

CORPORATE SOCIAL RESPONSIBILITY, A RECOVERY SCHEME IN PERIPHERIES: THE PETRONAS AND CNPC ENTERPRISES IN SUDAN

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Abstract

This paper assesses the accuracy and mainly the impact of multinational corporations on performing construction, as well as the basic services supply in fragile social economic conditions in Sudan. It reveals that within Sudan state weakness and poor conditions in peripheries, war zone areas in particular, reflect invasive challenges facing the country, and thus, applying corporations' helps to meet and increase the supply of public needs and recovery in instable Sudan. Through a qualitative technique and employment of a body of valid data, the paper tends mainly to examine some key challenging objectives and to identify the role of corporations in local community development and construction. Besides, it targets to demonstrate the interest of both Petronas and China oil company CNPC in social corporate responsibility projects, and to provide structural challenges that face successful implantation of community development programs that are performed via corporations. Furthermore, it tends to improve the position of Public -Private Partnership form (PPP) in local communities recovery process. Then, the researcher closes up with some corresponding finding that there is a need for institutional legal framework which is followed by the principles of good governance to ensure successful PPP in terms of

recovery of the fragile situations in local communities. In addition, political democratic reforms are prerequisites for qualifying the corporation's activities. Large enterprises, as well, must be undertaken by corporations to ensure greater efficiency and improvement in services sector. The contribution area in this paper stems from a recommendation that enhances peace in Sudan via corporations, Petronas and CNPC in particular are potentially important to generate profits from available mineral resources in Sudan and to mitigate conflicts in the country as well through the benefits that may generate in local communities.

Keywords: Corporate social responsibility, cooperative enterprises, rural development, conflict, Sudan.

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