A Notion To Snowball Sampling Method In Corporate Social Responsibility
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Abstract
There is an impressive history associated with the evolution of the concept and definition of corporate social responsibility (CSR). CSR refers to strategies corporations or firms conduct their business in a way that is ethical, society friendly and beneficial to the community in terms of development. The community refers to whom and for what and who is calling for firms to be socially responsible? Snowball sampling has been widely used in qualitative sociological research, especially in the study of deviant behavior and is used in places where the population is hard to reach. The purpose of this paper is to give a notion about the chain referral or respondent driven sampling method from a hidden or hard to reach population by following social links from sample individuals to detect additional members of the target population to make CSR more efficient.
Key words: Snowball sampling, corporate social responsibility, hidden population, chain referral, sociological research

1.0 Introduction:
In recent years, CSR becomes and ethical part of companies not only in large scale but also in SME and in every entrepreneurships. The corporates ply on this as their strategy to market as well employee welfare. Establishing brand is the key strategies for companies in plying various levels. In addition, CSR supports the corporates based on their extended service to the community to strengthen their barns name among the people. Though there is no hard and fast rule to amend under CSR, each company fixes their own policies under the category of CSR. Mostly they concentrate on their employee welfare, and some go beyond that as Voluntary service centers. Some companies involving in Social activities and making use of this service in their branding campaign too. Hence, the marketing plays key associate role in CSR too in each organization.

1.1 Corporate Social Responsibility (CSR)

There are increasing demands from various participants such as customers, employees, suppliers, communities, governments, and non-governmental organizations (NGO’s) that they expect enterprises not to care about financial performance only, but also to contribute to the well-being of societies. CSR directed toward inside and outside the company (Susanto, 2009). Studies regarding the relationship between CSR and financial performance produce inconclusive result. However, the CSR activities continue to increase. According to Minor (2009), when managers are asked why they engage in CSR, they claim it is to secure a better brand and reputation. As Fombrun et. al (2000), suggests ‘the activities that generate CSR do not directly impact the company’s financial performance, but instead affect the bottom line via its stock of ‘reputation capital’ – the financial value of its intangible assets”. While according to McWilliams and Siegel (2001), CSR is “actions on the part of a firm that appear to advance the promotion of some social good beyond the immediate interests of the firm/shareholders and beyond legal requirements”.

The voluntary incorporation of social and environmental issues into a company’s business model and operations (European Commission 2001). The adoption and implementation of CSR policies as well as the availability of CSR scores, has in fact generated a growing interest by financial markets, and investment analysts in particular (Eccles, Serafeim, & Krzus, 2011). A primary reason to impose CSR is the recognition of the relevance of multiple stakeholders (Donaldson & Preston, 1995; Mitchell, Agle & Wood, 1997). However, recent studies indicate no relationship (McWilliams & Siegel, 2000), a positive relationship (Waddock & Graves, 1997), and a negative relationship (Wright & Ferris, 1997). Which confuses the managers regarding their conception about investing in CSR. Whereas Alfonsus B. Susanto
(2012) says that although CSR do not have direct impact on a company’s financial performance, it can strengthen reputation capital. Therefore, as a profit seeker, a company will have a strong reason to allocate cost for CSR activities. In the end, CSR will bring many benefits, which lead to competitive advantage. CSR can be included as a part of reputation management. It shall integrate to the company’s vision, mission, objectives, and strategy.

1.2 Snowball sampling

Populations that cannot be studied using standard sampling and estimation techniques called hidden populations. A more efficient way to collect information about the behavior and composition of hidden populations is to take a sample of target population members in an institutional setting. This new sampling and estimation method, called respondent driven sampling, is a variation of chain-referral sampling methods that first introduced by Coleman (1958) under the name snowballsampling.

“Hidden Population” have two characteristics. Firstly, there is no structured sampling frame; secondly, there is strong privacy concerns. Three methods are dominating the studies about hidden population, snowball sampling and other forms of chain referral samples, key information sampling (Deaux and Callaghan 1985) and targeted sampling (Watters and Biernacki 1989). The best-known approach is snowballsampling (Goodman 1961) a non-probabilistic sampling method. The studies involving snowball sampling in core research areas are The general issue of social networks, studied by authors such as: Martino, F., Spoto, A. (2006); Kuhar, R., Švab, A. (2008); Atkinson, R., Flint, J. (2001); Hanneman, R., A. (2001); Dodds, P., S., Muhomad, R., Watts, D., J. (2003); Adams, S., Carter, N., Hadlock (2008). The issue and estimation of the homeless people: D’Onise, K., Wang, Y., McDermott, R. (2007); Skeldon, R. (2004); According to Irving I. Burr (1953) a so-called sequential test is a procedure through which after each phase (measurement, determining, testing etc) a certain hypothesis can be accepted, rejected, or additional information (proof, phase) can be requested. Precisely for these reasons, the size of the examined sample is random and not known in advance. Arezoo Bagheri & Mahsa Saadati (2015). It has described the characteristics, advantages and limitations of snowball sampling and Respondent Driven Sampling methods current use in hidden populations. Respondent Driven Sampling based on participants social networks, requires careful selection of initial seeds and permits calculation of population estimates.

