International Journal of Innovation, Creativity and Change. www.ijicc.net
Volume 13, Issue 12, 2020

Impact of Corporate Social Responsibility Practices on Financial Performance in Iraqi Commercial Banks

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The study aims to examine the impact of social responsibility practices on financial performance and to demonstrate the interaction between social performance through the costs of banking social activities in three domains including personnel, community, customer domain. Financial performance through ROI, return on assets ROA and based on a sample of ten listed commercial banks on the Iraq Stock Exchange. Linear regression analysis was used to determine the relationships between social responsibility and financial performance. Results show that social responsibility at its total costs negatively affects ROI while the areas of responsibility are related individually (workers, community, customer) to a positive relationship with ROI. ROA is negatively affected by total social responsibility costs as well as their respective areas. The relationship between social and financial performance could be rationalised by the adoption of other financial indicators to illustrate the impact on different stakeholders.

Key words: *Social responsibility, financial performance*

Introduction

In the contemporary market economy, the banking industry is a critical element in the financial market and is described as the engine of growth in a country's economy, so banks must operate effectively. The industry is greatly affected by external conditions outside its control, and over time there has been an acceleration and rapid change throughout the world, such changes, whether political, social, economic or technological, have not been eaten by the banking sector. Various forces have come together to create a more competitive environment for banks. The banking sector has become very dynamic, and banks have interacted in a variety of ways, because, by knowing the variables that affect the bank's profit. The bank's management can concentrate its efforts to improve performance. The study aims at defining the impact of social responsibility on banks' financial performance as one of the variables that occurred in the business environment. To achieve this goal, the study was divided into four sessions. The first of which included study methodology, previous studies; the second research devoted to concepts and dimensions of social responsibility; and the third one dealt with methods and methods Performance Evaluation. Through the fourth research, the role of social responsibility in improving the performance of commercial banks was examined. The study concluded with a set of conclusions and recommended by researchers in light of those conclusions.

The methodology of the Study and Previous Studies

The Problem of Study

The Iraqi business environment suffers from a lack of knowledge and scientific expertise and a lack of organisational and institutional form with a clear and specific plan and objectives for social responsibility in the private sector. The problem of the study can, therefore, be identified by asking the following questions:

What Impact does Social Responsibility Have on the Financial Performance of Iraqi Banks?

Importance of the Study

The study hopes to add to the body of knowledge of social responsibility accounting concepts by presenting the dimensions of social responsibility and demonstrating the impact that commercial banks have on their social responsibility in improving their performance. The study will also help commercial bank policymakers to raise awareness of the significant challenges in the external environment and to reach strategies that can be applied to ensure superior performance and competitive advantage.

The objective of the Study

- To mainstream the basic concepts of social responsibility and to identify the areas of social responsibility in the commercial banks of Iraq.
- Determining the impact of social responsibility activities on the financial performance of Iraqi commercial banks.

Study Hypothesis

The study is based on two basic hypotheses:

First hypothesis: No social responsibility effect on banks' financial performance through ROI, and this hypothesis derives from the following sub-claims:

- There is no effect on employees' social responsibility activities on banks' financial performance through ROI.
- There is no impact on social responsibility activities in the community area on banks' financial performance through (ROI).
- There is no impact on the financial performance of banks through the Customer's Social responsibility activities (ROI).

Second hypothesis: No social responsibility effect on banks' financial performance through ROA, and this hypothesis creates the following sub-claims:

- There is no effect on employees' social responsibility activities on banks' financial performance through ROA.
- There is no impact on social responsibility activities in the community area on banks' financial performance through (ROA).
- There is no impact on the financial performance of banks through (ROA) of CSR activities in the customer area.

Study Methodology

To achieve the objectives of this study, the descriptive approach based on the collection of information and data from various sources, analysis of results and testing of hypotheses, and identification of the impact of social responsibility on improving the performance of commercial banks was adopted. Based on financial reports issued by a sample of 10 banks in Iraq, 2012-2017.

Social Responsibility - Its Concept and Dimensions

Theoretical Background

The goal of economic unity under traditional economic thinking for a long time was to maximise profit. The economic scientist Friedman has considered profit maximisation the sole social goal of economic unity, and the social responsibility of unity is to exploit the resources available for maximum profit. However, the ongoing criticism of the concept of profit maximisation has given rise to real signs that business organisations have a greater role in the environment in which the enterprise operates (Hamad, 2011, p. 3). That has led to the emergence of accountability, as well as the evolution of the nature of accountability directed to economic units and the extent to which the organisation has met its social responsibility. The World Bank defined social responsibility as the commitment of business owners to contribute to sustainable development by working with the community to improve the standard of living, in a way that serves the economy and development (Mohammed, 2009, p. 2). Among the efforts of the international community to develop corporate social responsibility, such as "Corporate Social Responsibility is committed to participating in economic work while improving the quality of life of the workforce and their families as well as the community and society at large." (Karagiorgos, 2010, page??). In other words, social responsibility is seen as the commitment of the institution to the community in which it operates, and this commitment expands with the wide spectrum of stakeholders in this society and the varying functions of them (Alaa, 2007, p. 37). Social responsibility can involve forcing organisations to work in a way that serves the internal, external and related stakeholders (Al-Tashrafi, 2007, p. 125).

