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**The Effect of Social Responsibility According to the International Standard ISO 26000
in Activating the Dimensions of the Purple Economy
A Field Study of the Foundation's Regional Directorate, Mobilis, Ouargla**

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Abstract:

The study aims to identify the impact of social responsibility according to 26000 ISO in activating the dimensions of the purple economy. The study adopted a descriptive analytical approach and used a questionnaire distributed to a sample of 35 workers in the Mobilis organization to collect data.. The study concluded that there was a statistically significant relationship between social responsibility according to ISO 26000 and the activation of the dimensions of the purple economy. The study also recommended the need to focus more on the dimensions of social responsibility according to the ISO 26000 standard, especially the environmental aspects and community engagement.

key words: Social responsibility, 26000 ISO, Purple economy, Mobilis Organization.

JEL Classification Codes: M14; M20

I- Preface:

Social responsibility is considered, according to a standard 26000 ISO, a relatively recently applied concept in Algerian institutions. Despite its great importance, implementing social responsibility is considered by institutions to be a burden on them and does not benefit the institution, and therefore its application remains voluntary. Studies have proven that commitment to social responsibility achieves great gains for institutions, such as enhancing their image in society and improving their competitive position, among others.

The concept of social responsibility has been linked to many modern terms, such as sustainable development and the purple economy, which seeks to integrate the cultural dimension of societies into the economy by valuing the returns on goods and services resulting from the culture of society.

From this, the following problem is posed.

What is The impact of social responsibility according to international standards 26000 ISO on activating the dimensions of the purple economy?

The following questions arise from this problem:

- Is there a statistically significant impact of the governance dimension in activating the dimensions of the purple economy in the Mobilis Organisation?
- Is there a statistically significant impact of the human rights dimension in activating the dimensions of the purple economy in the Mobilis Organisation?
- Is there a statistically significant impact of the labor practices dimension in activating the dimensions of the purple economy in the Mobilis Organisation?
- Is there a statistically significant impact of the environmental dimension in activating the dimensions of the purple economy in the Mobilis Organisation?
- Are there statistically significant differences in the dimension of fair operating practices in activating the dimensions of the purple economy in Mobilis Organisation?
- Is there a statistically significant impact of the consumer issues dimension in activating the dimensions of the purple economy in the Mobilis Organisation?
- Is there a statistically significant impact of the community involvement dimension in activating the dimensions of the purple economy in the Mobilis Organisation?
- Is there a statistically significant impact of the combined dimensions of social responsibility according to ISO 26000 in activating the dimensions of the purple economy in the Mobilis Organisation?
- Is there a statistically significant impact of the dimensions of social responsibility according to ISO 26000 in activating the dimensions of the purple economy attributed to personal variables (gender, age, educational level, years of experience) in Mobilis Organisation?

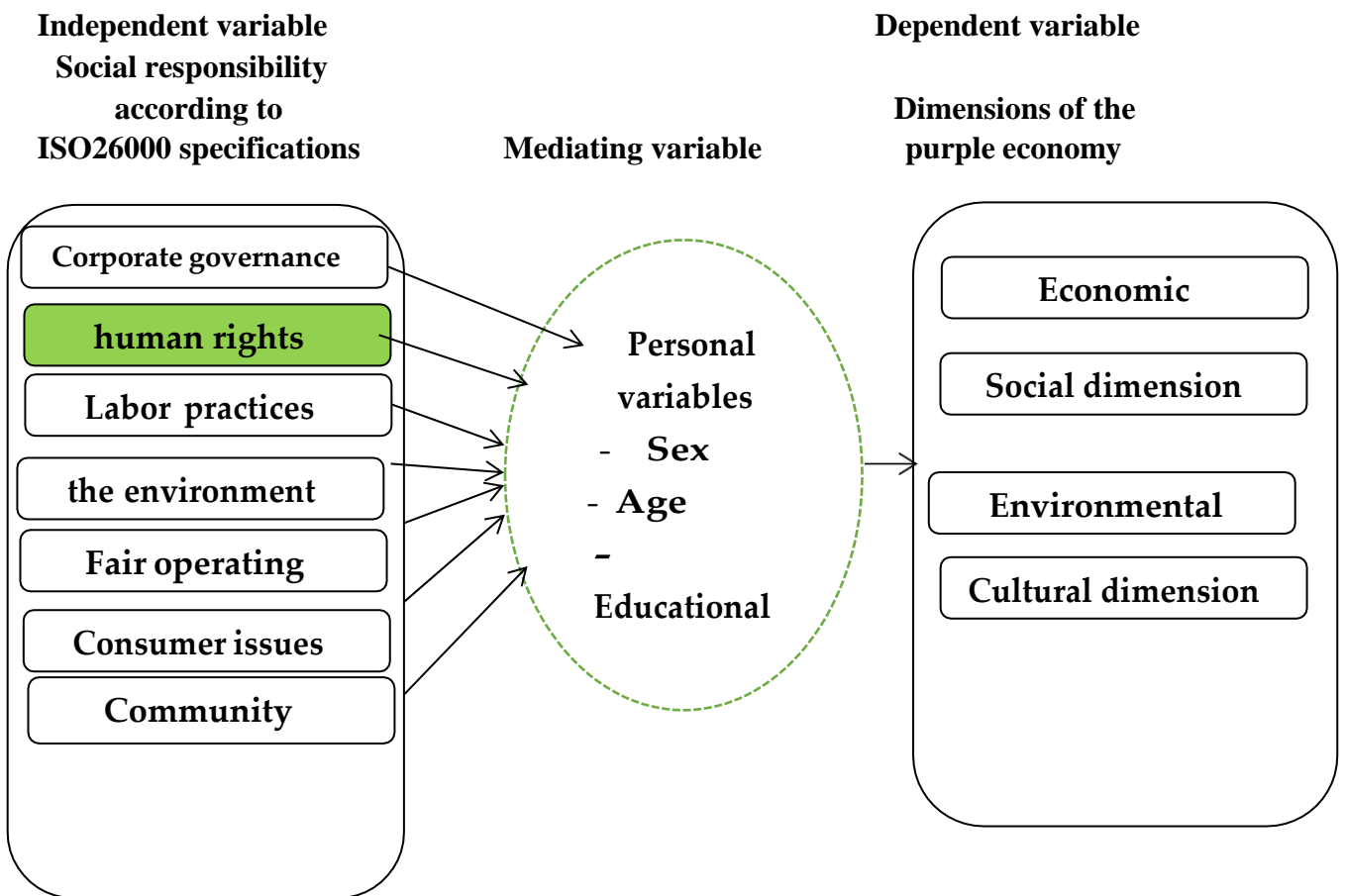
Study Hypotheses:

