A PANORAMIC OVERVIEW OF SOCIAL RESPONSIBILITY APPROACH AND PRACTICES IN TURKEY

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ABSTRACT

The main purpose of the study that was prepared through the literature review method is to shed more intensive light on the concept of corporate social responsibility (CSR) as a part of public relations in institutions and organizations. So this article, which examines the content of corporate social responsibility activities, their impact on society, and their contribution to the sustainable performance of companies, also includes some well-known examples of corporate social responsibility in Turkey. As it is widely and generally known, corporate social responsibility is based on the social and environmental, and economic concerns of the institutions and organizations that are indispensable in their activities and relations with their target masses and stakeholders. Practices of social responsibility should be connected with social projects that are mainly for the benefit of the natural environment and society. They should also pay attention to the interests of future generations since what a generation does now will also affect the quality of life of future generations. That's why it is known as an integral part of public relations all over the world. To put it in another way, it is never possible to imagine public relations without social responsibility. This is not limited to considering the interests of society, but also an ethical responsibility towards the country and the state, and nature. Because it respects human rights, different beliefs, and opinions; does not allow discrimination; communicates with all social groups; encourages everyone to cooperate and help each other; contributes to the welfare and happiness of the society, and receives feedback from the society at last to make better social responsibility activities. Therefore, all the companies operating at a professional level have a detailed policy regarding CSR and a professional team working for it. This team continuously provides regular and serious reports to the company management including proposals on socially responsible activities and projects. This study aims to reveal the conceptual framework of corporate social responsibility in a wider way than usual as well as to reveal the prominent examples of the concept in Turkey. In addition, the article has complied with the ethical rules of publication.

Keywords: Corporate social responsibility, public relations, communication.

INTRODUCTION

Since the early days of human history, some behaviors have been described as good or right, others as bad or wrong. In addition, bad and wrong behaviors are considered immoral. In this context, social responsibility is closely related to, or even equivalent to, the concept of morality. Since this includes the occupations, social responsibility is intertwined with morality both with its social content and with its professional quality. This is the beginning point of social responsibility as a notion.

In contemporary business life, businesses carry out a series of social responsibility activities under the leadership of various units within the organization. It can be said that these practices planned for social issues and problems have many reasons. The first of them is the belief that if businesses develop and implement useful projects on social issues and problems they will have positive effects on their economic performance. Another reason is that focusing on corporate social responsibility will provide lasting advantages in competition with other firms. Socially ethical and responsible behavior can cause minor damages to the enterprise; however, it makes great gains in the long run. The budget for social responsibility expenditure is one of the best investments because it will return to the company's safe at a higher amount in the future.

The notion or term of "corporate social responsibility" is also expressed in different terms such as "responsible corporatism", "responsible business administration" and "responsible citizenship". Social responsibility covers the behaviors of organizations towards social benefits and their responsibilities towards their target groups. Social responsibility behavior whose importance is increasing constantly and steadily is among the expectations of target groups from the institution. It is an activity aimed at creating a bidirectional benefit mechanism for the enterprise and society in a functional sense. It is not only the quality of the goods or services that make institutions and organizations noteworthy. In terms of institutions and organizations, success can be achieved by fulfilling their duties and responsibilities towards the society they are in, protecting the interests of the employees, the interests of the society, and of course the interests of the institutions, and balancing all of them. Society expects more from producing and selling goods from institutions, looking at whether they are intertwined with the society, and asking if they add extra benefits and values to society. There is no doubt that this can be possible only by carrying the spirit of social responsibility. In this sense, corporate social responsibility is also a process of creating a brilliant value and image for organizations. It is very important that this value should be sustained because today's employees want to contribute to the values they believe in and the development of the world as well. On the other hand, today's consumer is not only interested in the quality of a product and service but also looks at what the organization behind the product does for the community. Of course, the level of this expectation varies according to the level of development of societies.

One of the main objectives of corporate social responsibility projects is to discover the human resources and also to create more suitable environments for their development. To be defined within this framework, corporate social responsibility is the consciousness of returning what it receives from the society to the society in greater benefit.

The concept of corporate social responsibility is voluntary and influences the marketing strategies of corporations. An overwhelming majority of the world's leading institutions and organizations carry out frequent and regular social responsibility activities and publish performance reports at the end of each activity. Thus, they create the image of being an active, successful, and reliable institution in the eyes of their target audiences.