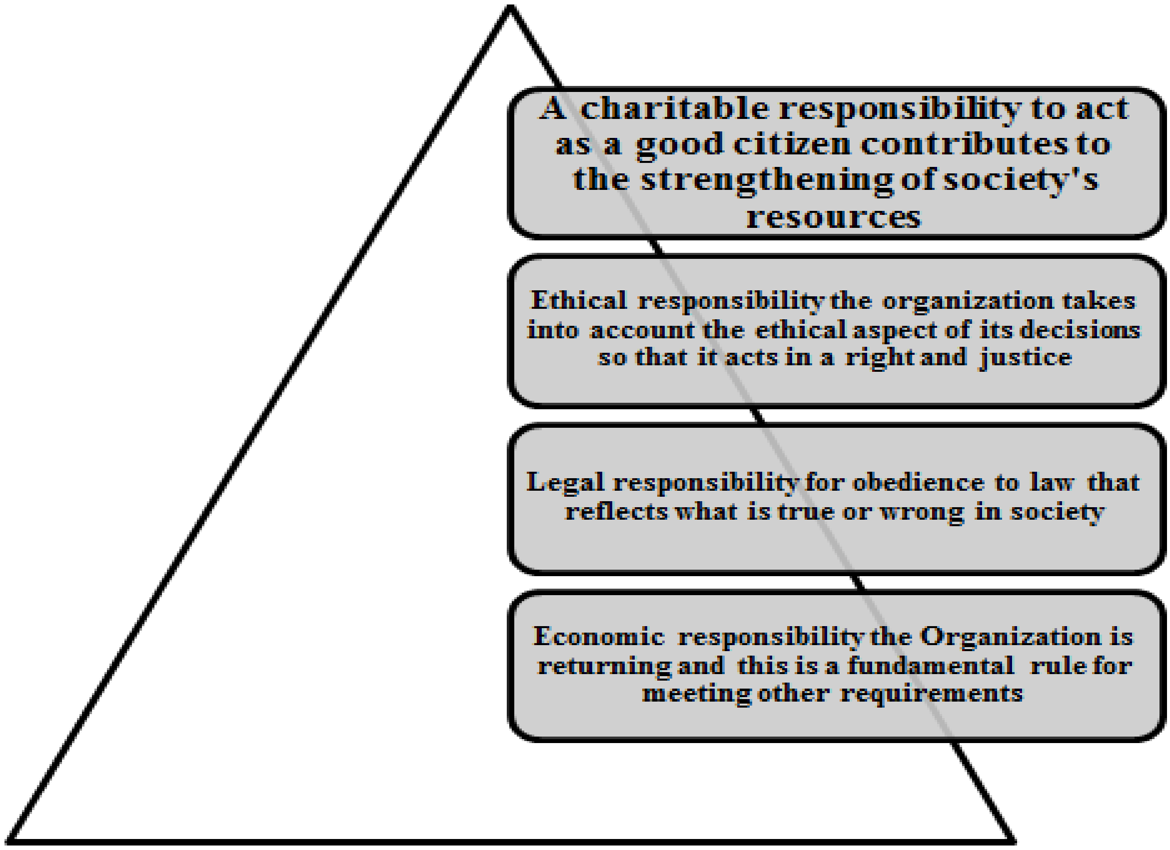
Among the most frequently recurring elements in the various definitions of CSR are its voluntary nature and its emphasis on management initiatives and on managing social impact. As well, the idea that companies have stakeholders whose interests must be taken into account, Concerned disagree about, the right term to use، Some prefer "OR" (organisational responsibility) or "SR" (social responsibility). It is because they do not believe that business enterprises should be singled out or treated differently from other organisations or even governments Others prefer "CR" (corporate responsibility) because they believe that the word social does not include "environmental"; others prefer the term" corporate citizenship", They reinforce their opinion that a company should be regarded as an individual, having rights and responsibilities. In any event, Kirk Russell insisted that every right is married to a duty, every freedom owes a corresponding responsibility. Hence, there cannot be genuine freedom unless genuine order also exists in the mortal realm and the social realm Compared to other terms "corporate social responsibility" — the most widely used term.

