

Abstract

This study specifically assessed the impact of CSR on the strategic intent at Standard Chartered Bank Kenya Limited. The objectives of the study were to establish the nature of CSR programmes that SCB engages in and evaluate their influence on the strategic intent. This study also exposed the challenges experienced by SCB in the conduct of its CSR programmes. The literature review focused on the concepts of CSR and strategic intent and their relationship with corporate performance. It also focused on the practice of CSR. The conceptualization of the study included CSR programmes as the independent variables, CSR policy and approach as the intervening variable and attainment of the strategic intent as the dependent variable. The results of the study showed that the CSR practice at SCB is aligned with the strategic intent and that generally the CSR programmes met the expectations of employees, investors and local communities. However, there was no certainty that the expectations of customers were met due to the fact that customers also doubled up as employees and local community members. The key recommendation of the study was that the current CSR programmes at SCB should be expanded to engage more employees and serve more needy cases in a wider geographical area. Secondly, SCB needs to partner with more co-sponsors in order to benefit from the economies of scale.