To sum up, many institutions and brands have added social responsibility to their budgets over the last decades. It can be said that social responsibility is a moral obligation for all institutions providing a variety of products or services to society, but it should also be a legal obligation for all of them. In this case, not only companies and brands but also non-governmental organizations and conscious consumers should organize and support social responsibility campaigns and projects, at least considering the diminishing resources of the world. In this sense, social responsibility cannot be limited to one country. It is a general and powerful responsibility to all humanity for a better life on this planet.

This study was conducted by the literature review method. The study examined the concept of social responsibility on the theoretical level at full length and presented some of examples of the main social responsibility practices carried out in Turkey in the last years.

PUBLIC RELATIONS

Main Definitions Related to Public Relations

There has been no consensus on the definition of public relations from the first period of its emergence to the present day when it was evaluated professionally. Businesses or organizations perceived the concept of public relations within their own systems and applied them in this direction. This development of the process made it difficult to limit the concept of public relations to a certain definition. Today, it is known that nearly one thousand definitions have been made about public relations. In a study conducted by the Public Relations Association of America, it was found that about 200 definitions were made. This excess of definition opens up new horizons in public relations studies besides the complexity it creates. Therefore, it would be correct to convey several separate definitions of public relations (Ertekin, 1995: 8).

The term is used as "Public Relations" in English and "Relations Publiques" in French and "Öffentlichkeitsarbeit" in German. The word "folk" here is not the same as the word 'folk' in everyday language. These adjectives, which are related to the "public" and "general", characterize the expression "public relations" (Knife, 1998: 94). Ceyda Aydede defined public relations as "the institution's accumulation of the ways of perception concerning it in the eye of public opinion, the examination of the philosophy and production of an institution, and also the management of ideas of others about the entire institution as a branch of the art" (Aydede, 2001: 13). Public relations in the broad sense is a process of recognition and promotion. From this point of view, public relations are the duty of adopting the policy that the management is following, publicizing the works continuously and publicly, creating a positive atmosphere against the management and knowing what the public thinks about

the management, and what is requested from the management (Tortop, 2003: 14). According to the International Public Relations Association, public relations "is a continuous and organized management duty of an enterprise in order to obtain and maintain the understanding, sympathy, and support of the persons whom the private or public organization can contact or can establish relations (Tellioğlu, 2005: 25). According to E. Reck, it is a continuous development that is developed in order to plan the policy to be driven, the services to be provided, the works to be done in accordance with the benefits of individuals and groups (Asna, 1993: 56).

When all these definitions related to public relations are considered, it is possible to reach some conclusions that become evident as main lines.

- Planning: This is a regular study including research and analysis
- Performance: Effective public relations are based on the performance and actual policies of an individual or organization
- Public interest: The reason for conducting a public relations activity is to serve the public interest. The aim of public relations activity is to provide mutual benefit between the organization and the target audience.
- Two-way communication: It is important to disseminate information materials and collect responses from the target audience
- Management function: Public relations are effective in the decision-making of senior management. After a decision is taken, public relations involves not only providing information but also consulting and solving problems (Okay & Okay, 2001: 7).

At this point, it should be added that developments from the 20th century to the present have caused public relations to become widespread and become an important industry, thus adding new elements to the definitions.

Importance of Public Relations

Companies receive advice from professionals working in the field of public relations about important trends and the results of company activities in relation to marketing effectiveness. The image and reputation of the company is ensured by the contribution of public relations.

Public relations play an important guiding role, enabling crises to survive without damaging the image of the firm. The fact that public relations are seen as more objective in general and therefore perceived by the target groups as more convincing reveals that public relations is more advantageous than marketing communication tools.

Objectives of Public Relations

The general purpose of public relations is to create and maintain a positive relationship between the public and the organization, to maintain and develop this relationship, to obtain the trust and support of the public in the organization. The main objective is to convince and influence the target audience. Creating good relations

between the internal and external environment of the organization, which includes continuity and positivity, is the purpose of public relations (Budak & Budak 2004: 150).

Public relations aims to create a good environment between various internal and external organizations. In this context, public relations includes the organization's relations with other organizations and communities as well as its own employees. With the help of public relations, business efficiency is increased and the organization is improved. The reason for this is that public relations create a good environment thanks to the improvement of the relations of the organization with other organizations (Tortop 2003: 19).