CSR is a broad area of study, and there are many theories applicable to explain the various aspects of CSR and its relationships with the financial performance of the firm. These theories include the agency theory, political theory, institutional theory, stakeholder theory, and the legitimacy theory (Garriga & Mele, 2004). Also, there are other theories that used commonly to explain CSR activities like slack resources theory, trade-off theory, negative synergy and managerial opportunism hypothesis (Wissink, 2012). It should be noted that the legitimacy, institutional, and political theories are qualified for explaining the need for CSR practices without specifically relating them to financial performance (Jackson & Apostolakou, ،2010).

Social Responsibility Dimensions

Caroll has developed a matrix of social responsibility dimensions and how to deal with each of the beneficiaries in the environment and to create an understanding relationship between these elements to find the requirements for success at work and the requirements for meeting the needs of the community (Cowther, 2015, p. 27). Figure 1 shows the hierarchical form of elements of social responsibility:

Figure 1. Carroll Pyramid



Source: (Carol, 2016)

According to this form, the responsibility of the social organisation is the sum of the four dimensions, and Carrol says it in the following equation:

The dimensions of the overall social responsibility = charitable responsibility + moral responsibility + legal responsibility + economic responsibility

The dimensions of social responsibility have been diverse in the view of many researchers, and they have been identified in six dimensions, including Attention to employees, customer focus, social problem-solving, environmental concern, competition, and contribution to development plans (e.g., Qrioti et al., 2014). Under (Al-Gbaldi & Al-Ameri, 2010), the dimensions of social responsibility are customers, competitors, equipped, community, environment. Unpfi and Mercer (2007) and Margolis, Elfenbein, and Walsh (2007) decomposed corporate social responsibility strategies into nine categories: corporate policies, charitable contributions, environmental performance, transparency, revealed misdeeds, self-reported social performance observers' third-party audits, perceptions, and screened mutual funds. These latter four categories reflect the different approaches that researchers have taken to capture corporate social responsibility policy, which reflects a very broad notion of stakeholder protection.

What Is Performance and Its Elements and Its Relationship to Social Responsibility
What Performance is

Performance is the achievement of a specific task measured according to the accuracy, completeness, cost and speed criteria. Miller and Bromiley explained that performance is the result of the Organisation's ability to use its resources and guide them toward the desired goals, a reflection of how the Organisation uses its material and human resources and uses them to achieve its goals (Subhi, 2009). Karra recalled that it is an important process of managing the Organisation. It provides an opportunity to touch on the strengths and weaknesses of management functions in their different areas and to review their programs (Karra,2010). Performance in an organisation, strategy and its survival is affected, and quantitative criteria should be taken into account and quality in the measurement of performance when assessing the organisation (Cooper, 2003). Qualitative data can add value to performance measurement by providing more information that is not available only in quantitative data; Supports traditional performance indicators.

Although the traditional method of performance evaluation, its diversity and uniqueness are important as a management method for assessing the performance of economic units. This method is no longer sufficient to evaluate the performance of economic units in the contemporary business environment because financial metrics ignore the vision of the client and competitor. It focuses on the financial aspects of stakeholders and neglects other aspects, such as the environment and individuals (Wheelen & Hungger, 2008). Since accepting shortcomings in financial performance procedures alone, to manage the performance of modern economic units, there has been much research and development in performance measurement by academic, industrial and consultants. During the 1990s, this intensive effort led to the development of a variety of performance measurement frameworks, models, methodologies and processes that address the entire life cycle of the performance measurement system. From design, implementation and operation review and redesign common views emerging from different researchers' work. That performance measurement must be less focused on economic performance and more focused on value creation processes that create a competitive advantage, including the social performance of economic units (McCallum & Bitci, 2002).

Key Elements of Performance Assessment

There are three aspects of performance assessment, with any system consisting of several elements that express and explain it, and the performance appraisal system has many elements (Al-Maher Ahmed, 2014:41):

