

INDUSTRIAL RELATIONS PRACTICE AND CORPORATE SOCIAL RESPONSIBILITY: A STUDY OF DUFIL PREMA

Dr John Mark

Rivers State University, Port Harcourt, Faculty of Management Sciences, Department of Management

ABSTRACT

The paper espoused on the internal practice of the above companies. Dimensions and measures were adopted in recourse to standard on the relationship between organizations and their host communities. For one, conflict we know is best checked with such frame works as: equity; voice; social justice; participations; efficiency, customer-satisfaction and effectiveness. These doctrines, scholarship has shown, are capable of dousing unseen dangers on a host community. The paper then did a study on Dufil Prema with UPTH and their host communities. Observable conclusion was that in the dimensions of practice, there were no such things yet as voice, equity, social justice and participation. The youth were the central point for these dimensions as the paper was that of empirical study on the company's that has continually encountered more conflict with her host community. One hundred respondents each were selected from both communities and the result observed was that Dufil Prema in Choba Community is more conflict prone.

Keywords: industrial relations, corporate social responsibility

DOI: 10.7176/JESD/10-5-10

Publication date: March 31st 2019

INTRODUCTION

Policies, we know, exist to check business operations; especially one, in capitalist states where organizations do not consider the demands of their host communities. This sort of trade mark, could not have been without the emergence of industrial age. Such a classical era was an era where companies had little or no value for humans. As a matter of fact, machines took the role of man. Even now highly industrialized companies from time to time retrench their workers; while they are left to make due with machines. In such instances, it may well be true that employee's performance is not valued.

This probably is what led to the emergence of trade unions; for industrial relations efficiency. Here the state was to now legislate for both the management and employees. Egeonu (2015).

In other words, the operation of industrial relations would then require the activities of the industry and the relationship existing within the industry, especially between employees and management. Such interactions then are the only basis upon which the organizations can effectively operate, especially again when we consider the activities and influence of trade union membership. Such instances again will require that the interest of employees be protected (Frege C. 2005, as cited in Egeonu 2015).

It then follows that in recent times that the justice system between management and employees is on the maximum, but not that of the management and the host communities. Even though, organizations have been checked through the instrument corporate social responsibility, not many of them meet this demand. This reason is simple. One, host communities do not really have any one to speak on their behalf; just we see with the activities of the trade union. Here the trade union mediates and defends membership interest. But this not so with host communities that also have their internal interest. Ofcourse, the argument has been that community heads do not represent this purpose. One then posits that if that is the case there would always be conflicts recorded in such communities. Within the trade union system, the activities of the organization are checked against her work men. This then provides an enabling environment for the organization to thrive.

It was then against this background that the doctrine of free and voluntary collective bargaining was installed. Flander's perspective and Dunlopien approach on rule making have continually regulated the activities of organizations. Such dimensions and measures such as voice, social justice, equity, effectiveness etc, have been used as the best practice for any organization emerging or already in operation.

The extent then at which these have been exercised is the concern of the paper. The host communities in question are Choba and Alakahia both in Obia/Akpor Local Government of Rivers State. The organizations in host are that of Dufil Prema Company and the University of Port Harcourt Teaching Hospital. The recent crisis between the youth of the community and Dufil Prema provides us with an index and interpretative framework.

For one, the paper argues, the Dufil Prema Company seems to defile the principles of voice and participation. It then follows that against this background is the paper framed.

OBJECTIVES OF THE STUDY

Conflicts in host communities are inevitable. But these all can be checked, when both parties play their roles accordingly. It then follows that the paper is on to find out:

1. The company that has continually encountered more conflict with the host community.
2. To find out the frequency of conflict with the company.
3. To find out the industrial relations measures and principles that engenders this conflict.

RESEARCH QUESTIONS

The following questions will then guide the paper.

1. Which of the companies has continually encountered more conflict with the host community?
2. What is the frequency of conflict with the company and the host community?
3. Which of the industrial relations measures and principles brings about the conflict?

STATEMENT OF PROBLEM

Conflicts are inevitable with companies that operate in alien communities, especially in reference to traditions and customs issues. In such instances, it requires on the organization to well completely articulate the socio-cultural demands of her host communities, especially again in more conflict and war torn regions. To curb such, then government agencies and institutions, will need to put down a bench mark upon which every organization is to practice her trade. Such dimensions and measures include; equity, social justice, voice, participation, efficiency, customer satisfaction and effectiveness. For one, no other than these ones are capable of posing conflict to the organization, especially where the good the people is not upheld.

