

Corporate social responsibility impact on the social risk in the oil industry in Tunisia

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Abstract —The social, political and economic state in Tunisia after the revolution of January 14, 2011 has become very delicate. This revolution was based on the unemployed, whose number develops day after day. Despite the fact that the state has said that the oil reserves in Tunisia are smaller than its neighbors (Libya and Algeria), the Tunisian social (unemployed and non-unemployed) used the landing of well production as a means of not only on the state but also on the oil companies to fulfill its demands (employment, infrastructure development). These social actions repetitive ago the revolution until today risk oil companies located in Tunisia to lose a lot.

The purpose of this paper is to examine the impact of corporate social responsibility on a social risk in the petroleum industry. First, we present the social risk in petroleum companies in Tunisia. Second, we analyze the program of corporate social responsibility (CSR) implementing in these companies. Then, we search the impact of the practice of CSR to reduce a social risk.

In the results of this work, we find a relationship between corporate social responsibility and social risk. Our findings suggest that the implementation of corporate social responsibility in the oil industry can reduce the social risk impact.

Keywords— oil companies, corporate social responsibility, social risk, relationship.

I. INTRODUCTION

The accumulation of economic and social problems in our actual world called the era of globalization. Its latter has transformed the land into a village; this requires solidarity between the different components of society to improve the social, economic and environmental conditions of individuals. The corporate social responsibility CSR is one of the most important obligations of the

company; it is a continuous effort to develop the cultural, economic and social level for the citizens through the deferent services of health, the environment, and respect for human rights, workers' rights and the development of local society.

The importance of these indicators was promoted by Sheldon as the responsibility of each organization identified by its social behavior and interest in society.

The Congress gathered at the University of California, in 1972 under the title Social Responsibility of Business Organizations, insists on the obligation of companies' shareholdings in social development and to get rid of the philosophy of maximizing profit as the company's sole objective.

CSR is not a new managerial concept, discussions on this topic began in the sixties, and this discussion grew steadily with the fall of Berlin's wall, the events of 11 September and many scandals of multinational companies. This encourages global organizations to talk more about poverty, unemployment and lower standards of living.

Among the factors for improving CSR programs, communication between companies through transparency and direct and permanent declaration, which allows the exchange of experiences and investments in this area, by the importance of CSR reporting of capital as a means of transparency. This reflects the financial, material and human capacity of enterprises and the need for stakeholders.

The political events took place between 2011 and 2016 in Tunisia. The situation of the oil companies after the revolution of 14 January 2011 is highly criticized. Indeed, they have been damaged, often by their own employees or by the inhabitants of the production area (young unemployed). These

companies have undergone wild and expensive strikes.

Moreover, the population in the areas of the production wells were located blocked production for days and even months. According to Fattouh (2007), social revolution can induce long-term disruptions to the oil market.

A blockage of an oil production site causes losses not only for the company but also for the State that receives a large part of revenue.

According to Fazli (2015), in recent years the number of civil unrests, insurgencies, protests, riots, and revolutions has increased. These actions can threaten oil supply chains especially when they take place in oil producing and exporting countries.

The CSR has become nowadays increasingly important and indispensable for any organizations success (Kirat, 2015). Zhao et al. (2016) show that companies that improve their social responsibilities fulfilment significantly reduce operational risk, the better CSR fulfilment, the lower is operational risk. Moreover, listed companies publishing independent social responsibility reports face slightly higher operational risk regardless of whether publishing an independent social responsibility report affects the company's operational risk.

There are six major sections in this paper. The definition of CSR are presented in section 2. Section 3 presents a brief overview of CSR in Tunisia, while section 4 provides the social risk in petroleum companies. Section 5 presents the implementation of CSR in oil industry in Tunisia and finally section 6 provides some conclusions.