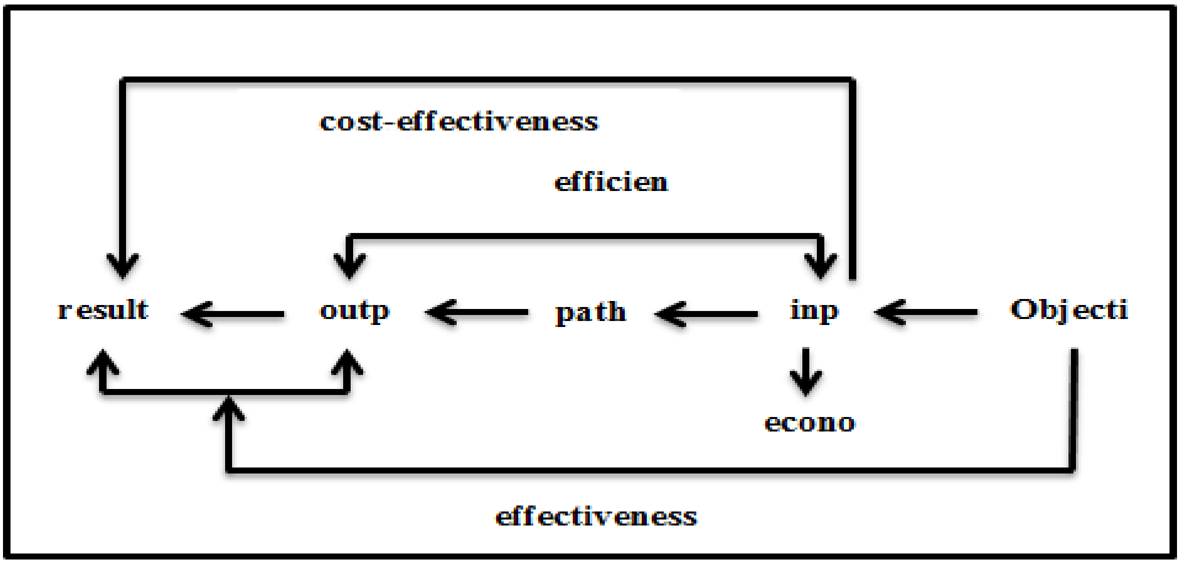
Efficiency: Expresses the relationship between inputs and outputs to the economic unit to determine efficiency in resource management and whether they have been obtained in the appropriate quality and quantity, at the lowest cost and minimum time (Hil, 2004, p. 81).

Effectiveness: Means the degree to which the goal is achieved, i.e. it focuses on the output in terms of its quantity, quality and timeliness (Khaled, 2016, p. 30)

Economic: It means verifying all financial and human resources that have been used without profligacy to balance successful costs and benefits, taking into account the quality and quality required (Kazem, 2012, p. 74)

The elements of economics, efficiency, and efficiency are central to the definition of performance appraisal, and the relationship is interpreted. Figure 2 shows the relationship between performance assessment items (AntoSai, 2015, p. 5).

Figure 2. The relationship between performance assessment items



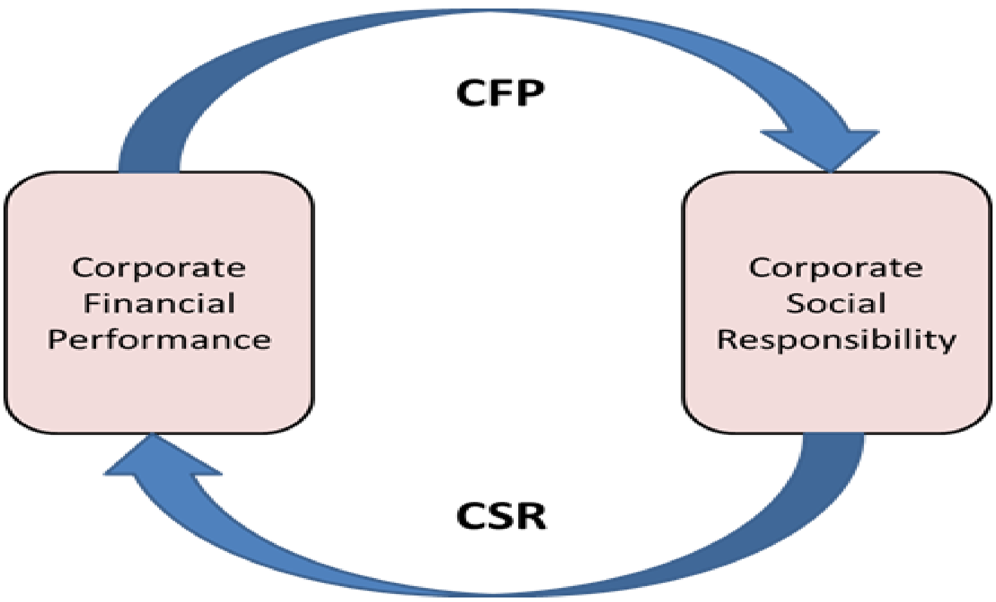
Source: (Entussai, 2015, p. 12)

The input in this figure refers to the financial, human and physical resources used in operation, output refers to products from goods and services, and results indicate possible effects from outputs. Most previous studies concerning company performance evaluation focus just on operational effectiveness and operational efficiency, which might directly influence the existence of a company. The empirical result study is that a company with better efficiency does not always mean that it has better effectiveness.

