amounting to 307 million dollars the company paid 25% of these fees first installment, company Zain Iraq confirmed that the use of third generation will provide customers a new phase of information technology, Where the serve third generation will be launched in all parts of Iraq's ability (2100) MHz For this purpose, been cooperation Zain Iraq with three global companies in the wireless communications service in the development of technology and the expansion of (RNA), its companies are Ericsson, Hawaii, Nokia Network where this service will be applied to customers in January 2015.

Social Responsibility for Zain Iraq Toward Employees

Zain Iraq is committed in the Universal Declaration of Human Rights adopted by the United Nations as well as humanitarian treaties issued by the International Labour Organization which fall of these obligations under the Code of Ethics with through determine working hours in line with the labor law and the standard minimum wage and compensation for overtime and taking into account the conditions of validity and safety to ensure the health and safety of workers.

In the year 2011, the company Zain Iraq refined skills of their employees and developing their expertise . Practical and scientific from through cycles local and global , for form ongoing basis according to its specialization.

In 2012 provide Zain company for employees to insurance because status security not good in Iraq, Conducts Zain Iraq is currently negotiating with major

insurance companies to include life insurance and insurance for disability.

Social Responsibility for Zain Company toward Environment

Focused International agreements from the human right to live in a clean and healthy environment and that this right is one of the fundamental rights referred to in most of the human rights conventions.

In 2010, Zain Iraq launched its first for repatriation campaign recycling electronic waste,

This campaign includes the disposal of phones unemployed a safe manner, whether the phone unemployed or Old Model through his extradition to any site of Zain Iraq scattered sites in the provinces, Where the company for dispose of mobile with the help of the company (enviroserve) is a specialized company to get rid of the remnants of the environment.

In 2011, company Zain deployed 83 hybrid battery 20 cell operating on solar radiation to replace diesel generators, Where this procedure contributed to the reduction of emission gas about 4380000 gallons.

In 2013, Zain launched the environmental campaign under the title (the world more beautiful), a campaign that encouraged through which to change a set of daily practices and behaviors which provides adequate protection of environmental resources, Came this campaign is part of Zain's strategy to preserve the natural resources, And to promote awareness of the importance of environmental awareness in the community where Zain and the company and its staff and encourage customers urged to change their behavior in line with a healthy and safe environment, Where Zain Iraq launched its campaign through youtube as well as displayed in the TV channels aimed at To achieve this goal.

There are excesses on the environment and on the health and safety of people by Zain Iraq through the towers deployed in areas where the population is still the subject of electromagnetic pollution raises controversy about the world and the presence or absence of risk, A recent studies conducted in many

countries around the world show that there are significant health risks to humans and the environment and categorically that we live in a polluted world of EMC and one of the main reasons is the large spread of cellular phones Towers [1-11].

Conclusions and Recommendations

Conclusions

The absence of a culture of social responsibility for most companies, it is observed through studies interested in this subject, Where the number few adoptive social corporate responsibility compared to number of companies active in Iraq..

Most Iraqi companies not have knowledge to concept of social responsibility where not included in the annual plans and there is no door in the budget supports the concept of social responsibility.

The absence of social development in the Iraqi companies, where most companies progress the works of non-developmental, For example, feed the poor, provide clothing and or perform certain celebrations to other. Without adoption development projects change level living for the poor.

From the above, we find that zain Iraq company application the concept of social responsibility its direction of social responsibility can be summarized following points,,

Zain Iraq implemented recycles electronic waste of old and broken phones as part of its commitment to the environment direction.

Company Zain provided medical and health services for children villages and rural areas far from the city center in southern Iraq as part of its commitment to the direction of the community..

The Zain Iraq provided insurance on the lives of its staff with major insurance companies as part of its commitment to the direction of its employees..

Zain Iraq has adopted the application of the third generation (3G), which provides a good telephone service compared to the second generation, who will be work the beginning of 2015 as part of its commitment to the direction of the community...

Recommendations

Due to the culture of the Iraqi society the limited, toward of the concept of social responsibility must work of seminars educate for community about the concept of social responsibility..

Must Iraqi companies adopt development projects the direction of the compound and the environment, job cadre, or else are not limited to simple acts, as celebration and other..

Must Iraqi companies programmed social responsibility in annual plans and must include budgets computational door to support social responsibility..

Must Iraqi companies adopt the concept of social responsibility seriously provide a commitment to social responsibility to meet stakeholder requirements.

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