II. DEFINING CORPORATE SOCIAL RESPONSIBILITY

With the adaptation of CSR by business organizations, the legislator has put more regulations to make these ideas mandatory, this CSR commitment is no longer optional for companies. CSR has become a research theme at the origin of the emergence of a new academic space, namely the current "Business and society", which focuses on the relations between the company and its societal environment (Acquiari and Gond (2005)). Many researchers will identify with this current (McGuire (1960), Steiner (1971), Carroll (1979), (1991) and Auperle et al. (1999)). After researching American researchers (Davis (1973), Carroll (1979), Auperle and Col (1985) and arousing some controversy from liberal academics (Levitt (1985) and Friedman (1970)), CSR research will shrink from the mid-1980s to other concepts such as corporate citizenship or stakeholder approach (Carroll (1999)). CSR remained until then a phenomenon almost exclusively north American

and perceived in this context as an entry to the liberal logic.

According to Carroll (1991), there are four indicators of CSR: economic, legal, ethical, and philanthropic. The economic indicator refers to the corporation's economic responsibilities in terms of competitiveness, profitability, and operational efficiency, while the legal indicator refers to the corporation's obligation to adhere to the rules and regulations in the marketplace (Carroll (1991) and Lee et al. (2012)). Acquiari and Gond (2005), for their part, point out that the author had formalized in his book ideas that was fashionable at that time in the North American context. They find in Bowen's work the traces of Protestant ethics as described by Weber, which is an integral part of American culture.

Corporate social responsibility (CSR), which refers to "context specific organizational actions and policies that take into account stakeholders' expectations and the triple bottom line of economic, social, and environmental performance" (Aguinis (2011)).

The CSR by Kirat (2015) is understood to be the way firms integrate social, environmental and economic concerns into their values, culture, decision-making, strategy and operations in a transparent and accountable manner and there by establish better practices within the firm, create wealth and improve society.

Following political, economic and social changes. The last few decades have seen a transformation in the business world. According to the classics, the ultimate goal of the company is to realize profit. Economists were cited about CSR, between those who oppose, such as Milton Friedman who sees that it limits profit and an additional burden on labor costs. We find another economist who supports the idea of CSR, like Paul Samuelson, sees that it has economic and social dimensions, and companies must have creativity in CSR programs. We also find other definitions of CSR, some consider this responsibility as a reminder to the company towards its company, other limits CSR in a voluntary initiative specific to the company. Finally, companies consider that CSR is a compulsory social adaptation to the company. All these definitions consolidate the basis of this concept,

The International Business Council for Sustainable Development and CSR defines social responsibility as an ongoing obligation of the company to manage ethically and participate in economic development while respecting the living conditions of its employees, their families and society.

In general, we know that, financial, commercial and economic institutions, whether national or

international, have as their main objective the realization of maximum profit for these shareholders, the obligation to remind them of their social and ethical responsibilities, to avoid this race towards profit does not drift towards irresponsible practices. This main role played by companies, as wealth creators, forces them to manage this wealth in the economic, social and environmental fields. The World Bank defines CSR as an obligation for lucrative companies to participate in sustainable development through work in the local society in order to improve their standard of living, within this framework the World Bank advances three responsible criteria towards society:

- Corporate governance and ethics,
- Obligations of organizations towards their employees,
- Participation in social development.

The young international chamber (YIC) defines CSR as all practices that will achieve development, considering ethical and social considerations. So according to the YIC definition CSR is based on good initiatives without a legal obligation because the CSR will be realized with conviction and learning.

The European Union (EU) defines CSR as a concept with which the company engages in the social and the environmental. In its definition, the EU specifies that the application of the CSR is voluntary, it does not require laws and the rule obliges companies to be responsible to society. In addition, the EU makes deference between social responsibility and social response, the first denotes an obligation of the companies towards its environment, and the second is to find a motivation for the capital to be socially responsible.

III. CSR IN TUNISIA: A BRIEF OVERVIEW

The institutional transformations undertaken in Tunisia since January 14, 2011 carry the aspirations of an entire population towards more democracy and social justice. If multiparty, freedom of expression and association are part of the process of democratization, they do not in themselves guarantee a better distribution of the wealth produced in the national territory.