Relationship of social responsibility to the performance of companies:

CSR is regarded as a firm's strategic approach to ensure financial success and yet at the same time, ensures that it brings positive impact on the environment, communities and related stakeholders (Pop & Martin, 2011). CSR is now acknowledged as an important element in a firm's portfolio as it builds rapport with the stakeholders, which leads to greater financial performance. The findings of Kagendo (2013) study determined that CSR increased the interaction of the corporate with its stakeholders and promoted the relationship between the corporate and the society. Dian et al. (2014) and Jitaree (2015) posited that CSR results in enhanced financial performance, and with the availability of financial resources, it ensures that there are improved future CSR practices. In other ones, this implies that CSR positively affects financial performance and in return, the improved financial performance could encourage more CSR practices, thus making this process cyclical (Fauzi & Idris, 2010). The cyclical process leads to a notion that there is a two-way relationship or a virtuous loop of CSR practices and corporate financial performance which could then be a motivation for companies to implement CSR (Dian et al., 2014; Surroca, Tribo & Waddock, 2010,) as it is shown in Figure 3.

Figure 3. The Two-Way Relationship between CSR and CFP



Theoretically, Yang and Crowther (2012) show that the stakeholder theory can explain the positive influence of CSR disclosure on financial performance while slack resources theory explains the positive impact of financial performance on CSR future performance. However, Hirigoyen and Poulain-Rehm (2015) stated that some theories could be considered to explain the virtuous loop. Four theories explain the forward loop from CSR to CFP, whereby two theories are paired to show the possibility of a positive and negative relationship. Stakeholder theory can be paired with Trade-off theory to explain the positive and negative relationship of CSR with CFP, respectively. Another pair comprises of the positive synergy and negative synergy to explain CSR and CFP, respectively. Another pair of theories used to relate CFP to CSR consists of the Slack Resources Theory and the Managerial Opportunism Hypothesis. Slack Resources Theory explains the positive relationship between financial performance and CSR, while Managerial Opportunism Hypothesis describes the negative relationship between CFP and CSR.

It should be noted that problems, which become the sources of the conflicting result of CSP-CFP link include: mismatching measurement, sampling error, and measurement error, one or more studies could have one or more findings. This is because one study may use one approach to measuring CSP and one or more approach to measuring CFP. There may be mixed results within a study (Fauzi & Idris, 2009). According to Galant and Cadez (2017), opinion no CSR measurement approach is without drawbacks. In addition, to approach specific drawbacks, two problems inherent in most approaches are researcher subjectivity and selection bias that may influence the nature of CSR–CFP relationship detected in the empirical literature. Ngoc (2018) examines the relationship between corporate social responsibility (CSR) disclosure and financial performance of banks in Vietnam over the period 2011 – 2016. The funding of this study indicates that there is a significant negative relationship between CSR disclosure and financial performance of commercial banks in Vietnam. Hirigoyen and Poulain-Rehm (2015) examine the causal relationships between the various dimensions of corporate social responsibility and financial performance.

The results show not only that greater social responsibility does not result in better financial performance, but also that financial performance negatively impacts corporate social responsibility.

Brammer et al. (2006) examine the relationship between corporate social performance and stock returns in the UK, using a set of disaggregated social performance indicators for the environment, employment and community activities. We are able to more closely evaluate the interactions between social and financial performance than would be the case for an aggregate measure. While scores on a composite social performance indicator are significantly negatively related to stock returns, we find that the poor financial reward offered by such firms is attributable to their good social performance on the employment and to a lesser extent the environmental aspects. In the same vein, Jensen (2002) argues that spending to improve social performance should increase the market value of the firm over the long term.

Responsibility Disclosure and future financial performance, according to corporate social responsibility is an activity done by a company as a solution for a company to consider when it comes to improvising their reputation investment of the shareholder will be rewarded due to good financial performance. Fauzi (2009) try to reconnoitring whether there are any positive relationships between CFP and CSR under the slack resource theory and good management theory by integrating the concept of strategic management into the definition of CSR as a sustainable corporate performance including economy, social, and environment, he shows up. There is a positive relationship between CFP and CSP under both theories in Malaysian state-owned and privately-owned companies.

Feliana (2014) investigates the association between CSR and Corporate Financial Performance (CFP). This study investigates 800 firms listed on the Indonesian Stock Exchange in 2010. Financial performance is measured by accounting-based approach and stock-market-based approach. While CSR practices are measured by Corporate Social Disclosure Index (CSRDI), he finds that CSR provides a positive impact on the financial performance until one next period, also found financial ROA as a performance measured influence positively CSR throw the next two years only. Bird, Hall, Momente (2007), Saleh, Zulkifli, and Muhamad (2011), Khaveh, Nikhasemi and Yousefi (2012), and Brine, Brown and Hacket (2007) examine the relationship between the adoption of corporate social responsibility and the financial performance of companies within Australia. The results revealed no statistically significant relationship between corporate social responsibility and financial performance.

