Corporate Social Responsibility Activities in Maritime Sector in Turkey

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ABSTRACT

Social responsibility is defined as the fulfilment of the obligations of the companies to improve the social life through the determination, implementation, decision-making and activity of policies appropriate to their own purposes and to the social expectations. Today, social responsibility is the main factor in the formation of improves company image and corporate identity. Nowadays, social responsibility activities are given more space because the company’s identity is measured not only by the goods or services produced but also by its activities in the social field. The maritime sector which is considered strategic for Turkey, the interest and support of the companies towards these activities is increasing. Maritime has become one of the most important sectors for Turkey by provides to the country’s economy contributed 100 billion TL, which is taken more space in the social area by the social contribution. The social responsibility activities carried out in areas such as education, environment, culture and art contribute positively to the awareness of the maritime sector and to the image of companies. In this study attempted to explain the understanding of Corporate Social Responsibility in Maritime Sector in Turkey and to examine the campaign examples.

Keywords: Social Responsibility, Maritime, Sponsorship, Public Relations
INTRODUCTION

Corporate social responsibility for an organization is a management strategy where it operates in social and public environment accordance with the expectations of stakeholders in order to sustain. The economic and social environments of an organization are constituted of its stakeholders. Nowadays increased interests in the role of corporations in society are supported by increasing sensitivity to, and awareness of environmental and ethical issues. Societies expect corporations to be in beneficial actions and all these actions to be realized within ethical concerns. The social responsibilities for the corporations are not only for the encouragements, liabilities, legal regulations, social pressures, employee benefits, but also for social advantages and increasing the company’s image and profit. When corporations provide a positive contribution to its stakeholders, environments and society, they may to be permanent in the market. In this respect, social responsibility campaigns offer important opportunities for corporations. Investments on social responsibility are attracted attention of the corporates, as a tool that strengthens corporate image. Companies, that aim to reach the targeted customers easier in the increasing competitive, try to gain social capital by investing in education, environment, culture, arts and inspire confidence in their brands. Corporations that comprehend the fulfilment requirement of a positive image in the eye of their market and society attempt to benefit from social responsibility activities in creating a positive image, protecting their current image or turning their negative image into positive. Besides the economic goals that they determined, this organization can achieve higher levels of success by supporting to corporate social responsibility activities in collaboration with their shareholders. For this reasons, corporations much more focus on volunteer projects which related society, environments, and education and health areas.

In the recent years, the concept of corporate social responsibility has become more visible in the social field as it becomes more important for companies and corporations. In this case, it is seen that corporate social responsibility activities, which progress with volunteer-based projects in the fields of society, art, environment, education and health, give more place in companies and corporations. Since the 2000’s, the concept of sustainability has evolved to become both compulsory and strategic, including concepts such as growth, environmental sensitivity, social impact, economic and social development, within the economic cycle for companies and corporations. Around the world, expectations continue to raise that companies will conduct business ethically. Increasingly, the long-term viability of an organization is viewed as being dependent upon its ability to comply with regulations, act with probity and maintain the confidence of its stakeholders.

1. CORPORATE SOCIAL RESPONSIBILITY

The corporate image and identities of the companies/corporations in the global environment come to the forefront, and the social activities and social/environmental sensitivities of the organization, other than the main activities/productions, create a positive feeling on the internal and external mass. Therefore, corporate image and identity (mixed of corporate design, corporate communication and corporate behaviour) perform important functions such as to create credibility and trust and continuity on the internal and external target audience (Güzelcik, 1999: 152). The contributions of the corporate image and identity to the organization are as follows;
- Providing energy and motivation to achieve the goals,
- Add value to brands, products and services,
- Establishing the foundation for success and sustainability,
- Establishing trust in internal and external stakeholders,
- Increasing the profitability and value of the companies/corporations,
- Increasing financial support and reducing risks,
- Increasing recognition and reputation of the companies/corporations,
- Establishing corporate loyalty and belonging in employees,
- Creation commitment to corporate and social beliefs and values (Güzelcik, 1999: 156; Özępek, 2005: 133).
Corporate social responsibility involves the voluntary implementation of social and environmental activities to fulfil pledges companies stakeholders, with the purpose of generating profits. According to United Nations (UN), World Bank, European Commission, OECD corporate social responsibility is:
- Making voluntary self-regulation in companies/corporations,
- Integration of social and environmental factors in business decision-making,
- Taking into account the perspectives of individuals and groups on the success or impact of the companies/corporations

