

ABSTRACT

Organizational social responsibility has become a main priority in current society given that as is evidenced by many global corporations integrating organization social responsibility (SR) programs into their business operations have never been greater. Past studies have concentrated SR private sector and have conceptualized it as discretionary or philanthropic responsibility. The studies do not focus on non-discretionary SR. Further, the studies concentrate on private sector and ignore public sector. County governments have not been focused on by these studies. County Government of Kisumu, for example reports challenges in the areas of efficiency in use of resources and inability to attract investment in large firms. The purpose of this research was to investigate the relationship between organization social responsibility and performance of County Government of Kisumu. The specific objectives were to establish relationship between economic responsibility and performance at County Government of Kisumu; investigate the relationship between ethical responsibility and performance at County Government of Kisumu and analyze relationship between legal responsibility and performance at the county government. The conceptual framework spelt out SR as the independent variable and performance as dependent variable. The study adopted correlational study design. The population consisted of all the 86 senior administrative staff of the county government. Saturated sampling was used to pick all of them. Validity and reliability of questionnaire was tested on pilot data targeting 6 respondents and reliability reported to be 0.73. Correlation analysis established that a moderate positive significant relationship exists between economic responsibility and performance [$r(75) = .437, p < 0.05$]. This means that if the county government pays its employs for example, well, its performance increases. The first null hypothesis is thus rejected. There was a high positive significant relationship between ethical responsibility and performance [$r(75) = .615, p < 0.05$]. This means that as the county government engages more in activities approved by society and considered morally acceptable, its performance increases. The second null hypothesis is thus rejected. The study established a significant positive relationship ($r(75) = .540, p < 0.05$). This means that the more the county government adheres to laws the more it performs. The third null hypothesis is thus rejected. Based on the study finding, it is concluded that SR through economic responsibility, ethical responsibility and legal responsibility contributes to performance levels of the County Government of Kisumu. This study recommends for more resources be put on the SR activities and SR policies be further reviewed and strengthened by the leadership of the bank. Further studies are recommended on other aspects of SR.