In order for public action to respond to the social demands linked to the problems accumulated during the last two decades in Tunisia (unemployment, exclusion, regional imbalances, corruption). It must be carried out at national level (growth policy, sectoral policy, Employment ...) taking into account the interests of a large number

of socio-economic actors to avoid the drifts of the inherited nepotism system.

From a theoretical point of view, this problem is related to reflections on the institutions, actors and compromises that accompany and structure national economic activity.

At first glance, CSR activities are not structured enough and the only activities completed until were carried out with the support of international cooperation (as cited with GIZ and UNIDO mainly). These one-off projects, once completed, are often of companies in relation to their commitment and CSR strategy.

Several studies and surveys have shown the existence of a potential market for liability (CSR) in Tunisia, particularly among exporting companies. Market, which seems to be developing in the years to come. The mid-year publication of the new ISO 26000 CSR standard will have a certain multiplier effect.

The United Nations Global Compact initiative launched in Tunisia in 2005 conducive to bringing Tunisian companies to adopt a policy of social responsibility. "The Global Compact includes 10 principles to which companies adhere and commit themselves voluntarily to implement in order to control the inherent social and environmental risks to their activities. These principles are mainly concerned with the protection of human rights, Fundamental rights at work, the environment and the fight against corruption. "

In a previous study carried out by the GIZ in 2010, some 40 Tunisian companies Adhered to the Global Compact expressed a majority of three main motivations: (i) brand image; (ii) the motivation of employees and (iii) meeting the requirements of foreign customers and clients. In addition, the publication in mid-2010 of the ISO 26000 standard is a positive Clarification of the concept and reinforces the standardization of CSR. This standard defines CSR as "Expression of the will to integrate the social and environmental considerations in the Company's decisions, to measure their progress, to be transparent and contribute to sustainable development ".

On the other hand, the situation seems to be marked by the following shortcomings:

- National expertise in this area remains limited and split into three Integration (environment, social audit, governance)
- Actions to raise corporate awareness in the area of CSR are structured.
- The major needs expressed by the companies surveyed in 2009 are, in the following order: exchange of experience and good practice, technical

assistance for the implementation of the CSR and staff training.

Currently, companies are subject to three major constraints (economic, social and environmental), which require them to define a CSR strategy: economic tensions generated by concern for competitiveness, social pressures and long-term security needs. Awareness of the environment with a view to limiting its degradation, with increasing local impacts are all factors that give CSR an increasingly important role in the strategies of countries and enterprises.

In Tunisia, the focus of the actors' efforts on economic growth has demonstrated its limits, because after 23 years of growth at a rate of around 5% per year, the revolution has shown the Growth without equitable distribution and its negative effects on social and economic cohesion.

Therefore, the development strategy would benefit from integrating the economic, social and Environmental aspects of CSR as structural elements likely to promote the sustainability of Enterprises and taking into account the concerns of the population. Such integration involves identifying key drivers and drivers of CSR and Preparation of the conditions for implementation (means, organization, technical assistance, monitoring and Evaluation).

This effort involves a voluntarist policy with clear objectives and a long-term vision. In favor of CSR, with a view to:

- To improve the social climate in the country and to promote the reconciliation of the company with its Social environment;
- Improve the business environment to reflect a stable and evolving economy in a context of sustainable development;
- Enhance the competitiveness of enterprises by improving performance, Productivity, social dialogue by fostering a culture of work;
- Contribute to the global effort to combat environmental degradation through reduction of pollution and treatment at source.

Under such conditions, sustainable development can be government, which would lead to the development of coherent policies and Medium and long term to create an enabling environment for large-scale dissemination of CSR in the economic fabric of the private sector in Tunisia.

IV. SOCIAL RISK

According to Yeeles and Akporiaye (2016), the Oil sector business risk is high, but production is resilient to interruptions from social and political unrest. Indeed, the social revolution can induce

long-term disruptions to the oil market (Fattouh (2007)).

