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Exploring the culture of corporate social investment within a multinational corporation: a Gauteng-based case study

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The Manager
Corporate Affairs Division
Mercedes-Benz South Africa
123 Wierda Road
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Date: 4 October 2016

REQUEST FOR PERMISSION TO CONDUCT RESEARCH

I am a student registered for the Master of Arts in Social Development at the University of Witwatersrand. As part of the requirements for the degree I need to produce a research report. My research will involve a case study to understand company culture around corporate social investment (CSI) within a multinational corporation.

The study will entail:

- use of semi structured interviews (recorded), observations and analysis of reports and available information
- a sample of twelve employees spanning three levels of the business (Executive, Middle Management and Lower Management)

There is no business or personal risk associated with participating in this research. Please be assured that respondent names, company and personal details will be kept confidential and no identifying information will be included in the final research report. Participation in this research is completely voluntary and participants may withdraw at any point.

Responses to the survey will only be reported in aggregated form to protect the identity of respondents. Neither the researcher nor the University has a conflict of interest with the results. The data collected from this study will be kept in a locked cabinet for two years.

I hereby seek consent to conduct the proposed study within the Mercedes Benz South Africa. Should you require any further clarity or information please note the contact details below:

Student: Komcilla Sewram, komcilla@kkt.co.za, 084 582 6161

Supervisor: Roshnie Pillay, roshini.pillay@wits.ac.za, 011 717 4476

Head of Department: Dr Edmarie Pretorius, edmarie.pretorius@wits.ac.za, 011 717 4476

Upon completion of the study a copy of the research report will be made available on request.

The permission of Mercedes-Benz South Africa to conduct this study will be greatly appreciated.

Yours sincerely

Komcilla Sewram
084 582 6161