In 2001, the Commission of the European Communities presented Green Paper ‘Promoting a European Framework for Corporate Social Responsibility’. The purposes of this document were, to launch a debate about the concept of corporate social responsibility and to identify how to build a partnership for the development of a European framework for the promotion of Corporate Social Responsibility. The Green paper defined Corporate Social Responsibility as ‘a concept whereby companies integrate social and environmental concerns in their business operations and in their interaction with their stakeholders on a voluntary basis’ as they are increasingly aware that responsible behaviour leads to sustainable business success. In this case, an increasing number of companies have embraced a culture of Corporate Social Responsibility. Despite the wide spectrum of approaches to Corporate Social Responsibility, there is large consensus on its main features;
- Corporate Social Responsibility is behaviour by businesses over and above legal requirements, voluntarily adopted because businesses deem it to be in their long-term interest,
- Corporate Social Responsibility is intrinsically linked to the concept of sustainable development: businesses need to integrate the economic, social and environmental impact in their operations,
- Corporate Social Responsibility is not an optional ‘add-on’ to business core activities - but about the way in which businesses are managed. (Commission of the European Communities, 2002: 5). In 2011, however, the European Union has modernizing its understanding of Corporate Social Responsibility and defined as Corporate Social Responsibility is the responsibility of enterprises for their impacts on society (European Commission, 2011: 6). The new definition allows more room for companies/corporations /organizations to integrate social, environmental, ethical, human rights and consumer concerns into their business operations in collaboration with their stakeholders.

In 2002, International Labour Organization (ILO) established World Commission on the Social Dimension of Globalization and published Tripartite Declaration: Multinational Enterprises and Social Policy Declaration. In Corporate Social Responsibility, its purposes are: to identify policies for globalization that reduce poverty, foster growth and development in open economies, and widen opportunities for decent work; to explore ways to make globalization inclusive, so that the process can be seen to be fair for all, both between and within countries; to promote a more focused international dialogue on the social dimension of globalization; to build consensus among key actors and stakeholders on appropriate policy responses; and to assist the international community forge greater policy coherence in order to advance both economic and social goals in the global economy (Murray, 2004: 7) (www.ilo.org).

The corporate social responsibility for Business for Social Responsibility, a global non-profit organization, the financial success of business/corporations by respecting to people, society’s ethical values, culture and environment. The role of business is to create and present products and services that treats people fairly, meets individual needs and aspirations, and supports market and policy frameworks that ensure a sustainable future in our world. The corporate social responsibility aims to integrating into strategies and operations and to co-operate among companies and stakeholders for systematic progress toward a fair and sustainable world (www.bsr.org).

According to Milton Friedman social responsibility of business begins and ends with increasing profits. He said that the corporate executive is also a person in his own right. As a person, he may have many other responsibilities that he recognizes or assumes voluntarily— to his family, his conscience, his feelings of charity, his church, his clubs, his city, his country. 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, which is to say, engages in open and free competition, without deception or fraud (Friedman, 1970: 2-3). However, nowadays it seen that in the absence of public funds or the governments to spend less and less that business and corporations must play a major
role in human development issues than ever before. The corporate social responsibility is concerned with treating the stakeholders of the firm ethically or in a responsible manner. 'Ethically or responsible' means treating stakeholders in a manner deemed acceptable in civilized societies. Social includes economic responsibility. Stakeholders exist both within a firm and outside. The natural environment is a stakeholder. The wider aim of social responsibility is to create higher and higher standards of living, while preserving the profitabilty of the corporation, for peoples both within and outside the corporation (Hopkins, 2002: 14-15). According to Carrol for a definition of social responsibility to fully address the entire range of obligations business has to society, it must embody the economic, legal, ethical, and discretionary categories of business performance. These four basic expectations reflect a view of social responsibility that is related to some of the definitions offered earlier but that categorizes the social responsibilities of businesses in a more exhaustive manner. Economic responsibility; companies/corporations are established to provide goods and services to members of society. Profit is the primary purpose of the business. Commercial corporations are obliged to produce goods/services as the basic economic units of the society and make a reasonable profit. All other responsibilities of the companies/corporations are based on their economic responsibilities because it is not possible to realize the others without realizing economic responsibilities. Legal responsibility; it reflects regulated/coded ethics created by legislators within the framework of fair work. Ethical Responsibility; it includes non-written behaviours, practices or prohibitions among the members of society, which constitute the expectations of the society. Ethical responsibilities that involve a variety of standards, norms, or expectations are rights that protect neutral, fair and moral values in the eyes of stakeholders, that is, consumers, employees, shareholders and society. Voluntary Responsibility; it reflects the willingness of companies/corporations to play a role in the improvement and developments of the society and the works carried out according to the expectations of the society. Examples of such actions are the contributions to art, education or the environment (Carroll, 1991: 40-42).

