

**EFFECT OF CORPORATE REPUTATION ON CORPORATE  
SOCIAL RESPONSIBILITY (A Case Study of Nepal Telecom)**

**A Dissertation submitted to the Office of the Dean, Faculty of Management in  
partial fulfilment of the requirements for the Master's Degree**

**By**

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### **Certification of Authorship**

I hereby corroborate that I have researched and submitted the final draft of dissertation entitled “**Effect of Corporate Reputation on Corporate Social Responsibility: A Case Study of Nepal Telecom**”. The work of this dissertation has not been submitted previously for the purpose of conferral of any degrees nor has it been proposed and presented as part of requirements for any other academic purposes. The assistance and cooperation that I have received during this research work has been acknowledged. In addition, I declare that all information sources and literature used are cited in the reference section of the dissertation.

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## Report of Research Committee

Miss. Laxmi Regmi has defended research proposal entitled “**Effect of Corporate Reputation on Corporate Social Responsibility: A Case Study of Nepal Telecom**” successfully. The research committee has registered the dissertation for further progress. It is recommended to carry out the work as per suggestions and guidance of supervisor Prof. Dr. Bhoj Raj Aryal and submit the thesis for evaluation and viva voce examination.

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## **APPROVAL SHEET**

We have examined the dissertation entitled “**Effect of Corporate Reputation on Corporate Social Responsibility: A Case Study of Nepal Telecom**” presented by Miss. Laxmi Regmi for the degree of Master of Business Studies. We hereby certify that the dissertation is acceptable for the award of degree.

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## ABBREVIATIONS

ANOVA	:	Analysis of Variance
CED	:	Committee for Economic Development
CSR	:	Corporate Social Responsibility
CV	:	Coefficient of variation
GDP	:	Gross Domestic Product
N	:	Number of Respondents
NTA	:	Nepal Telecom Authority
NTC	:	Nepal Telecommunication Corporation
R	:	Regression Coefficient
SD	:	Standard Deviation
SPSS	:	Statistical Package for Social Studies
VIF	:	Variance Inflation Factor

## ABSTRACT

*The objective of this research was to determine if significant relationship exist between corporate reputation and corporate social responsibility from Nepal telecom. This study sampled 138 i.e. telecom office staff and Nepal telecom product users in Kathmandu valley. Primary data were collected through questionnaire survey. Thus collected data were analyzed using excel and SPSS. The result of this research study indicated that corporate reputation, brand image and corporate social responsibility  $r(138) = 0.607$  were effective in positively influencing the corporate social responsibility. The sub-factors brand satisfaction, brand awareness, perceived service quality, brand loyalty. The test of relationship between corporate reputation and corporate social responsibility produced moderate positive correlation of  $r(138) = 0.369$ . Finally, corporate reputation is effect on corporate social responsibility in telecommunication sector in Nepal. Today's are most competition in telecommunication sector in this time the corporate social responsibility is depend on corporate reputation. From literature reviews some studies shows that corporate reputation are depends are corporate social responsibility.*

*Keyword: corporate reputation, brand image, brand awareness, brand satisfaction, perceived service quality, brand loyalty and corporate social responsibility.*