In general, public relations, which are based on promotion, announcement, recognition and hearing, are carried out for various purposes. When the aims of public relations are evaluated in general, their aims can be grouped under the following headings:

- To influence the target audience and the public
- To provide the trust and support of the target audience and the public by reflecting the corporate image and identity to the environment
- To inform the target audience about corporate stance and principles
- To establish positive relations between the organization and the target audience
- To facilitate relations with the public administration
- To obtain information from the public and evaluate this information in order to ensure that policies and decisions are accurate
- To ensure that the public complies with the prohibitions by providing information about the prohibitions.
- To cooperate with the public to make the services to be understood better (Yatkın, 2003: 6).

Fundamentals and Principles of Public Relations

There is no doubt that the basic element of public relations is communication. A business maintains its continuity as a result of maximizing the opportunities around it. One of the factors that give this opportunity to businesses is public relations and also communication which is a natural element of it. The main purpose of communication is to ensure that a certain understanding and behavior occurs as a result of the communication in the recipient.

The basic principle of public relations is the preparation of the general objectives of the organization in relation to public relations. The duty of the senior public relations of the organization is to determine these principles. At the forefront of public relations principles are the determination of investment, financing, personnel policies, and of course the general policies of the organization as well.

Objectives of Public Relations

The main objective of public relations is to ensure that institutions and organizations establish positive relations with their respective environments and to manage an effective and efficient

communication/interaction environment. Two important criteria for good communication with the environment or target groups are accuracy and consistency.

The objectives of public relations are as follows (Çamdereli, 2000: 20):

- To enlighten the people and adopt them
- To create positive attitudes towards public opinion
- To facilitate relations with the public opinion
- To gather information from the public and to inform it
- To provide public cooperation
- To respond to private or public benefits.

That is to say, public relations aims to make a product or service valuable and establishes relationships with different target groups of enterprises, and persuades them to use the product or service.

As a result, social responsibility should not be taken in a narrow sense. It expresses a strong responsibility towards all nature and all living things in it for a better and quality life.

Some Concepts Confused with Public Relations

There are a number of concepts intertwined with public relations. Collaboration of public relations with many different areas can cause confusion with other concepts. The main areas that public relations are usually mixed with are advertising, marketing, propaganda, lobbying and social responsibility.

Where these concepts meet with public relations, where they intersect, where they differ, where they conflict is important in terms of the nature and purpose of this study. Public relations cooperate with similar concepts at certain times. But it has an independent application area (Çamdereli, 2000: 25).

It is defined as a planned communication system aiming to create sympathy, positive image, attitude, and behavior about the company in the minds of the public by means of press releases, press conferences, lobbying, advertising, and special events.

CORPORATE SOCIAL RESPONSIBILITY AS A FUNCTION OF PUBLIC RELATIONS

"Human responsibility" or "sense of responsibility" is a well-known concept. Therefore, it seems a bit unusual to use it for organizations or institutions which are mechanical entities. So, the concept of corporate social responsibility may have been a bit strange in the early days when it emerged. What is meant by corporate social responsibility? For thirty years, academicians and practitioners have tried to give this concept a clear definition that everyone can understand. According to Keith Davis, corporate social responsibility is the ability of a business to make decisions and carry out actions on various grounds beyond its economic and technical interests. According to Eells and Walton, this concept points to the problems that arise when the business enters the social scene (Carroll, 1991: 40).

Social responsibility means that the institution makes plans and projects that are appropriate to the expectations of the society as well as its own interests, implements them, and revises them according to the reactions of the public. Social responsibility expresses a range of responsibilities that an organization undertakes to protect and develop the society in which it operates.

What makes institutions and organizations valuable or different is not only the quality of the goods they produce or the services they offer but the values they add or bring to society. In terms of institutions and organizations, success is possible by fulfilling their duties and responsibilities towards the society they are in, by protecting the interests of the employees, the interests of the society, and the interests of their institutions.

Institutions that adopt such a management approach aim to prove themselves in other ways as well as for profit because the society expects them to be interested in art, education, health, and environment as well as employers and production duties and to meet the needs in these subjects. Therefore, organizations had to create and develop their own social programs. In the long run, such firms, which take into account the interests of all concerned, must satisfy both consumers and social priorities (Baybars, 1991: 16).

