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THE IMPORTANCE OF SOCIAL RESPONSIBILITY IN MOROCCO: CASE OF THE SMALL AND MEDIUM ENTERPRISES IN EL JADIDA

Abstract:

In Morocco the concept of corporate social responsibility has become present in academic research as in the business world. Each company must integrate in its strategy, the implementation of a societal responsibility approach to attract new national and international market. The big Moroccan companies are aware of the importance of this trend, but this notion is still new for Moroccan SME (Small and Medium Enterprise). The purpose of this article is to determine societal responsibility practices in Morocco and in SMEs (Small and Medium Enterprises) in the province of El Jadida in particular. SMEs (Small and Medium Enterprises) in this region have an important role in national industrial development. The first part is devoted to defending social responsibility in general and in Morocco in particular. Next, we identify the social responsibility practices that differentiate the Moroccan small and medium enterprise. For the third part we will present the research methodology and show the results obtained from the survey.

Keywords:

Corporate Social Responsibility, SME, Development, Moroccan companies, The province of El Jadida