

7. Evaluation of results

The evaluation of results links to the literature review and fortunately there is a mixture of differences and similarities arising throughout the findings. As the usability of the evaluation depend on the entire evaluation process, it is necessary to focus on the overall picture of this paper, including all of the sections provided above. The understanding of the overall picture of this dissertation will also help for the intended users to understand the information given in this section. Firstly, the concept of the CSR and the primary purpose of businesses of profit maximisation will be evaluated. Secondly, the responsibility for food waste reduction will be critically evaluated taking into account consumers, businesses and governments.

The approach of Friedman (1970) and the definition of Corporate Social Responsibility

There are variations in opinions of lecturers about the profit maximisation notion proposed by Friedman (1970). However, the final point was made that businesses should look at the wider context rather than focus only on the creation of the wealth for shareholders. Thus, almost all respondents opposed to Friedman's approach. In contrast, once the quantitative research was analysed, the evidence reveals that in fact, more than 50 per cent of students supported Friedman's definition. These findings are interesting as a majority of lecturers were blaming today's generation for the culture of waste and clarified that there is the change in values about food. It could be argued that there are many students that are motivated by increasing profits for the shareholders of the business. Thus, profit or simply money is superior to any other factors for the majority of students.

The literature review compared with findings of the research highlighted that not every organisation is able to engage with sustainable activities, because CSR concept is costly and requires additional money. Thus, there is a financial constraint not only for large organisations but for start-ups too. In addition, it is evidenced in the literature review that CSR is beneficial to businesses and if businesses do the right things in the community, community will do the right things for business. These arguments were also supported by lecturers as they outlined a number of advantages for being perceived as sustainable business and being perceived as accountable to its stakeholders. The examples given by lecturers include the ability to attract sustainable customers, compete on the ethical reputation and recover initial investment over time. Additional examples were found in the literature review that companies are able to attract long-term capital, reduce risks, enter new markets and even

encourage innovation. Similarly, even that more than 50 per cent of students agreed with Friedman's approach, it does not represent that there are no students who support the second definition of CSR given by WBCSD. There was a total of 84.3 per cent of students who agreed or strongly agreed that the purpose of the business is more than the profit maximisation. Therefore, there is a collection of similarities in the literature review and the findings of this study.

It could be argued that students and employees at RU have a different understanding of the definition of CSR. Friedman's approach was opposed by 4 employees, except from Richard. The examples of opposing arguments were: 'No, that is certainly what I do not agree with' (Peter); 'companies need to look at broader range of objectives other than just maximizing profit' (George); 'I do not agree with Friedman's approach that it is just about making money' (Simon). However, there is the difference in the findings as more than 50 per cent of students supported the notion of profit maximisation. But even that almost all lecturers opposed to Friedman's approach, Justin and George clarified that from the business case, the main responsibilities of managers and employees are to maximise profits for the owners of the business, but taking in to account 'a broader range of objectives'. As it was argued in the literature review there is the group of people who support Friedman's approach, but there is also other group who believe that there are other aspects to look at as well.

The responsibility for food waste reduction. The role of consumers, businesses and governments

The issue of food wastage is significant and thus it is one of the issues that contribute to the environmental and social destruction. The responsibility for reduction of food wastage was assigned to a triangular of consumers, businesses and governments by all lecturers. Furthermore, the data in the quantitative findings suggested that there are students (42.9 per cent) who also agreed that it is the shared responsibility. And equally, Brown (2006) was cited in the literature review for conclusions made that everyone is responsible for not wasting food.

The members of society have the duty to contribute to the reduction of the food wastage issues as there is the change in values about food. According to Justin, earlier (when lecturer was young) the focus was on there being no waste, but today people afford to be wasting and they do not value food anymore. Thus, people became inherently lazy, according to George. Correspondingly, in the literature review, Steel (2009) indicated that 'now' consumers do not

socialise with food anymore and they just check the label at the back. Therefore, when comparing literature and the findings of this study, there is the connection of ideas about the change in values about food as today's generation is blamed for extensive wastage.

