Title:
University social responsibility: A review of conceptual evolution and its thematic analysis

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Abstract:
The purpose of this study is to ascertain the range of activities undertaken by universities for their social responsibility initiatives and how these activities make an impact on the stakeholders. A systematic literature review is conducted from eleven databases. A search for the term "university social responsibility" came up with results that pertain to specific social responsibility initiatives in higher education institutions. The articles were further screened to filter the relevant literature that refers to the application of social responsibility initiatives in different contexts and their outcomes. The findings show that it is imperative for the universities to integrate social responsibility initiatives in their administrative policies and management procedures for meaningful impact. Stakeholder involvement in the process is mandatory for a long-term approach and meaningful transformation of social issues. Universities across the globe need to undertake social responsibility as an integral process of the organization and mould their activities of teaching education and training accordingly. This research indicates the practical approaches that can be undertaken by universities to legitimize their social responsibility initiatives in the eyes of stakeholders. It also sheds light on the fact that the social responsibility of universities differs in nature from corporate social responsibility since the nature of institutional operations and objectives are inherently different from business organizations. The search was conducted for only articles published in the English language. Relevant research from other sources can be acquired to develop a deeper understanding of the concept using a multitude of terms that will help in increasing the scope of research.