The civil unrests, insurgencies, protests, riots, and revolutions has increased can threaten oil supply chains especially when they take place in oil producing and exporting countries (Fazli et al. (2015)).

According to the National Institute of Statistics (NIS), the structure of the Tunisian population is constituted of 49.8% the share of the male population in 2015 against 50.2% for the female segment. The share of the urban population is 66% against 34% for the rural population; this urban area is more demanding with respect to the standard of living and the social demands. Then, 28.5% of the population is in the 15 to 29-age bracket. This includes the apprentices of the vocational training system and the new university graduates. In addition, 38% of the population is between 30 and 59 years old, this is the potentially active portion of the population (NIS data dated 19-03-2012).

The unemployment rate published by the NIS is 18.6% for the year 2010, this rate has increased to reach its maximum of 23.5% in first quarter of 2016 and then to decrease to 23.2% in last 2016.

Since the outbreak of the revolution, social demands have continued to challenge the government, political, economic and social actors and public opinion. The right to employment, to dignified living conditions and to a decent income constitute the main demands of those who have risen from 17 December 2010 and which have triggered the mass movement that led to the Reversal of the political regime on 14 January 2011.

The revolution revealed some deterioration in labour relations within companies. Indeed, many companies have damaged by employees. These companies have suffered wild and expensive strikes.

The STIR experienced several actions taken by the agents who demanded the regularization of the situations of the personnel and the agents, namely the increase of the wages and the establishment of the temporary workers as well as the generalization of the social cover. Several rumours have circulated, evoking acts of vandalism and sabotage that threaten security in this site.

Several service stations were out of order due to the non-refueling of the pumps. Two distribution channels are particularly affected by this strike, namely "Shell" and "Oilibya".

The strikes and the social problems such as the Franing field (from 22 May to 21 July 2015) and Sabria (from 23 May to 4 June 2015 and from 7 June to 22 July 2015) to the governorship of Kebili caused the reduction and the stop of the production.

A sit-in was held October 24, 2015 at the oil field "Sidi Kilani"; the population asked the

(CTKCP) Company to participate in development and employment of this region.

After ENI, EnQuest and Shell exploration, the oil exploration and energy exploitation company (Petrofac) suffers huge losses.

The British oil exploration and energy company, Petrofac is no longer master of its production. The company has seen its activity stopped several times since the revolution because some unemployed had chosen to be heard by blocking production. The unemployed forced into the company's premises and blocked production and they are calling the company to continue to pay them unemployment benefits and to finance an environmental fund in Sfax governorate.

According to ETAP, the increase in strikes and protests since 2012 has led to a significant decline in production. Each day of production stoppage at the Kerkennah site operated by Petrofac causes losses of about 200 thousand dollars. They are losses not only for the enterprise also for the State, which receives a large part of the income.

The workers denounced the breach of the employment contract for members of the basic union of the Bouchamaoui Company, according to a communiqué issued at the end of the meeting, describing this decision as a violation of trade union rights. They also regret certain problems related in particular to the difficult working conditions in the desert.

At the oil company Sodeps, based in the Tataouine governorate in the Laarich and Makhruka regions, tensions between employees and management are increasing. The several oil companies in Tataouine like Winstar or Petroconfort face a similar situation and growing demands.

January 10, 2017, the oil company "Serinus Energy." said it temporarily stopped production at the Chouech Es Saida field in Tunisia because a voted by the employees of the Winstar Chouech Es Saida facility.

Due to refusal of renewal and social disruption, the national oil production has seriously dropped. It has declined by an average of 10% per year.

These regions like Tataouine, Kebili, Sfax and Mahdia does not provide adequate health services, educational facilities, distribution water system, and a high rate of unemployment. Indeed, the local population has come to expect these tasks to be carried out by the oil companies, which profits from the natural resources of its regions.

Young people from the El Faouar delegation in the governorate of Kebili resumed sit-in open in front of the headquarters of the gas exploration company "Perenco" to protest against the non-application of the agreements previously concluded with the regional and local authorities.