There are huge numbers of wasted food in developed countries and the majority of wasted food comes from supermarkets, restaurants and pubs as it was proved in the literature review. Supermarkets themselves or by forcing farmers to meet cosmetic standards of the shapes and sizes of the products, are throwing perfectly edible food away. In fact, it is not a sufficient use of the global resources and there is suggestion that instead of throwing any food away the best way to reduce food waste is to turn it back into food by feeding animals, the particular example was given of feeding pigs (Stuart, 2012). Thus, businesses are responsible for reducing food wastage issues. Correspondingly, lecturers agreed that businesses have a duty and suggested a variety of different ways for minimising waste issues. Businesses should plan their operations carefully and not over-supply food; especially perishable products should be carefully planned as these are the first in the row to be wasted. In addition, pricing of the products needs careful consideration, because consumers should be able to afford to purchase products, but they would be encouraged to stop wasting as they paid a lot of money. The 'sell by dates' system was criticised by lecturers and students, but businesses have to comply with laws thus it is the responsibility of governments.

The role of the governments was only slightly touched in the literature review. Quantitative findings suggested that there is only a minority of students (5.7 per cent) who believe that governments are responsible alone. On the other hand, lecturers believe that there is no place for the government to say that there is nothing to do with the politicians of this country. Thus, governments have responsibility to its population. In addition, it was suggested that government is responsible for providing education and raising the awareness of the members of society. Similarly, in the literature review, Klein (2009) argued that society became brain washed and dependent on the large corporations and their advertising campaigns. Thus, there is the need to raise the consciousness and awareness of society members. Governments should control the advertising campaigns of the businesses to stop advertisements and marketing strategies such as '2 for 1' as it encourages customers to purchase two products instead of one, even if it is a better bargain, it still contributes to the food wastage problems. Thus, not only consumers and businesses are responsible for reducing food wastage, but there should be the contribution from governments too.

The quantitative findings revealed that only 10 per cent of students assigned the responsibility for food wastage reduction for businesses alone. But, Mahatma Gandhi argues that business without ethics one day will destroy us. Thus, morality was one more aspect mentioned in the literature review and by lecturers as well. In particular, Richard argued that wasting food is 'distasteful' and even immoral, just like Smith (1759) in the literature. Businesses are accountable to its stakeholders and to a wider world to be ethical, and help for those who are starving in the developing countries or at least feed the animals. Peter suggested that businesses might be the number one for reducing food wastage issues, but on the other hand, he also admitted that supermarkets are pretty evil for wasting on a large scale.

Limitations of the study, conclusion and recommendation are provided in the next section. But there is the need to mention that mixtures of multiple conversations were obtained in the literature review and in the findings of this research. Despite the differences and similarities of the results, the conclusion can be made that consumers, businesses and governments all together have the shared responsibility for reducing food wastage issues. The majority of participants agree that the main purpose of the business is to maximise the shareholder wealth. However, there is the need to take in to account a wider context and consider other aspects of the business.

Limitation of the study and Ethics

→ Why not in methodology?

There are the limitations of this study and thus it is necessary to acknowledge the users and the readers of this study. First of all, in the qualitative research, there was no ability to do surveys with lecturers as it is time consuming and the university does not allow for the students to overload lecturers with questionnaires. Thus, there were no opportunities for doing the quantitative research that would represent at least a decent sample of the lecturers from the University of Roehampton. In addition, even that the names of the lecturers were changed; there is still the possibility of understanding what was said by each participant. Thus, there is the risk that anonymity and confidentiality issues will arise.

There are issues in the quantitative research too. Students were not interviewed as there was not enough time left to do so thus the further clarification of the quantitative results was lost and only general results were obtained. In addition, the majority of students filled in the questionnaire from the Accounting and Marketing pathways and there was no students found from the Economics pathway and only a few students were found from Law and International Business Pathways. The information was also lost on the particular age of students as only age group from 18 to 29 was chosen by the 99 per cent of the participants and only one participant was older than 29 years old. Thus, there are limitations of this study and there is the necessity for improvements that was mention above in this section.

Short statement concerning ethics:

I have discussed with my supervisor all ethical issues arising out of my project. If my dissertation changes in any way I will re-discuss any ethical issues with my supervisor.

Name of student:

Student number

11327457

Signed (student)

Date

20/11/2013

Signed (supervisor)

Date

Robert M. ...

