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

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SOCIAL WORK
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**Interview Schedule**

Thank you for agreeing to participate in this study. The interview will take approximately one hour.

Date of Interview: _____

**Personal Data:**

Please note that the information obtained is completely confidential. Identifying details will be kept anonymous in the reporting of data.

1. Participant: _____ Age: _____
2. Gender : Male ☐ Female ☐
3. Tertiary Qualifications: Yes ☐ No ☐

| Degree Attained | University Attended | Year Graduated |
|---|---|---|
| | | |

4. Occupation/position: _____
5. Years of service at the company (5+ years):

   _____

6. Number of years employed in the corporate sector: _____
7. Experience, knowledge or qualifications in Social Development/Social Welfare:

   _____

**Study Title:**

Exploring the culture of Corporate Social Investment (CSI) within a multinational corporation: A Gauteng based case study

The aim of this research study is to understand the perceptions of employees who have five or more years of service to the company, about the organizational culture associated to Corporate Social Investment (CSI) within the Gauteng based company.

**Study questions:**

1. What do you understand by corporate social investment?

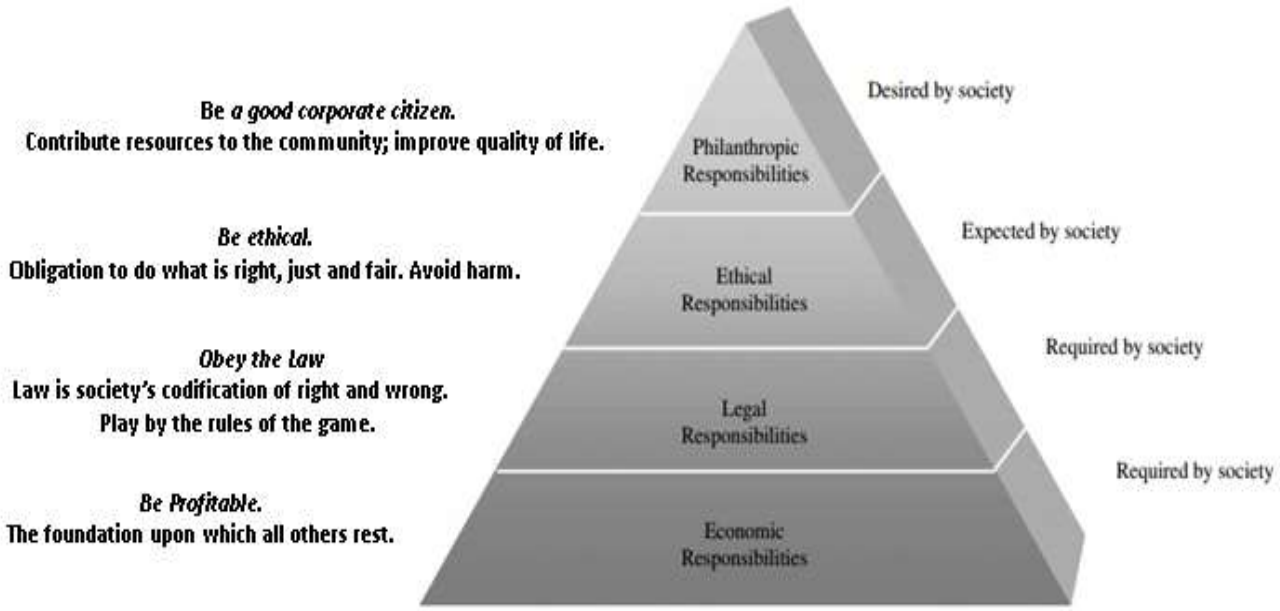
   (Researcher used the Pyramid Model proposed by Carroll (1991) to illustrate the positioning of CSI as a component of the broader CSR agenda)

2. Please share your knowledge of the company's CSI programmes with respect to the following areas:
   a. What are the various CSI programmes the company is engaged in
   b. How important are these programmes to South African people?
   c. Please describe your company's CSI framework.
      i. What are the company's CSI policies
      ii. How is the CSI budget allocated
      iii. Clarify the CSI Strategy including the focus areas
3. Discuss the company's employee volunteering initiatives
   a. Explain the contribution of senior executives in the company's CSI programmes (strategic and operational).
   b. Describe your involvement in CSI Programmes.
   c. Can you tell me about the participation of other colleagues in CSI programmes
4. Describe the company CSI culture five or more years ago compared to current practices:
   a. How have the company values and beliefs changed
   b. Are the programmes different? If so how?
5. If you were the CEO for a day what would you do differently with respect to the company's CSI portfolio?

6. Is there anything in this interview that you have been uncomfortable with and would like removed?

   Is there something you would like to add?

Question 1 - Figure to illustrate the positioning of CSI (Philanthropic responsibility/Contributions to community) within the broader CSR agenda.




The Pyramid of Corporate Social Responsibility to enhance the understanding of the social responsibilities of business on four key levels (Carroll, 1991)

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| | |
|---|---|
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