A. A brief overview of oil in Tunisia

The Tunisian Republic is located in the northernmost part of Africa bordering the Mediterranean Sea between Algeria and Libya. The upstream oil industry in Tunisia is still modest and upcoming as compared to its neighbouring countries although the scale of its resources has been more limited to date. Oil and Gas are the two major sources of energy requirements in the country accounting for 44% and 55% respectively in 2014. The crude oil production increased from 2.543 million tonnes in 2014 to 2.310 million tonnes in 2015, reflecting a 9.2% reduction. This decrease was caused by an increased water production of Hasdrubal fields, technical problems in Anaguid Est field, social problems such as the fields of El Franing and Sabria to the governorship of Kebili and the field of Chergui to the island of Kerkennah.

Tunisia has proven crude oil reserves estimated at 425 million barrels in January 2015. The majority of domestic production (73%) comes from only six concessions and are located in the Gulf of Gabes and the Ghadames basin in the south of the country.

Ashtart, El Borma, Adam, and Cherouq are the major oil producing fields. The tow first fields are located in offshore Tunisia in the Gulf of Gabes and the three last onshore oil concessions are located in the governorate of Tataouine.

TABLE 1

RECAPITULATE OIL CONCESSION PRODUCTION IN TUNISIA.

	Quantity (BBL S°)	Number of concession	participation		Onshore	Offshore
			min	max		
Concession ETAP	1104510	39	20%	100%	28	11
Concession out ETAP	277187	15	-	-	10	5

The sector is dominated by a public company. The "Tunisian National Oil Company" (ETAP), was created in 1972. ETAP's mission to promote hydrocarbon sector in Tunisia, to manage a national patrimony and to develop oil and gas productions, in which ETAP is partner.

There are at present 60 international and Tunisian companies actively operating in exploration field, under the agreements signed with the Tunisian State and the association or production sharing contracts with ETAP. Indeed, ETAP is a partner in 39 concessions (28 onshore and 11 offshore); its participation is between 20% and 100% (see Table 1 below).

B. Corporate social responsibility in the oil industry

V. IMPLEMENTING A CSR IN OIL INDUSTRY

Our analysis of CSR programs draws on interviews with corporate staff, with indigenous leadership in different regions, and observations at the community level, as well as corporate documents and national newspapers in Tunisia and oil companies' reports.

On 06 May 2015, ETAP signed a Corporate Social Responsibility Charter (CSR Tataouine) with its ENI, MEDCO Energie and OMV partners for a period of three years. An external consultancy firm has drawn up a three-year action plan. The estimated total budget allocated is 11.640 million dinars (3.9 million dinars per year).

The table 2 present the engagement of the seven companies in CSR activities. We show a very little number of the oil company integrated in CSR activities compared with a total company operating in exploration fields.

The Tataouine CSR program began effectively in June 2015. Its objective is to contribute to efforts to develop and improve the living conditions of the population in the Tataouine Governorate and through the creation of a consortium (ETAP, ENI, MEDCO, and OMV) coordinated by ETAP.

The Tunisian oil company (ETAP) and oil companies ENI, OMV and Medco S.A have signed an agreement on CSR to enable them to contribute to development efforts in several region. These regions are found in the priority governorates like Tataouine, Kebili, Medenine, Gabes, Sfax, Mahdia and Kasserine.

The projects encompassing the CSR activities of ETAP and her partners are addressing in such areas (education, employment, culture, health and sanitation). The ETAP report (2015) on CRS in Tataouine and Kebili highlights the following:

- The Tataouine project can employed more than 330 people between 2015 and 2017, ETAP and its partners have allocated 1 386 thousand dinars in the private sector (see Table3).
- ETAP and its partners have allocated a budget of 1862 thousand dinars for the development in the communities of the Tataouine governorate, which is distributed as private sector (74%), associations (3%) and infrastructure (20.5%).
- Under the agreement, an amount of 15.5 million dinars will provide financing over a period of three years to associations of micro-credits to finance projects. The aim is to finance small and medium-sized enterprises (SMEs), in addition to the development of several cultural activities and tourism events in addition to the contribution to regional development projects (Table 4).
- The proposed Kébili CSR action plan corresponds to a three-year program for an overall cost of 3 million dinars.
- The young people of Faouar received assistance and guidance for the creation of their businesses. A workshop proposed under the

CSR program of the petroleum companies; aid this people to set up on their own account (the budget of funds including in Table 5).