In Jentsch (2007) public interest must remain the most dominating value with the organization in practice and this good does not only involve the aggregation of private and personal goods. It also involves folks yet unborn, incoming generation and the environment that will yet inhabit them.

Against this background then was the paper written. For one, here in Obia/Akpor Local Government of Rivers States, a number of companies exert operations and from time to time conflicts erupt, especially with a supposed company. Reasons for this incessance galvanize the objectives of the paper.

SIGNIFICANCE OF RESEARCH

Especially with the dimensions and measures of industrial relations practice, organizations are able to know the withier matter with human nature. As well, policies then can be articulated around the frame work of problems.

CONCEPTUAL ISSUES OF INDUSTRIAL RELATIONS AND PRACTICE

Industrial relations and practice emerged as a result of the capitalists role in business. For one, in earliest organization practice, the classical era was an era of machines with little or no regard for employees. Such an era consisted of an overt productive activity between the employer and his work men. In other words, the subject of industrial relations entails that of industry and the relationship therein.

On the hand of industry, it refers to the labour in which the individual or a group of workers engage themselves. And then on the path of relations, it examines the social harmony between management and the employees (Nwadioro, 2009).

It then follows that the issue of industrial relations is the issue of welfare. Dimensions and measures have been established for organization performance. For one, again the incessant strikes and closed down of industries do not only affect the individual but also the macro economy which stems from the overall wellbeing of individuals, especially in third word states where regards for employees is down played the issue of industrial relations is required. In the earliest days of industrialization, the relationship between management and other workers had no legislative backing over the rights and interest of workers. At such time the state was of the view that industrial practice was a thing freely contracted by the individual and so would do nothing to intervene. But then, it was argued that as to the matter of general economy and standard of living, that the state would have

much to gain if she intervened in the activities of the industry. In Sission, 1999 and Taylor, 2003 it was then posited that the place of the state was nothing more than that voluntarism which requires interventionism with the provisions for the necessary legislative guides for effective collective bargaining.

This doctrine of government roles, webs and Marx argued, would greatly improve the condition of labour, especially again if achieved through the instrumentation of trade unionism. The clarity of this, webs and Marx averred would required instrumentation respectively. Webs was of the view for dialogue and fellowship between the management and employees while Marx, looking at the place of capitalism, proposed for the place of radical approach and antagonism within the grade union system.

What then remains is that social reformers have been on the vanguard against the searing experiences of the laboring class. In Fashoyin (2002) such factors as social economic and environmental factors and which have an enormous effect on labour has to be looked into by the state through the instrument of interventionism.

Industrial relations then in modern times would require incorporations of the dimensions and measures of an institutionalized practice, involving that of principles of voice, participation, equity, social justice, collective bargaining, efficiency; customer satisfaction etc.

Such instruments as these, studies show have been able, in recent times, to check conflict between management and her employees or in most cases between management and her external public.

THE ISSUE OF CORPORATE SOCIAL RESPONSIBILITY AND INDUSTRIAL RELATIONS PRACTICE

The capitalist strive for business gain would further require the emergence of state corporatism, especially as it concerns industries and their host communities. For in earliest capitalist practice, and on the world market conflict was immanent. The reason, scholars argued, was due to the coercive exploitation meted on individuals and host communities by their organization.

The consequence of this would further lead to that arrival of the state in legislative mechanisms. One of such legislative mechanisms was that of corporate social responsibility embarked upon by the organization in question. This development process would further take the form of grass root enlightenment, community restructuring, youth empowerment, health awareness campaign etc. Such provisions as these have away keeping the organization far from conflict with the host community. In Fajan (2000) social responsibility practice requires the form of state corporatism which is more of a warning against issues in modern world system that are capable of distorting internal democracy and economic competition or in other times the overall well being of the individual.

In other words, while corporate social responsibility is there to check conflict as grass root level, it then remains that issue of conflict between the host communities of Choba and Alakahia and their organizations: Dufil Prema and UPTH respectively is a thing of course to duty. The dimension and measures referenced by the organizations would then be explored in this paper.