In order for companies/corporations to be successful in corporate social responsibility activities, it needs to take initiatives in the following areas:
- Activities for to provide social support (art, health, education, etc.),
- Activities for to eliminate social discrimination (gender, race, family, disability etc.),
- Activities for to support employees (employee security, profit sharing, union relations etc.),
- Activities for to protect the environment (environmentally friendly products, environmental pollution control, recycling etc.),
- International activities (activities for the protection of human rights for workers abroad),
- Activities for product (product safety, marketing conflicts, etc.) (Sen and Bhattacharya, 2001: 226; Bhattacharya and Sen, 2004: 13).

Nowadays, sponsorship activities are one of the tools most frequently used by companies/corporations to fulfill their responsibilities towards their employees and society in corporate social responsibility activities. Sponsorship, for achieve corporate purposes, as individual or organizational, supporting by money, tools, equipment and services in the form of promotion and planning of all this activity is the conduct of the organization and control. Sponsorship which was protecting and developing support activities in the past, nowadays it is seen as an activity that meets the needs of the advertising and marketing mix in business. Divided into categories such as sports, culture-art, environment, adventure-travel, education and social sponsorship, the sponsorship is made in line with the purposes of marketing, advertising and public relations. Based on their intended purposes, corporations carry on to one or several sponsorship areas and sustain their activities by developing strategies accordingly. According to expected efficiency from the sponsorship activities and the purposes of implementing, the following classification can be made:
- Passive Sponsorship: Companies/corporations support to an activity, group, person, event, etc. by whether or not the result is positive or not.
- Focused Sponsorship: Companies/corporations continue their planned and continuous activities in order to reach its goals in the areas that are sponsored or not.
-Active Sponsorship: Companies/corporations give an important place to sponsorship in the communication activities with the target group by its sponsorships and also continue to search for new sponsorship areas by allocating a share to the sponsorship within the budget of the organization. Activities are attentively planned and implemented (Okay, 1998: 156).
2. CORPORATE SOCIAL RESPONSIBILITY ACTIVITIES IN THE MARITIME SECTOR

The maritime sector, by its very nature, is the most globalized and highly regulated industry and therefore it is a closed-cycle sector based on international rules, working and business conditions defined in the international legal framework. Maritime sector faces new demands for greater transparency and accountability on global climate change, energy efficiency, waste management, employee well-being and safety, job security and health, oceanic and coastal health, and social impacts and benefits. The sector aims at contributing to social justice, corporate transparency, working for the public charity, being fair, supporting the cultural values of the country, supporting education, and carrying the society one step further through its corporate social responsibility activities. However, the concept of corporate social responsibility is fairly new one to the maritime.

Compared to land-based industries, the shipping industry has a number of in-built ambiguities that make the implementation of corporate social responsibility significantly more difficult. A ship, a major player in the shipping industry, does not have a permanent geographical working position. A ship calls at different countries and ports and wherever its goes it attracts new and different stakeholders, who have varying social demands. Simultaneously, a ship brings new social problems to the locals on its arrival. These include ship-based marine environmental distractions and issues related to social interactions caused by the ship’s seafarers when they step ashore (Hamad, 2015: 3). Purposes of corporate social responsibility on the maritime sector are defined as development and implementation of a long-term vision and strategy for improvement in the social and environmental performance in maritime; research into sustainability risks and opportunities, capacity building in environmental management and technology, standardization of environmental performance measurement and benchmarking.

Memberships and stakeholders in maritime sector in corporate social responsibility are as follows;
- Ship owners, charterers and operators
- Ship builders
- Ports, terminals, seaways
- Tugs, ferries, other small ships
- Stevedores
- Maritime sector associations
- Engineers, service providers
- Banks, insurers
- Classification societies
- Customers (global retailers, manufacturers and cargo owners) (Coady, 2012).

The social and environmental impacts of the maritime sector are collected in 2 groups as;
- Environmental impacts over which maritime companies/corporations have direct impact and control (spill and leakage, ballast water, CO2 emission, waste control, discharges),
- Social and environmental impacts on which maritime companies/corporations have an indirect impact and can influence but not control (government implementation, public charity, piracy, public health and safety).