In recent years, projects that have been developed to create a cleaner and healthier environment, a healthier, educated, social and art-loving society, thus contributing to the fields of culture, arts, environment, health, education, and sports, attract more attention. On the way to European Union, with the increasing importance of non-governmental organizations, private sector cooperation provides credibility to both sides and many social problems are solved in this way. It should also be emphasized that social responsibility activities and voluntary organizations that play an active role in this issue also play an important role in providing motivation for employees in the institutions. It should not be forgotten that the problems arising as a result of boring working life, which usually cannot meet the human emotions and expectations of managers and employees, can be revived in social sponsorship projects.

It should also be emphasized that social responsibility activities and voluntary organizations that play an active role in this issue also play an important role in providing motivation for employees in the institutions. It should not be forgotten that the problems arising as a result of boring working life, which cannot meet the human emotions and expectations of managers and employees, can be solved in social sponsorship projects. It should also be emphasized that social responsibility activities and voluntary organizations that play an active role in this issue also play an important role in providing motivation for employees in the institutions. It should not be forgotten that the problems arising as a result of boring working life, which cannot meet the human emotions and expectations of managers and employees, can be revived in social sponsorship projects (Aguilera et all., 2007: 852).

Most likely, social responsibility has individual effects, such as prosperity, happiness, and job satisfaction. It is certain that companies with a strong corporate responsibility mission also act as magnets for very committed and goal-oriented employees (Wang et al., 2016: 541).

Today, employees also want to contribute to the development of the values they believe in and the world in which they live. Such voluntary activities should be permitted and even encouraged by the top management of the institution. Thus, employee loyalty to the organization will be increased and this will be indirectly reflected in business performance. It is not possible to talk about the success of any project without the faithful participation of the employees. Personal participation of the employees in the projects carried out by the management should be ensured. In this way, the organization should get closer to society and understand the needs of society better. Social responsibility behavior, which is becoming more and more important nowadays, is among the expectations of target groups from institutions. In short, public relations is basically a potential tool that functions as shaping consumer perception and building the corporate image. Organizations that raise social responsibility awareness effectively announce their activities to the public via the media (Sharma, 2013: 5).

There are many definitions of the concept of social responsibility in the literature. To define this concept in the shortest way, it is possible to say görev the duties and responsibilities of enterprises against society". In this sense, social responsibility produces the answers of how companies can be more beneficial to their society.

In the literature, social responsibility is defined as a set of rules that a manager has to obey (Özüpek, 2005: 9). Social responsibility in the broad sense is that business people make decisions by taking into consideration the values and aims of the society and they are loyal to the rules that they are bound to manage.

In addition, there should be a set of ethical principles that should manage the problems that arise between the institution and society. No one doubts that ethical behavior and corporate social responsibility can bring great benefits to a business. Businesses, of course, operate for profit; but a good business should always think more than making money. In fact, it is known for many centuries that there is a sense of responsibility in many institutions and businesses towards society (Barry, 2000: 104). Indeed, there is a close relationship between the concept of work ethics and the concept of social responsibility. In fact, social responsibility is a requirement of business ethics. In other words, business ethics includes social responsibility. Although business ethics and corporate social responsibility are different concepts, they are close enough to be used interchangeably. If there are no ethical and moral concerns and principles in an enterprise, this will eventually destroy the reputation of the enterprise in society (Shaw and Barry, 1995: 49). Therefore, social responsibility is that decision-makers and business executives take actions to protect and improve the general interests of society as well as their own interests. In this context, Carroll explains the meaning of social responsibility as follows: The company or organization that adopts the concept of corporate social responsibility should strive to make a profit, to comply with the law, to behave ethically, and to be a good legal entity. The adaptation of a good corporate entity to corporate culture is still a dominant factor in the development and growth strategy of large companies today (Carrol, 1999: 288-289).

Besides, directing investments in environmentally sensitive technologies with a strong sense of responsibility increases the competitiveness of enterprises. In addition, if the practices go beyond the legal requirements in social areas such as education, working conditions, management-employee relations, productivity increases.

This paves the way for a managerial change and ensures social development with successful and competitive power.