THE THEORETICAL FRAME WORK

The study was hinged on the frameworks of negative and positive peace and frustration aggressive theories. Armstrong (2009) the theory came on extension of liberal structural theory which argues that conflict occurs where citizens are exploited at all levels as a result of the society being badly structured. At such a time then, folks, feign to live in harmony until a little disagreement. This is the current situation with Choba community and the Dufil Prema Company.

Another theory is that of frustration aggressive theory developed by John and Shedrack in their works that being able to fulfil one's need can caused frustration. This would further require the place of psycho-analysis theory of motivation as another way of checking violent tempers.

METHODOLOGY OF RESEARCH

The study adopted a design technology seeing it was a measure of the views of the respondents towards the companies in the host communities. The rating was on the company that is more prone to conflict with her host community and the reasons for such, using the dimensions and measures of industrial relations practice adopted by the oxford approach in Allan Flanders, 1975.

One hundred youths in each of the communities were selected. This was on the grounds that most of the conflicts stem from the youths. It was also a way to elicit the attitudes of the youths towards the companies.

In other words, to ascertain the reliability of the instrument administered, pilot test was conducted on 100 respondents and the result of the pilot test stood at 0.94 correlation coefficient. 150 questionnaires were used for the study and 100 were properly responded to. Also coupled with the questionnaire from each respondents was a follow up of interview to further elucidate on the questions responded to.

DATA PRESENTATION, ANALYSIS AND DISCUSSIONS OF FINDINGS

Table 1 which of the companies has continually encountered conflict with host communities?

Companies	Location	No of respondents in each locations	No of respondents in continual conflict	Percent
Dufil Prema	Choba	100	80	80%
UPTH	Alakahia	100	20	20%
TOTAL		200	100	

From the above table it is observed that 80% of the respondents were in agreement that Dufil Prema (producers of Indomie) often encounters more conflict with host community. It then follows that the frequency of this is required to be able to justify result.

Table 2: What is the frequency of conflict with the Dufil Company with her host community

Companies	Frequency of conflict with company	No of respondents in each locations	Groups respondent	Percent
Dufil Prema	Often	100	176	80%
UPTH	Once a while	100	20	12%
TOTAL		200		

The result with the above table then aligns with the response first generated with the data in the initial table which argues that Dufil Prema is more generally prone to conflict with her host community. The frequency of conflict is 80% responded to by 176 voices from both communities.

Tables which industrial relations dimension brings about this conflict?

	DIMENSIONS	NO. OF RESPONDENTS	PER%
1.	Absence of youth participation	80	80%
2.	Equity	3	3%
3.	Social justice	7	7%
4.	Collective bargaining	6	6%
5.	State cooperation	4	4%
	Total	100	100%

The above table shows that the major cause of conflict associated with industrial relations practice is that of the absence of the integration of the youth in community issues, especially the policies determined by Dufil Prema Company. What this then proves is the relevance of youth participation in conflict management with the host community.

CONCLUSIONS AND RECOMMENDATIONS

The paper then concludes that one major aspect of industrial relations practice not yet felt by the host community-Choba, for now, is the absence of the youth in corporate social responsibility practice. This probably is on the view that the young people are not responsible and cannot articulate things. The paper then recommends the need to integrate this gap into practice, for one, it restores the place of voice and industrial harmony in the community.

REFERENCES

- Amstrong M., (2009) *Amstrong's Handbook of Human Resource Management*, Kogan Page Practice, 12th Edition, London.
- Egeonu, A. (2015) *introduction to Industrial Relations in Nigeria*, Familia House Publishers, Rivers State.
- Falan, S. (2000) *Industrial Relations in Nigeria: Theories and Features*, Labofin and co.
- Fashoyin, T. (1983) *State Corporatism and Industrial Relations in Ghana and Nigeria*, Jaban 25-31 March.
- Flanders, A. (1975) *Management and Unions*, Faber and Faber, London
- Frege C. (2005) *The Discourse of Industrial Democracy: German and the US revisited*, *Economic and Industrial Democracy*, at Bestshvinstitute, 26 (1): 151-175
- Girigiri, B.A. (2002) *Industrial Relations in Nigeria: Issues in Contemporary Public Sector Crisis*, Port Harcourt.
- Jentsch, W. M (2007) *Industrial Democracy Historical Development and Current Challenges Management Review*: 19(4): 260-273
- Nwadioro, E. (2009) *Collective bargaining and conflict resolutions: the executive educator*, 9 (4) pp 24-32.