Khudhair, Norwani, and Khalid, (2019) show that out of 20 studies, 11 exhibits positive relationship, three show a short-term negative relationship, four show no significant relationship, and two studies provide mixed results. They show that various indicators of sustainability, including environment, economic, and social, have varying impacts on different measures of financial performance. Thus, the majority of studies suggest that CSR reporting enhance corporate reputation and financial performance as it results in various synergies and benefits accruing to the reporting firm.

Test Hypotheses and Analyse the Results of the Relationship between CSR and Performance

First: Choosing a Community and Sample Study

The private study community consists of all 22 Iraqi commercial banks listed on the Iraqi Securities Exchange at the end of 2012, representing the central commercial banks from which the sample was selected, because of the different nature of the activities of Islamic banks according to the legitimate controls governing their operations. The Iraqi market has been selected for a random sample of ten banks, whose account (45%) was formed from the Iraqi commercial banks listed on the Iraqi Stock Exchange after the suspended banks were excluded because they violated the disclosure instructions and the banks whose data are not available.

Second: Study Variables and Statistical Data Processing

Dependent Variable: Performance

Performance metrics that are most commonly used in CSR and CSR studies are the ROI rate and the ROA rate, where:

ROI: The ratio of net income after tax to total investment, the gain of which represents an investment in business during an accounting period. Bankers often point to this rate of return on investment and express the ratio of how efficient the company is to use and manage all of its available shareholders' and borrowed money to yield a return on that money.

ROA: The ratio of net after tax income to total assets, that is essentially a measure of how much the company uses its assets to generate more income.

The independent variables (social responsibility variables) are:
A- the variable activities in the area of labour
B- the variable activities in the community area
c- the variable activities in the field of customer

Table 1: The cost breakdown by social activity area :

No	Area	expenses
1	Personnel Area	Incentive awards, professional and technical allowances, compensatory allowances, accumulated leave allowance, other allowances, the unit share of security, employee insurance, transport maintenance, travel and dispatch for training and study purposes, training and study fees, benefits for associate, employee equipment.
2	community area	Research and consultancy services, exhibition expenses, celebrations, conferences and symposia, subscriptions and affiliations, non-working remuneration, audit fees, donations to others, compensation and fines, written debts, extinguishing the advance of deceased members, broken differences, fees and stamps, various taxes and fees, and subsidies to others.
3	Customer Domain	Publicity and publicity, publication and printing, hospitality, public communications

Third: Study Procedures

The relevant statistical processors were used to test the study hypothesis through the use of the SPSS program for social studies, and the statistical treatments were:-

The study, based on the annual bank statement of expenditure, examined the sample of the study for the period 2012-2017, which includes total expenditures over a full year, has measured social responsibility through costs incurred by companies in the areas of social responsibility (Badawi & Osman, 2012). The cost is, therefore based on the US Accounting Association (AAA) standard. It has excluded social responsibility activity in the environment since this type of activity is far from the nature of banking, which has a poor impact on the environment. Moreover, the expense statements did not include detailed information about them. Banks are charged some cleaning expenses and are included in other expenses for their small size, thus making them difficult to separate from other economic costs, and the rate of change in social costs for the years 2013-2017 was calculated with the adoption of 2012 as the base year and as shown in Table 2.

Table 2: Scale of the rate of change in social costs by their areas for the years 2013-2017

