

Strategic Corporate Social Responsibility in SMEs: A Case Study in Vietnam

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Abstract

This study intends to provide insights of CSR practices among SMEs in Vietnam based on a theoretical framework with the hope of contributing to the global body of knowledge practice CSR as a strategic function. Data were collected from two sources: a survey of executives of a sample of 50 SMEs in Ho Chi Minh City; qualitative in-depth interviews of the owner-managers elite interviews with two opinion leaders. The result showed that there are three aspects for strategic of CSR development in Vietnam that emphasizes social, economic and environmental issues, which are the key driven most relevant to the businesses' core activities among SMEs in Vietnam. On the other hand barriers to implement CSR and Value creation are important for company but lack of performance. Thus for improving strategic CSR among SMEs in Vietnam companies we should concentrate and develop the weak points by supporting from the government or national trade. This paper reveals a unique interpretation of CSR in developing country where agrarian social values and informal networks still dominate. Most extant literature assumes that CSR in developing countries mimics western patterns. This paper asserts that it is instead an adaptation of western concepts to local culture in the case of Vietnam, which affected the CSR process – idea generation, implementation, and communication.