8. Conclusion

Gathering all of the information together, this paper was focused on the corporate social responsibility, its concept and food wastage issues. The main aims of this study were to contribute to the field of CSR and examine whether participants support the approach of Friedman or whether they have a different understanding about the CSR and its concept. As the main problem of this research is food wastage issue, the responsibility for reducing this problem was also studied in order to find out who is responsible. The role of consumers, businesses and governments was studied.

The mixed methods research design was chosen thus the combination of quantitative and qualitative research methods were used for the purposes of obtaining participant's opinions, views of the world and examining their knowledge. In addition, there was the objective to obtain more generalising information from the quantitative research. Students at the University of Roehampton were chosen for the purposes to find out what is their opinion compared with employees at RU. Once the information was collected and analysed, it was found that there are many differences and similarities while comparing the literature review and findings of this study. The results from the qualitative and quantitative research revealed that participants support Friedman's approach, but at the same time agree that there are more aspects to look at rather than only profit maximisation. The results from the research constitute that the definition given by WBCSD is also supported. Even that more than fifty per cent of students supported Friedman's approach, more than eighty per cent supported the opinion that CSR is more than only profit maximisation and thus there is the need to look at the wider context.

While examining the responsibility for food wastage reduction, findings of the study suggested that it is the shared responsibility and it cannot be assigned to only one person or only one corporation. Thus, the majority of the participants agreed that consumers, businesses and governments all together should be responsible for food wastage reduction. Of significance, it was discovered from the results obtained that participants believe that there is the moral responsibility to the wider world as well as there is the economic responsibility to be as efficient, effective and economic as possible. In addition, it was discovered that today's generation is to be blamed for the culture of waste. It was suggested that the availability and affordability are the main aspects causing the ability to waste.

9. Recommendations

There are many issues to address if further research is to be done. The obtained findings highlighted the issues related to the generation and the differences in the ways of purchasing and consuming food. All of the lecturers and senior manager at RU mentioned that there is the difference of how their parents (while they were kids) felt about food and it's wasting and how today's generations feels about it. Affordability and availability is to blame for today's generations' extensive wastage of food resources, partly caused by the advancement in the profession of marketing. There is the culture of consumerism, thus it is recommended that the impact of advertising and the impact of other marketing techniques should be researched in order to find out whether the culture of consuming, purchasing and wasting food was influenced by the certain marketing techniques and its advertising campaigns.

Other very interesting area is the problem of the obesity in the developed countries and the problem of starving and malnourished people in developing countries. There is the need to examine whether there is the relationships of the ability to transfer surplus food for those who are starving. In addition, the examination of the possibility to educate people in the undeveloped countries should be considered as well. Therefore, the question is whether the availability of food would be increased in developing countries, if the members of society in the developed countries would stop wasting or at least would reduce their food wastage problems. At the same time, whether there is the need for education in the developed countries in order to raise the awareness of the healthy food meals and maybe even diets. Thus, it is recommended to look at the ways of how to eliminate the problems of not balanced surpluses and shortages of food around the globe.

One more significant issue is to look at the power of corporations. It was suggested that there are many businesses driving farmers out of the business. There are the requirements to produce food for very low prices but these prices (income for farmers) barely cover their costs. In addition, supermarkets have cosmetic standards that constitute the quality and the appearance of the food, thus it is necessary to produce vegetables, salads and fruits that have a particular sizes and shapes. As it was mentioned in the literature review 'cosmetically imperfect' vegetables, salads or fruits are all being disregarded, even if it is perfectly suitable for human consumption. It is a significant issue and contributes to the environmental destruction, despite the fact that the 'cosmetically imperfect' product could be sold for lower

prices, especially to low-income consumers or at least could be given to feed the animals instead of throwing any food away. Thus, it is suggested that the further research would be done in order to examine whether there are any ways of raising the consciousness to stop using cosmetic standards and at the same time to stop wasting food.