The International Maritime Organization (IMO) and the International Labour Organization (ILO) are the leading regulatory institutions of the maritime sector, together with a significant number of maritime pressure groups. Their common aims are to make the maritime sector more responsible to its stakeholders and to preserve marine environments. As a highly regulated industry, the corporate social responsibility requirements of the maritime sector are partly regulated by the IMO and the ILO. The International Maritime Organization (IMO) established in the United Nations in 1948, whose main mission and responsibility is to develop and maintain a comprehensive framework of policies and activities in the maritime sector such as security, technical cooperation, environmental and legal issues. IMO is working to ensure safety and environmental standards within the shipping industry globally and has developed international conventions such as Safety of Life at Sea (SOLAS) and the International Convention for the Prevention of Pollution from Ships (MARPOL). In 1997, the International Convention on Standards of Training, Certification and Watchkeeping for Seafarers (STCW) came into force. The STCW convention sets global requirements to seafarers’ training and competencies and empowers IMO to check governmental follow-up actions. Also, the International Safety Management
Code (ISM code) entered into force in 1998. The STCW-convention and the ISM-code are expected to raise standards of management and shipboard personnel leading to improved safety and pollution prevention globally. With the increase of international terrorism, security has been lifted on the IMO-agenda resulting in the International Ship and Port Facility Security (ISPS) Code (Det Norske Veritas, 2004:12) (www.imo.org.tr).

It is observed that corporate social responsibility implementations in maritime sector are carried out as compulsory works in the security, social and environmental areas determined and regulated by international rules instead of volunteering and sponsorship practices. In this case, the main objectives of corporate social responsibility in maritime sector are as follows;
- Providing the welfare of the employees on the shore and the sea,
- Protecting the marine environment,
- Providing realization of trade in accordance with human rights and ethics,
- Providing the participation of stakeholders and the maintenance of business ethics.

The benefits of corporate social responsibility implementations in the maritime sector can be listed as follows;
- Large-scale and direct contribution to environmental protection,
- Development of green vessels as a large business area in construction and recycling,
- Increased reputation of the companies/corporations,
- Increased work efficiency in all organizations,
- Providing the welfare of ship personnel and their families in terms of security, health and communication,
- Providing diversity and cooperation in age, gender and nationality as an international field of work.

2.1. Corporate Social Responsibility Activities in Maritime Sector in Turkey

The maritime sector, with its economy of $ 15 trillion and volume of 11 billion tons, constitutes 75% of the world trade. The maritime sector in Turkey in particular has gained importance since the 1980’s. According to DTGM data (2017), 26.6 % of the total 1531 ships in operation are registered in the national registry and 73.4 % are registered in the international registry. The Turkish fleet is 17th in the world with a total capacity of 30 million DWT. By an average age of 19 years, the contribution of the fleet to the economy is USD 20 billion. In Turkey 94.9 % of the import transports, 73.5 % of export transports and 84.2 % of the total external trade transports are carried out by seaway in recent years.

In this part, the corporate social responsibility activities and the collaboration projects, which the maritime sector companies act as organizer, are involved. It was examined to what extent the companies and organizations allocate place to corporate social responsibility activities in their websites and media.

It is observed that corporate social responsibility activities are carried out in the field of internal education, sports, health and environment through associations and foundations in examples. When the content of the activities and the manner of support are examined, it can be said that the company’s opinion of corporate social responsibility is transforming from a classical philanthropic approach to a more modern participatory approach.

Established in Izmir in 2001, Piri Reis Maritime Association works to promote and improve amateur seafaring. Some of the activities carried out by the participation and support of the members are as follows;
- ‘Denizden Masallar’ Project for pre-school students,
- ‘Denizler Yaşamalı, Denizler Yaşanmalı’ Project for the primary school students, in coordination with the Provincial Directorate of National Education,
- ‘İşiniz Deniz Olsun’ Project for secondary school students in coordination with the Southern Sea Area Command (www.prdd.org).

Established in 1962, Türk Loydu carried out corporate social responsibility in maritime sector by its foundation status. Some of the activities are as;
- Undergraduate, Graduate (MS and PhD) student scholarships,
- ‘Otistik Bireyler Yalnız Değildir’ Project in coordination with İstanbul Care, Rehabilitation and Family Counseling Center in 2013,
- Planting Taurus cedar in coordination with ÇEVKOR Foundation in 2014 (www.turkloydu.org).


