

Driving Digital Inclusivity through CSR:
An organisational analysis of CSR development in Sarawak Digital Economy Environment

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ABSTRACT

As the impact of the Digital Economy grows larger and even more vital, the Sarawak Government has taken the important step of implementing the Sarawak Digital Economy (SDE) Strategy through multipronged strategic actions. Among the most prominent is facilitating and promoting digital inclusivity. The idea of 'Digital Inclusivity' in the scope of SDE is centred around the State Government's objective to enhance the competency and readiness of all communities for the digital economy through the development of digital skills and competencies, as well as in promoting inclusive digital participation. The involvement of local organisations in the execution of SDE has brought the attention of this research to analysing the role of CSR in driving digital inclusivity especially among the community in rural Sarawak. Based on this objective, a case study design is applied to get a deeper understanding on how CSR is developed and implemented in the organisation understudy. The analysis is based on the triangulation of interviews with the organisation's key CSR players and official documents. This article contributes to supplying new insights on Carroll's (1991) four-part components to defining CSR and the weightings based on the perceived importance by the organisation understudy. The findings also shed light on the contextual considerations that the organisation takes into value in its CSR development; parallel to its effort in accommodating the needs and requirements shaped by the SDE environment.

Keywords: Corporate Social Responsibility (CSR) in Malaysia; Corporate Social Responsibility (CSR) in Sarawak, Malaysia; Sarawak Digital Economy (SDE); Digital Inclusivity; Digital Economy; CSR Sensemaking; Organisational Sensemaking