To sum up, the institutions or organizations aiming to be known with the image of an honest, reliable, and solid company in the public know that it is possible only through public relations which is a bidirectional communication effort. Accordingly, social responsibility is a function and activity of public relations. It may be a good idea to clarify the concept of social responsibility with very a simple example that everyone can understand. If a hotel in a modest city places garbage cans with its name and logo on some corners of the city's busiest streets and parks, this behavior will be of considerable service to society and also advertise itself.

Aims of Social Responsibility

The main purpose of the social responsibility understanding should be providing benefits for society. But this can be achieved on a voluntary and charitable basis alone. The concept of "voluntary" means to be willing to undertake a job without any obligation". The concept of "philanthropist" is generally defined as the person who loves to help the poor and the needy.

In terms of the findings of the International Institute for Sustainable Development, some functions that constitute the objectives of corporate social responsibility are "achieving sustainable development", "taking great steps towards globalization ", "improving management function", deepening the impact of the corporate sector", "increasing communication with the targeted public sector", "increasing financial accumulation", "contributing to the revitalization of ethical values", "strengthening the awareness of association", "increasing the leadership function" and "expanding the fields of activity" (Hohnen, 2007: 7).

History of Social Responsibility

The concept of social responsibility has existed since the earliest periods of history; however, the concept first appeared in the religions that regulate the relations between people. Religions impose many responsibilities on the individual and society. In this context, it is said that people have developed a sense of social responsibility with their own principles, personal judgments, beliefs, values , and moral views (Bayrak, 2001: 85). In later times, a number of laws and rules were adopted to specify people's lifestyles and working principles. These laws determine the lowest wage to be paid, the employer's debts, and responsibilities. In this respect, the first laws known in history are the laws of Hammurabi (Bayrak, 2001: 86). With the spread of religions, various studies on social responsibility have been carried out by religious leaders and religious institutions. In this direction, various foundations and associations have been established to help the poor.

Between the 12th and 14th centuries, Europe's trade relations with Byzantine and Islamic Civilization made trade and industry important in social life; however, especially in the Western world, the Catholic Church influenced business life and philosophy. In this period, the donations and grants provided to the church enriched and strengthened the church (Biber, 2001: 73).

The emergence of social responsibility as an important issue and becoming a focal point for institutions is based on the period of the industrial revolution. The second half of the 19th century is considered the beginning of the industrial revolution. With the industrial revolution, the development of production policies and the start of fabrication of the institutions created new areas of employment. In addition, at the beginning of that period, the notion that everything was legitimate for profit was popular. So institutions that act in accordance with this view ignore consumer rights, social benefits and the importance of the environment.

Another major factor that improves social responsibility is the economic crisis that emerged in 1929. The effects of this event, one of the most important economic crises in history, have been felt throughout the world for years. At that time, high unemployment and production losses were observed in many countries, especially in the industrialized countries of the United States and Western Europe (Aydede, 2007: 18).

The problems caused by industrialization and the economic crisis of 1929 accelerated the developments in the concept of social responsibility. Especially public institutions and private sector organizations operating in countries affected by the economic crisis have started to question themselves. It is known that social responsibilities were discussed in many meetings in 1936 with the participation of senior executives. In the 1960s, civil organizations and social movements advocating women's rights and environmentalism helped to develop the value that the public attaches to the social responsibility of institutions. Oliver Shelton, who introduced the concept of social responsibility for the first time, summarizes social responsibility in his book "The Philosophy of Management": "The management principles of the organization should focus on social benefit" (Altığ, 2006: 26). The search for social responsibility in societies has been partially blocked in the United States at the beginning of the 20th century due to the reactions from society. The concept of social responsibility, which was not cared and cared for until about forty years ago, has turned into one of the prominent areas of business today. Officially known as the financial aspects of social responsibility projects in Turkey reached, but it is estimated to be around 750 million to 1 billion dollars.

The concept of social responsibility has started to come up in company management since the 1960s. This concept expresses the effects of social, economic, political, legal, psychological, natural, technological and similar factors on the enterprise. Social responsibility, which has gained importance especially in developed countries, is a very comprehensive field (Özbaşar, 1979: 43).

