

Review of: "The Nexus between corporate social responsibility and corporate social performance in the Service-Based Enterprises Sector: Insights from Zimbabwe"

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Potential competing interests: No potential competing interests to declare.

The main take away from this article is that CSR practices are informed by specific circumstances, thus a situated practice, that is contextual. It is therefore not surprising that there was no causality observed between some factors, and there should be no expectation to generalise the findings to other countries.

The results highlight the importance of a philanthropical focus, again, not unusual in a country plagued by poverty. The Zimbabwean economy has been non-performing due to macro-economic factors that include inflation and foreign exchange challenges. It would be difficult in such an economy with multiple currencies and hyper-inflation to identify and measure a competitive advantage emanating from CSR practices.

The authors could have also drawn from institutional theory, to explain the normative and mimetic behaviour of businesses. The overall culture and expectation in a country influenced by 'ubuntu' philosophies, there is an unwritten social contract with communities.