Word count: 10, 441

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11. Appendices

Figure1. Food lost versus consumed

Figure 1. Food lost versus consumed
(Collectively in the US, Canada, Australia, and New Zealand)

	Lost	Consumed
Fruits and vegetables	52%	48%
Seafood	50%	50%
Grain products	38%	62%
Meat	22%	78%
Milk	20%	80%

Source: The Washington Post; data from Natural Resources Defense Council, Journal of Consumer Affairs, FAO.⁸

Appendix 1:

Research Interview Questions

These will be the questions which will be asked during the interview process.

Participants are requested not to disclose any personal details in order to ensure the anonymity and maintain the boundaries of confidentiality

12. Do you support Friedman's view that CSR is maximizing profits for shareholders or do you have a different view? What is your view?
13. In your opinion who is responsible for reducing food waste? And why?
14. Could you comment on the quote by Vogel:
"There is a place in the market economy for responsible firms, but there is also a large place for their less responsible competitors"
15. Do you believe that the availability of food in developing countries would be increased by reducing food waste in Western countries, particularly in the UK? Why?
16. Do you feel responsible for wasting food at home/work/or anywhere else? **If yes**, what actions do you take to reduce food waste?
17. Do you believe that CSR reports of companies represent fair and truthful activities of their business?
18. Would you buy food from unsustainable company?

Appendix 1.2:

Corporate Social Responsibility and Food Waste Questionnaire

I am currently carrying out a survey amongst the students at the University of Roehampton to get a better insight into their understanding of Corporate Social Responsibility (CSR) and food wastage issues. The outcomes of this survey are expected to help to answer the main research questions of who is responsible for reducing food wastage issues.

Please take a few minutes to fill in this questionnaire. If you would like to provide the author of the study with any additional information not covered by the survey questions, please contact me via email: gretajokubaite@gmail.com for comments and feedback.

This questionnaire is completely anonymous and will be kept strictly confidential. The outcomes of this survey will be presented without references to any particular respondent.

Thank you very much in advance for your support.

Q1. What is your gender?

- ☐ Female
- ☐ Male

Q2. What is your current age?

- ☐ 18 to 29
- ☐ 30 to 39
- ☐ 40 to 49
- ☐ 50 or older

Q3. What is your chosen pathway at the University of Roehampton?**Q4. With regards to CSR activities - what is your perspective on businesses role in society? How strongly do you agree with the below statements?**

- "There is one and only one social responsibility of business - to use its resources and engage in activities designed to increase its profits so long as it stays within the rules of the game" (Friedman, 1970)

Strongly Agree	Agree	No opinion	Disagree	Strongly Disagree
----------------	-------	------------	----------	-------------------

- CSR is "the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as the local community and society at large" (WBCSD, 2003)

Strongly Agree	Agree	No opinion	Disagree	Strongly Disagree
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Q5. Do you believe that CSR reports of companies represent fair and truthful activities of their business?

Strongly Agree	Agree	No opinion	Disagree	Strongly Disagree
----------------	-------	------------	----------	-------------------

Q6. Are you aware of any business activities attempting to reduce food waste?

- ☐ Yes

- ☐ No

If yes, please give examples of these activities.

1)
2)
3)

Q7. In relation to Q6 how strongly does your knowledge of food waste reduction determine where you purchase your food?

1. Strongly determine
2. Determine
3. Moderately determine
4. Slightly determine
5. Does not determine at all

Q8. Do you consume all of the products that you buy?

- ☐ Always
- ☐ Often
- ☐ Seldom
- ☐ Never

Q9. Do you feel responsible for wasting food at home/job/any other institution?

- ☐ Always
- ☐ Often
- ☐ Seldom
- ☐ Never

Q10. If you feel responsible for wasting food, what actions do you take to reduce food waste? Please indicate.

--

Q11. In your opinion who is responsible for reducing food waste? Please select all that apply.

- ☐ Consumers
- ☐ Businesses (supermarkets, supply chains)
- ☐ Governments
- ☐ Other. If so, please indicate here

Q12. Please indicate how strongly you agree with the following statements?