In a narrow sense, social responsibility is fair, transparent, and honest. It also means creating a positive image for public relations and employees. Social responsibility in the broadest sense is that businesses play an active role in solving various social problems arising inside or outside themselves. A company should not only deal with profit and loss accounts. It should also be strictly interested in environmental and social issues. It should help solve these problems and use at least some of the human, financial and technical means available for this purpose. Economic development has often caused environmental pollution, destruction of natural resources, deterioration of urban life, and many other social and economic problems (Savaş, 1978: 129-130).

In line with the development of environmental awareness, many small or medium-sized companies are adopting and implementing measures. Many factories even allocate funds for the reuse of waste. If nature protects the natural environment, both nature and business win. This view is now dominant in many businesses. The liking of the enterprise by the public is directly proportional to its respect for the environment (Mckee, 1992: 13).

Advantages of Social Responsibility

The advantages of social responsibility to the company can be listed as follows:

- Establishing a good social environment ensures that the enterprise is adopted by the public.
- To become an important part of society by taking part in the discussion and resolution of social problems.
- Significant advantages in entering new markets and providing customer loyalty.
- Ecological sensitive and environmentally friendly enterprises are reached.
- Provides the recruitment of new human resources to the corporation and increases the loyalty of the employees to the corporation with the versatile and qualified labor force.
- Provides access to wider funding sources.
- Employees and customers start to trust and value the organization more.
- Employees' and customers' sense of belonging and loyalty develops. As a result, the turnover rate of the employees decreases, the frequency of purchasing of the customers increases, and the sales revenues of the company increase.
- Communication among employees, trust, solidarity, and team spirit are strengthened. Teamwork ensures organizational performance and overall motivation.
- The relations of the organization with the society as well as with the central government and local governments are strengthened.
- The employees of the institutions involved in social responsibility projects develop their knowledge, skills and experiences (İbişoğlu, 2007: 14).

Disadvantages of Social Responsibility

The main disadvantages of social responsibility can be summarized in two points:

- The market share of the enterprise may decrease as prices will increase as a result of reflecting social activities on product costs.
- New human resources may be needed for social activities. If the owners, partners, or managers of the enterprise engage in social responsibility projects more than necessary, they may move away from organizational goals (Bayraktaroglu et al., 2009: 28).

Social Responsibility Practices in Public Relations

Social responsibility projects have a significant share both in communication with the employees within the organization and in the management of strategic communication with various target groups outside the organization. The success of the projects that are planned in the long term and include the sincere practices of the institution towards the problems should not be ignored. Companies should think long-term about their social responsibility projects and develop and renew them continuously.

Corporate social responsibility projects offer a wide range of alternatives. The important thing is what will be chosen. Institutions should address problems that they believe they can solve when making site determinations. Social responsibility campaigns are not a coincidental social effort, but a stable and continuous strategic communication effort. The implementation of social responsibility projects requires a certain period of time. Conscious steps to be taken during the preparation of the project will eliminate the possibility of failure. Determining the subject that constitutes the basis of the project, identifying the problem, and selecting the right business partners is of great strategic importance for final achievement.

A successful public relations activity plays an effective role in the implementation of social responsibility campaigns. First of all, the organization should determine the roadmap that includes all stages of the work process such as research, planning, implementation, and feedback within the scope of social responsibility work. At the beginning of the social responsibility activity, the following conditions should be considered by the institution:

- The senior officials of the organization should believe in the project.
- The question of whether the project provides a solution to an important social problem should be discussed in detail.
- The institution must make a financial commitment to the project.
- It should be determined whether the employees of the organization are willing to work in the project and whether they want to work in the campaign.
- In the implementation of the project, it should be ensured that the experts are assigned so that the work is done with a professional approach.

THE MAJOR EXAMPLES OF SOCIAL RESPONSIBILITY PROJECTS IN TURKEY

Today, corporate social responsibility projects are implemented in many different areas. Some institutions develop projects to solve problems related to education, while others produce projects on health, environment, history, and other issues. Some of the social responsibility projects undertaken in the past are as follows:

Social Responsibility Projects for Education

Education is preferred more frequently among social responsibility projects in Turkey. Many institutions around the country have realized many projects in this regard by considering that the investments and contributions to education will bring greater benefits to the future of society.