s	Bank	field	2013	2014	2015	2016	2017
1	BIME	Workers	0.042532	0.212776	0.112232	0.405525	0.301901
		Society	-0.65518	-0.34414	-0.25258	0.428128	8.323423
		Customer	-0.92906	-0.89961	-0.87655	-0.75634	-0.76518
		Total SRC	-0.51433	-0.37938	-0.38968	-0.09954	1.339841
2	BBOB	workers	0.117456	0.294854	1.042196	0.880803	-0.17368
		society	1.164404	0.208445	0.910567	1.708473	1.731351
		customer	-0.4948	-0.48107	-0.50653	-0.60078	-0.65454
		Total SRC	0.323314	0.255064	0.971466	1.016025	0.218364
3	BBAY	workers	0.191303	0.519375	0.443385	0.795127	1.24882
		society	1.443397	0.809262	0.874169	5.178884	8.24636
		customer	0.51371	2.449528	3.078557	4.225762	4.965265
		Total SRC	0.523767	0.628851	0.601988	1.999454	3.140392
4	BSUC	workers	-0.79858	-0.79819	-0.89187	-0.81445	-0.80019
		society	0.156798	1.10833	5.374275	6.6865	16.24708
		customer	0.2606	1.308464	2.682087	4.942448	2.012035
		Total SRC	-0.70179	-0.60522	-0.34813	-0.12361	0.492436
5	BCOI	workers	0.20433	0.237854	0.240372	0.171284	-0.13225
		society	0.949345	0.458471	4.672313	2.435524	1.325667
		customer	0.130544	0.253206	0.950615	2.786469	2.379608
		Total Cost	0.32078	0.277771	1.100936	0.939865	0.483544
6	BMFI	workers	0.236291	-0.37072	-0.35682	-0.4556	-0.41173
		society	-0.32074	-0.66369	-0.47857	-0.18735	0.156449
		customer	0.147947	-0.66669	-0.0689	-0.5765	-0.24702
		Total SRC	-0.00299	-0.51721	-0.38371	-0.35389	-0.16149
7	BMNS	workers	0.213571	-0.4758	-0.4381	1.025174	1.081648
		society	-0.54159	0.284046	0.203732	-0.15074	-0.27255
		customer	-0.01852	-0.06724	-0.3066	-0.29573	0.052963
		Total SRC	-0.13522	-0.10676	-0.14845	0.382887	0.392878
8	BUND	workers	0.186552	1.276633	0.326148	2.594684	0.316709
		society	-0.25364	-0.75931	-0.16303	0.247545	0.043056
		customer	0.352561	-0.81104	-0.37709	-0.40644	-0.55614
		Total SRC	-0.06456	-0.15474	-0.03683	0.888346	0.068333
9	BNOI	workers	0.255985	0.326805	0.606473	1.060155	0.650192
		society	0.441479	3.003543	5.395299	0.165392	0.571214
		customer	2.861291	5.840232	6.182058	4.588718	5.08393
		Total SRC	0.486905	1.917539	3.219601	0.82	0.852766
10	BIBI	workers	0.069208	-0.0732	0.016818	-0.2127	-0.16106
		society	-0.91773	-0.85066	-0.86235	-0.89125	-0.90332
		customer	-0.10407	-0.0308	2.886629	2.909805	2.625351
		Total SR C	-0.78948	-0.74786	-0.71815	-0.77097	-0.77798

Based on the study sample financial statements, the dependant variables represented by the appropriate financial performance insects for the social responsibility relationship with financial performance are calculated, i.e. ROI, shown in Tables 3 and 4, respectively

Table 3: Investment return for 2013-2017 years

	Bank	2013	2014	2015	2016	2017
1	BIME	0.139	0.014	0.022	0.047	0.025
2	BBOB	0.130	0.111	0.023	0.081	0.024
3	BBAY	0.024	0.027	0.015	0.029	0.013
4	BSUC	0.007	0.008	0.014	0.150	0.002
5	BCOI	0.190	0.120	0.033	0.020	0.019
6	BMFI	0.192	0.009	-	0.016	0.014
7	BMNS	0.100	0.068	0.079	0.058	0.059
8	BUND	0.090	0.030	0.010	0.094	0.012
9	BNOI	0.100	0.072	0.006	0.004	-
10	BIBI	0.173	0.116	0.070	0.041	0.016

Table 4: Asset return for 2013-2017 years

	Bank	2013	2014	2015	2016	2017
1	BIME	0.027	0.005	0. 008	0.019	0. 008
2	BBOB	0.018	0.015	0.004	0.002	0.007
3	BBAY	0.011	0.016	0.061	0.021	0.010
4	BSUC	0.006	0.008	0.012	0.011	0.001
5	BCOI	0.771	0.052	0.017	0.073	0.007
6	BMFI	0.069	0.005	0.001	0.009	0.011
7	BMNS	0.032	0.019	0.109	0.130	0.051
8	BUND	0.026	0.011	0.004	0.040	0.005
9	BNOI	0.040	0.036	0.034	0.001	-
10	BIBI	0.051	0.051	0.032	0.018	0.007

Fourth: Results of Testing Hypotheses

For the purpose of covering the evidentiary side of the study, a 50-view sample obtained from ten Iraqi banks were used for five years to see how the performance of (the dependant variable) companies was affected by the costs of social responsibility (the independent variable) represented by the field of personnel, the community domain, and the customer domain.

The study hypothesis test was performed as follows:

First Main Hypothesis: Measure the impact of social responsibility on performance through return on investment

Nihilism Hypothesis H01: There is no moral effect on the return on investment (workers, community, customer) of social responsibility.

Sub-Hypotheses:

Nihilism Hypothesis H011: There is no moral effect of the dimension of workers on return on investment.
Hypothesis Nihilism H012: There is no moral effect of the social dimension on return on investment.