There is a place in the market economy for responsible firms, but there is also a large place for their less responsible competitors

Strongly Agree	Agree	No opinion	Disagree	Strongly Disagree
----------------	-------	------------	----------	-------------------

The availability of food in developing countries would be increased by reducing food waste in Western countries

Strongly Agree	Agree	No opinion	Disagree	Strongly Disagree
----------------	-------	------------	----------	-------------------

It is necessary that new legal structures (corporate laws) for businesses would be created in order to control their activities

Strongly Agree	Agree	No opinion	Disagree	Strongly Disagree
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12. Transcription of the main interview quotes:

The view of Friedman (1970) and the definition of CSR	
Senior manager	<ul style="list-style-type: none"> •No, that is certainly what I do not agree with •“we are in an era now where people expect companies to behave in a more responsible way, not just greed driven by profit by greed by making money” •“For an organization like the University, of course, there are various reasons why it is critical, CSR approach: First, we receive public money. But secondly, if you looked at us purely as a business where students come with fees to graduate. If you said that our students are customers, we would say, well, they are customers and we know that they expect the university to have a particular ethical value, approach to CSR” •“our students demand that we behave the way which is environmentally sustainable” •“2,000 students demanding that I appoint an environmental officer to look after and address these issues” •“We have since when transformed our approach to and the way we use resources such as electricity and gas, water, demand for recycle and all of these things had become really important to us”
Richard	<ul style="list-style-type: none"> •“I see CSR not necessarily contributing to the bottom line or profitability, but maybe it is in a sense of costs, especially for a start-ups” •“CSR is a very good and very ethical thing to be doing” •“attracting more socially aware sustainable type of market” •“I agree with that, because I think that over time the investment will be recovered, costs will be recovered it is just like selling a new product. But only over time and not immediately”
Simon	<ul style="list-style-type: none"> •“Friedman is sort of influence on the world around us and the way in which his views in free market tend to pervade almost everything that we do” •“I have sympathy for business struggling between the two faces that it has got: one of satisfying its shareholders and another either appearing to or actually having a role within society” •“I know that Friedman would say do not do it but do it if ultimately it leads to more money” •“there is the role in which businesses I suppose can think about the way which does the least harm” •“self-competitive businesses” •“I do not agree with Friedman’s view that it is just about making money”
Justin	<ul style="list-style-type: none"> •“the logic was by companies acting in a socially responsible way and then in that practice being something that was applied to a specific measurable method when potential customers and other stakeholders would think that that was an inherently good thing, and the inherently good usually drives shareholder value” •“everything is either short-term or mid to long-term shareholder value” •“there is nothing inherently problematic with shareholder value being maximized and in fact the responsibilities of managers and the responsibilities of employees is to try and maximize the value for the owners of the business. Because in part it is a purpose of the business.
George	<ul style="list-style-type: none"> •“has been quoted out of the context” •“I think that it was used a lot, but it was cut down. However, he has a point. And I think that the point is correct people are there in business to maximize profits, but these days you have to take in the wider context” •“companies need to look at broader range of objectives other than just maximizing profit”

Who is responsible for reducing food waste?

Senior manager	<p>"We all are responsible"</p> <ul style="list-style-type: none"> • "the amount of food wastage in the UK is shocking" • "It is the way that we buy things in the supermarkets, everything is packaged" • "I was throwing a lot away and I felt really bad" • "supermarkets have a big responsibility, I think they are number one" • "supermarkets are pretty evil" • "terrible industry driven by profit" • "Driving farmers out of business, they driving farmers to do things in a way which is maybe not in the best interests of the animals and not in the best interests of people eating the food" • "I would never eat food that I have thought have been produced in a way that was either very chemically produced or knowing that the welfare of animals was not compromised" • "Consumers are easily manipulative group" • "The role of government, I think it is to put the pressure on supermarkets"
Simon	<p>"it is very interesting the way in which many companies have decided not to do the "2 for 1" offers"</p> <ul style="list-style-type: none"> • "as a company ordering fresh food, you do not know how much are you going to sell, I suppose that it is kind of a "just in time" thinking, stocking control now means that companies now do not have to think about CSR, they can just think about their turnover, because the staff that they throw away they are not selling and to be able to for them to think about the food waste" • "you buy a bag of apples that do not get touched" • "we all have a part to play but that means that businesses have certainly a part to play in that as well" • "I do not think that governments are responsible, but I think that government have a role in helping on that kind of thing" • "people do absolutely shocking pictures of tons of food just being shoveled away and then you think about it, but people are starving, even people who are short of food in this country. I think that there is the role for government, I do not think that there is the place for government to say it is nothing to do with us"
Richard	<ul style="list-style-type: none"> • "Certainly consumer, the normal place would be the consumer to begin with, you and I" • "simply buying appropriate quantities" • "there is a huge responsibility on consumers not to be wasteful and they need to be much more conscious of their as I said efficiency or what do you actually need" • "relative age of plenty" • "I think that we all have the responsibility, I mean it is not ethical it is not right to throw food away, but we probably do it more often unconsciously when we actually recognize, so I think bringing in consciousness, efficiency, and of course economy, because most people are looking to save a little bit of money as well" • "But I have to be conscious of am I buying a little bit more and more often than I would otherwise if those bargains were not available" • "I think a consumer, us, have a big responsibility, but I will also say I think Waitrose in my case, perhaps they have a responsibility perhaps not to over-supply the food" • "That is quite a serious issue. There is the two things that play: there is the economy, i.e. in terms of pricing and then there is the supply and maybe a tendency to over-supply, so I think certainly the shops, the retailers have a big responsibility, maybe a number one, or maybe we, the consumers, are the number one, because we are the drivers of the demand but they are over-supplying. So there is obviously the responsibility that lies with them to plan their operation much more carefully"