Established in 1964, Kaptan Group of Companies operates in ironwork, maritime, port management, logistics, energy, mining, recycling and shipbuilding. The corporate social responsibility of company as;
- 15 Temmuz Şehitleri Vocational and Technical Anatolian High School completed in 2017 in Tekirdağ-Ereğli,
- Computer support for primary, secondary schools and universities,
- Sponsorship in symposiums and congresses,
- Afforestation works (www.kaptangrup.org).

Established in 1902, Arkas Holding operates in many different sectors such as agency, shipowner, shipping, port management, sea/air/land/railway logistics, bunker, cruise management. Holding is one of the leading shipowners in the world and also a pioneer in Turkish shipping. The Holding conducts corporate social responsibility activities in cooperation with various foundations and non-governmental organizations under the Corporate Communications Directorate. Some of the activities are as;
- Sponsorship in Arkas Saint Joseph Club in Volleyball, BAYKCUP in swimming and sailing and other sports branches by İzmir Arkas Sports Facilities,
- Internship, laboratory and equipment support to 9 Eylül University Maritime Faculty,
- Konak Piri Reis Primary School completed in 2014 in İzmir,
- Güzelsbahçe Piri Reis Primary School completed in 2015 in İzmir,
- Arkas Narlıdere Vocational and Technical Anatolian High School completed in 2015 in coordination with Orion Education Foundation,
- Material and equipment support to İzmir National Library,
- ‘Baba Beni Okula Gönder’ Project, scholarship for 25 students,
- Supply and operation costs of TurmepaII and using in sea cleaning activities in cooperation with Deniz Temiz Association TURMEPA in 2006,
- ‘Marport Green Port’ Project, increasing environmental awareness by the works on efficiency, waste management system, sustainability of environmental and safety training of employees and conscious consumption of natural resources,
- ‘Green Logistics’ Project, using green implementations to reduce environmental risks,
- ‘Green Container’ Project, increasing the number of reefer containers in the fleet,
- Planting 16.000 trees in coordination with Ege Orman Foundation in 2003 in İzmir-Çeşme,
- ‘MiniChip’ Project in cooperation with Brunel University in 2013, reducing carbon emissions by saving fuel consumption on ships,
- Fuel saving in ships and vessels in its fleet, route optimization, the use of environmentalist materials in maintenance-repair, cruising at economic speed, collection and disposal of wastes, recycling activities, environmental education and activities for employees,
- The establishment of Arkas Trio in 2011 and sponsorship in events of classical music,
- The creation of Arkas Art Collection and the establishment of the Arkas Art Center in Izmir in 2011 and sponsorship in exhibition activities,
- Establishment of Arkas Maritime History Center in İzmir-Bornova, exhibition of collections and carried out activities in maritime (www.arkas.com.tr).

Established in 2008 as an international investment and shipping company Negmar Denizcilik, provided food to Syrian refugees in 2017 in cooperation with Agricultural Credit Cooperatives (www.negmar.com).

Established in 1987, Tansal Marine operates in yacht and boat production. The basic and technical training program was organized by company in ‘7’den 70’e Denize’ project for corporate social responsibility (www.tansalmarine.com).

Established in 1986, GSD Holding operates in finance, maritime, energy. GSD Shipping has defined strategies that include corporate social responsibility activities under the Code of Ethics and Social Responsibility Policy. In this context, GSD Holding makes donations to Istanbul Kent University, Tema
Established in 2004, Yalova-Altınova Tersane Girişimcileri is a shipyards association that carried out ship building, repair and maintenance activities. The corporate social responsibility of association as; 
- Altınova Vocational and Technical Anatolian High School completed in 2011 for to meet the need of trained intermediate personnel in the maritime and shipbuilding sector,
- In Yalova-Altınova integrated state hospital with 10 patient rooms completed in 2017,
- In Yalova-Altınova river improvement works and drainage project completed on Yalakdere in Shipyards Region (www.altinovatarsane.com.tr).

The MLC and ISM training program was organized by Transal for İstanbul Technical University and 9 Eylül University Maritime Faculty Undergraduate, Graduate (MS and PhD) students. Company supports to football, volleyball, swimming and sailing (www.transal.com.tr).

Vardakosta Marine Construction carried out construction activities for structures under and above sea. Within the scope of corporate social responsibility, the company supports the construction of the Side Underwater Museum in cooperation with the West Mediterranean Development Agency (BAKA) and the Antalya Branch of the Chamber of Shipping (www.vardakosta.com).