Claim Nihilism Hypothesis H013: There is no moral effect of the client's distance on return on investment.

To test earlier hypotheses, the simple linear regression equation and the variation analysis of models were used, and Table 5 shows the results of a simple linear regression to show how the social responsibility variable affects return on investment.

Table 5: the results of a simple linear regression

hypotheses	F	Sig.	decision	significance
first hypothesis	2.633	0.111	Accept H_0	unmoral
Second hypothesis	7.004	0.011	Reject H_0	moral
Third hypothesis	7.141	0.010	Reject H_0	moral
Fourth hypothesis	5.099	0.029	Reject H_0	moral

It is noted from Table 5 that the value of SIQ is. It was greater than 0.05 for the first hypothesis and thus infer acceptance of the hypothesis of nihilism and rejection of the alternative hypothesis, i.e. there is no moral effect of the independent variable (total costs of social responsibility) on the return on investment.

For the rest of the hypothesis, we notice that the value of SIG. Less than 0.05 indicates the meaning of the variables, i.e. rejecting the hypothesis of niqalm and accepting the alternative hypothesis, i.e. the dimension of the employees, the community and the customer affect the return on investment.

The regression equations were as follows:
$Y = \alpha + \beta X$
Model 1: $y_1 = 0.065 - 0.020 X$
Model 2: $y_1 = 0.028 + 0.046 x_1$
Model 3: $y_1 = 0.039 + 0.007 x_2$
Model 4: $y_1 = 0.068 - 0.011 x_3$
Total social costs X where :
X1 is after the
x2 workers after the
x3 community is after the customer

Key Hypothesis 2: Measure the effect of the variable costs of social responsibility on return on assets.
Nihilism Hypothesis H02: There is no moral effect on the costs of social responsibility (workers, community, customer) on the return on assets.
Sub-Hypotheses:

Nihilism Hypothesis H021: There is no moral effect on the return of the assets.

Nihilism Hypothesis H022: There is no moral effect on society on the return on assets.

Nihilism Hypothesis H023: There is no moral effect for a customer on the return on the assets.

To test earlier hypotheses, the simple linear regression equation and the variation analysis of models were used, and table (6) shows the results of a simple linear regression to show how the variable costs of social responsibility and their dimensions affect the return on assets.

Table 6: That represents the results of a simple linear regression

hypotheses	F	Sig.	decision	significance
first hypothesis	1.101	0.299	Reject H_0	unmoral
Second hypothesis	0.249	0.620	Accept H_0	unmoral
Third hypothesis	0.543	0.465	Accept H_0	unmoral
Fourth hypothesis	1.634	0.207	Accept H_0	unmoral

It is noted from Table 6 that the value of SIQ was greater than 0.05, and thus we infer acceptance of the nihilism hypothesis and rejection of alternative hypotheses, i.e. there is no moral effect of the independent variable (total costs of social responsibility) and its dimensions, on the asset return index.

For regression equations, they are:

$Y = \alpha + \beta X$
Model 1 : $y_1 = 0.099 - 0.47 X$
Model 2 : $y_1 = 0.085 - 0.033 x_1$
Model 3 : $y_1 = 0.082 - 0.007 x_2$
Model 4 : $y_1 = 0.102 - 0.022 x_3$

Results show that social responsibility at its total costs negatively affects (ROI). In contrast, the areas of responsibility are related individually (workers, community, customer) to a positive relationship with (ROI) and (ROA) negatively affects the total costs of social responsibility and negatively affects its dimensions. The relationship between social and financial performance can be rationalised by the adoption of other financial indicators to illustrate the impact on different stakeholders and to test this relationship in other economic sectors.

In conclusion, the perception of the performance of economic unity has changed. Companies have become more responsible for the environment and society, regardless of the focus on increasing profits, thus highlighting the need to strengthen the concept of social responsibility, as it helps to guide the exploitation of available resources in the interests of the economic and social requirements of organisations alike. Corporate social responsibility is a strategic approach to the company to ensure financial success and thus ensure that it brings a positive impact on the environment, communities and stakeholders. Social responsibility is, therefore, a fundamental criterion in the performance of the Organisation and in assessing its success and sustainability, and there are many applicable theories to explain the different aspects of corporate social responsibility and its relationships with the company's financial performance. The importance of assessing the performance of banks through the data and information provided by the responsibility accounting was highlighted in the direction of owners, employees and the customer. This study recommends that CSR be adopted to increase the bank's interaction with stakeholders, strengthen the relationship between the bank and society, enhance the competitiveness of banks, and establish a performance assessment team within the organisation to identify the efficiency and extent to which it applies its resources to its mandated objectives. Bank performance rating systems should be in the strategic multilateral context.

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