	<ul style="list-style-type: none"> •“government has a big role to play” •“the supermarkets are not government controlled, they are the private enterprises. But I think that the government has a big role to play in education, maybe advertising campaigns ... so government certainly has a responsibility, in fact government has a moral responsibility to its population and I guess to the wider world” •“We have an international responsibility to trying to be as economical as possible, efficient and how we consume food, because it is very distasteful, you can say immoral” •“it is certainly wrong that we should be throwing any food away when there is people in other parts of the world who are starving or malnourished”
Justin	<ul style="list-style-type: none"> •“that there has been quite a remarkable collection of campaigns and programmes of awareness so that food consumer now, all of us, recognize that buying just to fill the fridge and then to empty it and to throw the stuff away is being not just a wasteful act but it is also a financially foolish act” •“how my parents felt about food was to focus very much there being no waste” •“your generation is to blame” •“I think that it is an issue for government, I am not convinced that it is an issue in government, simply driven by morality” •“players [businesses] want to work in harmony with both customers and suppliers”
George	<ul style="list-style-type: none"> •“We all have a duty for that” •“I think that people are inherently lazy and the food waste partly comes now from the society” •“we should not be wasting food it is as simple as that, but Maslow’s hierarchy of needs, we can afford to throw food away these days” •“we are too strict on our sell by dates, I have no problem having eating something that has got the sell by date and that has been in the fridge, because it is okay. If we think that if we want to reduce our food waste we should reduce a bit the silliness on our dating of products”

13. Personal Learning Statement

There are many advantages of conducting research. Throughout the period of one year, there were a lot of stress and tears, but the dissertation is complete and thus the personal skills of mine for conducting research are developed. The areas of improvements are the skills developed in data collection, critical evaluation and the style of writing. The literature review was advantageous. A wide range of academic data was analysed with the underlying assumption that it will be easier to write the dissertation once these notions are incorporated in my minds. Undoubtedly, there are more areas where the understanding was improved. The benefits of writing this dissertation are that the awareness and consciousness was raised about the extensive use of resources and other problems that impact not only on the environment, but on the social aspects of society members as well.

Not only the understanding about the research problems was developed, a variety of different problems were realised once there was the need to do interviews and questionnaires. To start from the interviews, there are many important aspects to remember. There are ethical aspects: anonymity and confidentiality should be guaranteed. The reason is that if the research is done in the fairly small organisation and there is the possibility that people will be able to find out whether someone said more than it was allowed. These issues might even cause the dissatisfaction and disagreements between the participants. Thus, it is necessary to consider all of the problems about ethics. While at the process of designing questionnaire, it was discovered that it is very important to ask the right questions. The reason here is that once all of the questionnaires are filled in and data is collected, there is the possibility that findings does not represent the main research objectives and does not answer the main research questions raised at the beginning of the dissertation.