2.0 CSR Roles and Responsibilities.

CSR is not just a work but also an activity incurred by the corporates to establish their ethical and moral values among their stakeholders. Now days, SME also pushed towards CSR activities to enrapture its stakeholders. Of Course, CSR is also playing as a marketing campaign in recent days. Some of the Government and Quasi government entities also involving CSR activities and they made it as extended service viability. Corporates are involving in different types CSR activities based on their own customized way. Their Primary target group is their stakeholders and within their extended community in tier vicinity being the beneficiaries of CSR. Some of the societies and NGO’s also partially funded by corporates as part of their CSR activities. Still CSR carried out as role-played by corporates.

However, very few SME involved in CSR in a way that they really fulfill their need of the community / target population within their service area mainly for their stakeholders and with extended serviceability. In this scenario, we intended to acknowledge the snowball sampling method of choosing the needy people to benefit by CSR. This activity may seems bit tedious and complicated for corporates, but in fact, the benefits are huge. Since there is no static policy or rule governed by CSR, corporates their design their own policies and roles and services to adopt as CSR. In this, Corporates need to redesign their vision and mission separately for CSR activity and accordingly they have to set their target population. The hidden population always starving for many of its need and fails to attain even their day-to-day needs. Identifying such population may be initially a challenge but in the end, it will enable a good life for a community that was unnoticed for a days and years.
Most of the corporates extend its CSR services mainly for their employees and families and some extended activities, which supports their marketing. Nevertheless, adopting certain target population in remote area/ hidden population to extend their CSR activity will bring huge benefits to the society.

2.1 Anecdotes for CSR with Snow ball techniques

Some of the companies/ organizations already involving in CSR activities are already practicing snowball techniques without knowing its characterization. For instance

- The benchmark for SCM is not corporate but a micro- economy service sector having a largest and complicated network running successfully is Mumbai DabbaWalaS in India. Initially they used the technique of chain referral method to establish their service network. The extended way of implementing such methodology brought to benchmark in the field. They are so successful till date and an example of implementing chain referral activity.

- Secondly, an SME, called Shakti Masala selling Spices in packets. They utilize CSR activity widely for Marketing but they involve in snowball sampling techniques. They Prioritize employing physically challenged peoples as mark of CSR activity and they utilize it for marketing campaign too. However, the way of identifying and employing such people on priority, based on their framework of CSR under chain referral method within hidden target population.

- Edhi Foundation, an NGO in Pakistan is another best example of social activities, which involves in identifying needy people in hidden population using chain referral and snowball sampling methods. Their helping hands are normed by snowball sampling model.

- Whereas in UAE, some of the government entities are involving in CSR activities as part of their year of giving, helping hands and sadaqa foundations. They involve in a purely customized snowball sampling technique to identify the needy people among the hidden population rather geographically too by extending activity of CSR to enable social economic lifestyle of such community to be meaningful.

3.0 Role of Snowball technique and customizing CSR

Some organizations, corporates involving in CSR activity are already practicing respondent driven sampling method from a hidden or a hard to reach population by following social links from sample individuals to detect additional members of the target population. However, regularizing this methodology efficient implementation of CSR practices. Some of the key suggestions pointed out to enable snowball-sampling technique to be benevolent to the right hidden populations.

- A clear vision of CSR policies beyond the stake holders to be framed by the concerned corporates/SMEs

- Structured Mission to be designed by setting a target to reach the community with good number of people within time limit

- Clear Snow ball sampling technique adopted to identify the right target from a hidden or a hard to reach population by following social links from sample individuals to detect additional members

- This method to be strictly implemented rather than estimating the population but benefit the sample

- Customizing CSR policies targeting the hidden population has need and opting the right techniques/investigators to reach the population and fulfilling the needs.

- Getting filed investigators, concerned area statistical departments to assist in right way.

- Not only in disease control programs, had utilizing snowball-sampling method with justification by customized CSR policy of the concerned organization.

- Snowball sampling technique can easily adopted by identifying nodes in a network to enhance the CSR in a hidden population

4.0 Conclusion:

CSR is not only an activity to involve corporates to extend their helping hand for their stakeholders; it is necessarily to adopted by the corporates and SMEs to implement in a rationalized way. Always the hidden community or hard to reach population is longing for special...
needs. When a service reach such people it enlighten their life and bring out some of their hidden skills too. The snowball sampling technique in CSR activity will enable the targeted population’s life style a meaningful one in their socio economic status.

References