Çelebi Bandırma Port was transferred to Çelebi Holding by privatization. The corporate social responsibility defined by company as ethical, responsible, decision-making and implementation against all stakeholders in both internal and external environment. Within the scope of corporate social responsibility activities, internships for Maritime Faculties, Vocational High Schools students and trainings for employees (www.portofbandirma.com.tr).

Established in 1997 under Koç Holding, RMK operates on ship building, repair and maintenance. Koç Holding focuses on a different area ranging from education to the environment, from health to local development, developing solutions to problems with a project that would create the highest added value under the title ‘For My Country’. Within the scope of corporate social responsibility, Blood donation in cooperation with the Kızılay (Red Crescent) in ‘Donating Blood for My Country’ Project in 2013-2015; Education and training in cooperation with the Anne Çocuk Eğitim Foundation (AÇEV) in ‘Supporting the Gender Equality in the Society’ Project in 2015-2017; Presentation of engineering profession to the students within the scope of ‘Honey Bees Becoming Engineer’ Project in cooperation with the Uçan Süpürge Foundation and Ministry of National Education in 2015-2017. In addition, supporting with training equipment and materials to education institutions, providing introductory presentation of RMK shipyard for students and ensure them to witness and monitor the works in place carried out for shipbuilding (www.rmkmarine.com.tr).


Mersin Port was transferred to Mersin Uluslararası Liman İşletmeciliği A.Ş. (MIP) established in partnership with PSA International and Akfen Holding, by privatization in 2007. The Port management conducts corporate social responsibility activities in cooperation with various foundations and non-governmental organizations. Some of the activities are as;
- Cooperation and support in all activities of the Mersin Development and Cooperation Council (MEKKI)
- Internship, laboratory and equipment support to students and schools,
- Conference and education activity on Drug Addiction and Internet Addiction,
- Sponsorship in tennis, fencing, football and handball to Turkey Offshore Championship, ITF Future Tennis Tournament, ATP Challenger Tennis Tournament, Mersin Fencing Club, Mersin Handball Club, Mersin İdman Yurdu,
- Providing donations and support for disadvantaged children and young people food, clothing and supplies,
- Sponsorship in artistic activity as Mersin Music Festival, Mersin Maritime Festival, Mersin Culture Festival, Mersin Soli Pompeopolis Solar Festival and support to Mersin State Opera and Ballet, Nursery School Orchestra,
- Education and training to people of Mersin in village, cooperation with the Türkiye İnsan Kaynakları Foundation (TIKAV) in ‘Eski Köye Yeni Adet’ Project,
- Education and training to young mother in Mersin, cooperation with the Türkiye İnsan Kaynakları Foundation (TIKAV) in ‘Anneler Okulu’ Project,
- Support to education institutions with training equipment and materials to in cooperation with Türkiye İnsan Kaynakları Foundation (TIKAV) and Gençlik Ödüllü Association in ‘Ortak Dilimiz Renkler’ and ‘Onarımı Bizden Okuması Sizden’ Projects,
- Education and training to village Mukhtars in Mersin, cooperation with the Türkiye İnsan Kaynakları Foundation (TIKAV) in ‘Mersin’de Muhtarlarla El Ele’ Project,
- Education and training to people in Mersin for disadvantaged children, cooperation with the Türkiye İnsan Kaynakları Foundation (TIKAV) in ‘İçimizdeki Engeller’ Project (www.mersinport.com.tr).

CONCLUSIONS

The corporate social responsibility activities are carried out by companies/corporations in order to support the corporate image, to create goodwill in the target group, to improve dignity and to serve the society with the public interest. The maritime sector is a highly regulated industry and therefore it is closed-cycle sector based on international rules, working and business conditions. The corporate social responsibility activities in the sector are generally provided as sponsorship and this support stays on the basis of efficiency and does not gain continuity. The corporate social responsibility activities in maritime sector are increasing the role and visibility of the sector on social and environmental performance. There is a need to better identify and understand corporate social responsibility priorities among maritime customers and investors. The corporate social responsibility can support the creation of an strongly atmosphere in companies/corporations, which leads to cooperation among stakeholders (employees, partners, suppliers, consumers and society) can increase satisfaction. The companies/corporations in maritime sector often face challenges when implementing corporate social responsibility. Considering that corporate social responsibility activities in maritime sector are concentrated in education/training and environment, it should be ensured that cooperation between the sector and non-governmental organizations in these areas.

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