For the purposes of providing the trustworthy, credible and reliable results, there are many ways of testing the information obtained. The IBM SPSS Viewer was used and thus the skills in this area were also improved. The understanding was developed that the dissertation is presented in a professional way if a variety of different charts and tables are used. The assumptions are that it is easier for the readers and users of this dissertation to read while at the same time looking at the visual data provided. Overall, the skills developed will help in the future whether while having a job or trying to do the research and get the knowledge about the chosen topics.

RESEARCH PARTICIPANT AGREEMENT FORM

Corporate Social Responsibility, Food Waste and the Impact on the environment and social aspects of stakeholders

Description of the research project:

My research project is about Corporate Social Responsibility, Food Waste and the Impact on the environment and social aspects of stakeholders. The main objectives are to evaluate, discuss and represent a variety of different conversations. The Business case approach, stakeholder-accountability approach and the impact on the environment and social aspects of stakeholders are critically evaluated in this dissertation.

Statement of Agreement

I agree to take part in this research and am aware that I am free to withdraw at any point. I understand that the information provided will be treated in confidence and that the project report will be seen by two examiners from Roehampton University and one from another university, but will not be publicised further.

If requested, I will have the opportunity to check the contents of my interview and any material attributed to my organisation before it is included in the project.

I agree to the interview being recorded. I understand that the data will be kept securely and that it will be destroyed after the report has been marked by the university.

Name.....

Signature.....

Date 19 March 2014.

If you have any concerns about this research or any aspect of your participation in it please contact my supervisor:

Robert Manderson

Email: r.manderson@roehampton.ac.uk

Tel: 020 8392 3723

sample

Corporate Social Responsibility and Food Waste Questionnaire

Q1. What is your gender?

- ☐ Female
☒ Male

Q2. What is your current age?

- ☒ 18 to 29
☐ 30 to 39
☐ 40 to 49
☐ 50 or older

Q3. What is your chosen pathway at the University of Roehampton?

Business Management and retail marketing

Q4. With regards to CSR activities - what is your perspective on businesses role in society?
How strongly do you agree with the below statements?

- "There is one and only one social responsibility of business - to use its resources and engage in activities designed to increase its profits so long as it stays within the rules of the game" (Friedman, 1970)

Strongly Agree	Agree	No opinion	Disagree	Strongly Disagree
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- CSR is "the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as the local community and society at large" (WBCSD, 2003)

Strongly Agree	Agree	No opinion	Disagree	Strongly Disagree
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Q5. Do you believe that CSR reports of companies represent fair and truthful activities of their business?

Strongly Agree	Agree	No opinion	Disagree	Strongly Disagree
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Q6. Are you aware of any business activities attempting to reduce food waste?

- ☒ Yes
☐ No

If yes, please give examples of these activities.

1) McDonalds	} All claim to be reducing waste
2) Tesco	
3) Sainsbury's	

Q7. In relation to Q6 how strongly does your knowledge of food waste reduction determine where you purchase your food?

1. Strongly determine
2. Determine
3. Moderately determine
4. Slightly determine
5. Does not determine at all

Q8. Do you consume all of the products that you buy?

- ☐ Always
- ☒ Often
- ☐ Seldom
- ☐ Never

Q9. Do you feel responsible for wasting food at home/job/any other institution?

- ☐ Always
- ☒ Often
- ☐ Seldom
- ☐ Never

Q10. If you feel responsible for wasting food, what actions do you take to reduce food waste? Please indicate.

Try to finish food and if not at home recycle food waste

Q11. In your opinion who is responsible for reducing food waste? Please select all that apply.

- ☒ Consumers
- ☒ Businesses (supermarkets, supply chains)
- ☒ Governments
- ☐ Other. If so, please indicate here All of the above

Q12. Please indicate how strongly you agree with the following statements?

There is a place in the market economy for responsible firms, but there is also a large place for their less responsible competitors

Strongly Agree	Agree	No opinion	Disagree	Strongly Disagree
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The availability of food in developing countries would be increased by reducing food waste in Western countries

Strongly Agree	Agree	No opinion	Disagree	Strongly Disagree
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It is necessary that new legal structures (corporate laws) for businesses would be created in order to control their activities

Strongly Agree	Agree	No opinion	Disagree	Strongly Disagree
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