- The program of ETAP with partners WINSTAR, PERENCO and MAZARINE in region of Kébili is composed of a set projects to support civil society (House of Administrative Services in El Faouar and Development and Investment Corporation) seeking to create the maximum synergy for greater impact on the economic and social development of the populations of the region.
- The project is being jointly managed with House of Administrative Services in El Faouar-Kebili, Society of Environment, Arboriculture and Gardening in Tataouine, Society of Environment, Arboriculture and Gardening in Kébili, Tataouine Development and Investment Corporation (SODIT Sicar), Kébili Development and Investment Corporation (SODIK Sicar), Tataouine Football Team.

TABLE 2

CSR PROGRAM PARTNERS.

SOURCE: ANNUAL REPORT ETAP, 2015.

CSR program partners	Budget 2015 (DT)	Estimate d Budget 2016 (DT)	Quota ETAP 2015	
			(DT)	%
MEDCO Energi/ETAP	562 000	Non défini	281 000	50%
PETROFAC/ETAP	2 678 793	2 425 000	1 473 336	55%
WINSTAR/ETAP	1 145 310	210 000	629 921	55%
PERENCO/ETAP	533 000	758 500	266 500	50%
MAZARINE/ETAP	94 741	Non défini	-	0%
TPS/ETAP	739 400	360 000	377 094	51%
CTKCP/ETAP	105 000	-	57 750	55%
Total	5 858 244	-	3 085 601	

TABLE 3

	Amount (DT)	Number of direct job
Micro project	340 000	90
Micro credits (BTS)	164 000	230
BFMME	600 000	71

TABLE 4

DEVELOPMENT PROJECTS IN TATAOUINE, 2015.

SOURCE: ANNUAL REPORT ETAP, 2015.

Projects: oil- Producing Region	Cost (DT)
Extension of primary school	70 000

Water distribution system	594 000
Culture project	167 000
Association	63 000

TABLE 5
SUMMARY OF THE ETAP CSR BUDGET IN KÉBILI, 2015.

SOURCE: ANNUAL REPORT ETAP, 2015.

	Budget (DT)	Quote part ETAP
Funds	320 000	50%
Society of the Environment	150 000	100%
SODIK Sicar	-	100%

VI. CONCLUSIONS

The role of oil companies becomes more and more crucial. Due to the instability of the social, some oil companies felt the risk too great for pursuing development.

On condition of a critical situation of the economy of our country after the revolution, the people suggest using some revenues from oil companies to increase the development and to reduce the poverty in their region.

This paper examines the relationship between CSR and social risk in the oil company. According to our study, ETAP's commitment with its partners in CSR projects is not a choice, but because of pressure from protests movements, which covered by the media and sympathized with social networking sites. Indeed, we show that the oil companies integrated in this programs are just which damaged by the protests and riots of the social.

Despite that, the oil companies have large budgets and make a lot of profits and revenues; there are some critics around the CSR budget, which is very small.

After two years of CSR program engagement, we notice very little importance dedicated to assess and evaluate CSR activities after implementation. Therefore, it is necessary to assess the relationship of the oil companies with the society before and after the engagement in CSR.

Finally, despite that, CSR programs suggest several projects with a concentration on private sector, health and education, but the employment into the oil companies is the most important demand for the unemployed people.

According to Sami Marrouki, IRSET President "It is so significant to note that during the popular uprising of 14 January 2011, the companies that have developed "sense of belonging" among their employees and neighbouring populations to their location escaped the acts of vandalism".

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