Presumably, some of the best-known social responsibility projects in the past years were "Daddy! Send Me to School!" by the newspaper Milliyet, "Every daughter is a star." by Mercedes-Benz Turk Inc.; "Contemporary Girls of Turkey", Women empowerment" and "Education" by Turkcell, one of the GSM operators in the country; "Telephone Library Project" and "The Project of Life is Simple with the Internet" by Turk Telekom and also "Culture and Art Activities" by Yapı Kredi.

Social Responsibility Projects for Health

Health is an important area for social responsibility projects. Since health problems affect social welfare, development, and development, the awareness level of the society should be raised in various ways. Therefore, institutions and organizations develop various social responsibility projects in order to draw public attention to the importance of health and raise the awareness level of society.

The campaign "Smiling Future with Vitamin D" by Danino, the campaign "People First, Health First" by Novartis, and "Journey to Health with AVON" by AVON are major examples of health projects in our country in the past.

Social Responsibility Projects for the Environment

Enterprises have responsibilities such as efficient use of natural resources, prevention of environmental pollution, and minimization of environmental damage during production.

The campaign called "Forests of Turkey Project" by Aras Cargo and the project called "Target Global Enlightenment", which was aimed at raising awareness against global warming, by Philips, the project entitled "81 Forests in 81 Cities" by IşBank in cooperation with Ministry of Forest and TEMA, the project entitled "Clean Toilet" by OPET and the project entitled "End the Family Violence!", that was started by the newspaper Hürriyet in 2007, can be shown as remarkable examples of social responsibility projects carried out in this regard.

Social Responsibility Projects for Culture, Arts and Sports

Culture, arts, and sports are social responsibility projects that should be supported in terms of social development. "Children's Theater of ETI" by ETI and "Children's Festival of OMO" by OMO are probably the best-known examples of social responsibility projects in this matter.

Social Responsibility Projects Towards History Awareness and Sensitivity

The number of corporate social responsibility projects realized in the field of history is smaller in number compared to the practices in other fields. The project entitled "Respect for History" realized by OPET in our country attracted a great deal of attention and appreciation from society. The main objective of the project was to introduce Turkey to the world with its magnificent past and bright future.

CONCLUSION AND DISCUSSION

As explained in detail from the beginning of the study, corporate social responsibility provides businesses and organizations with great social prestige, good brand value, and long-term financial gain. Undoubtedly, the company's market share also increases through effective projects of social responsibility because consumers are more conscious and careful anymore.

In today's world, the consumers are not only concerned with the quality of the products but also whether the companies that produce all those products fulfill their responsibilities towards society. As a matter of fact, all research conducted in this field proves that today's consumers are more inclined to buy products of companies that respect society, the natural environment, women's rights, animal rights and other social values, as well as are sensitive to economic and social problems and contribute to their solution. It is a fact that enterprises that have a corporate social responsibility in this direction are more fortunate to expand their existing market share, find new markets and maintain customer loyalty.

In the meantime, it should be emphasized that approaching corporate social responsibility from a purely technical point of view is not a correct and sufficient approach. Social responsibility also prioritizes a cleaner nature as an ethical responsibility and also strengthens love, respect, solidarity, cooperation, and social peace in society. That western societies are far ahead of the rest of the world in this regard is not a secret today. Different communities living in the United States and Europe do not support firms that invest a lot, provide a high rate of employment, and break export records. On the contrary, they adopt and promote institutions and organizations that build schools, build health centers, organize educational campaigns, and take initiatives to reduce poverty. The state, which cannot make schools and health centers and also ignores the right to free education and health, transfers this function to multinational companies whose turnover is more than the budget of many countries.

Over the last decades, many institutions and brands have added social responsibility to their budgets. It can be said that social responsibility is a moral obligation for all institutions providing a variety of products or services to society, but it should also be a legal obligation for all of them. In this case, not only companies and brands but also non-governmental organizations and conscious consumers should organize and support social responsibility campaigns and projects, at least considering the diminishing resources of the world. As in the civilized world, there are many companies that carry out notable social responsibility projects and activities in Turkey. Some of them were examined in the study.

It should also be noted that the fact that the study was conducted with a literature review is one of the limitations of the article.

ETHICAL TEXT

In this article, the journal writing rules, publication principles, research and publication ethics, and journal ethical rules were followed. The responsibility belongs to the author for any violations that may arise regarding the article.

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