- **Hypothesis 01:** There is no statistically significant impact at the significance level ($\alpha = 0.05$) of the governance dimension on activating the dimensions of the purple economy.
- **Hypothesis 02:** There is no statistically significant impact at the significance level ($\alpha = 0.05$) of the human rights dimension on activating the dimensions of the purple economy.
- **Hypothesis 03:** There is no statistically significant impact at the significance level ($\alpha = 0.05$) of the labor practices dimension on activating the dimensions of the purple economy.
- **Hypothesis 04:** There is no statistically significant impact at the significance level ($\alpha = 0.05$) of the environmental dimension on activating the dimensions of the purple economy.
- **Hypothesis 05:** There is no statistically significant impact at the significance level ($\alpha = 0.05$) of the fair operating practices dimension on activating the dimensions of the purple economy.
- **Hypothesis 06:** There is no statistically significant impact at the significance level ($\alpha = 0.05$) of the consumer issues dimension on activating the dimensions of the purple economy.
- **Hypothesis 07:** There is no statistically significant impact at the significance level ($\alpha = 0.05$) of the community involvement dimension on activating the dimensions of the purple economy.
- **Hypothesis 08:** There is no statistically significant impact at the significance level ($\alpha = 0.05$) for the combined dimensions of social responsibility according to ISO 26000 on activating the

dimensions of the purple economy.

- **Hypothesis 09:** There are no statistically significant differences at the significance level ($\alpha = 0.05$) between the responses of the study sample regarding the impact of social responsibility according to ISO 26000 on activating the dimensions of the purple economy, attributed to personal variables (gender, age, educational level, years of experience).

Figure No. 01: Hypothetical model for a study



Source: Prepared by researchers

Study objectives:

- The study aims to answer the questions raised about: extent of influence social responsibility according to the 26000 ISO standard in activating the dimensions of the purple economy and the influential relationship between them.
- It highlights the concepts associated with social responsibility and the purple economy.
- It highlights the importance of social responsibility according to the ISO 26000 standard and the purple economy for institutions in light of the significant economic transformations witnessed by the world.
- The study also aims to try to integrate the cultural dimension of individuals into the economy and collect economic returns to achieve sustainable development and advance the economy.

The importance of the study:

The importance of the study lies in that it addresses a recent topic in which there are few references, especially those dealing with the current topic with the same variables as social responsibility and the purple economy. Moreover, this study attempts to enrich the subject studied in order to draw the attention of institutions to the necessity of integrating these two variables into their organizational practice.

Research methodology and tools used:

Given the nature of the topic under study, and in order to be able to test the hypotheses and answer the problem raised, we relied in our study on a combination of descriptive and analytical approaches, relying on the following tools and sources:

- **Theoretical Aspect:** Library-based research was used in order to obtain topics covered by Arab and foreign references and sources to provide our study with reliable information, as well as by relying on articles, peer-reviewed scientific journals, and doctoral and master's graduation notes. Electronic websites were also used in order to bring in the largest number of studies.
- **Practical Aspect:** a survey tool was used. Which was distributed to the organization's workers, a sample of the study, and the results were analyzed based on statistical analysis software SPSS version 25.
- **Study population and sample:** The study population represents all telecommunications institutions in Algeria Including Ooredoo, Jeezy, and Algérie Télécom. This sector is considered among the most active sectors in Algeria. The sample of the study was the regional directorate of the Mobilis Corporation.

Previous studies

- **Jacinthe Gagnon, MA (2012): The Purple Economy: Economy, Sustainable Development and Cultural Diversity:** This study addressed a problem of how culture can serve as an economic lever capable of revitalizing growth in many countries. The aim

of this study was to try to define the broad outlines of the concept of the purple economy. The study concluded that the purple economy responds to the need of institutions in terms of innovation and distinction from their competitors on the one hand and to the desire of countries to work in favor of cultural diversity through reconciliation between culture and sustainable economic development on the other hand.

- **Sakhr Ahmed (2020) Reality application Responsibility Social For companies Algerian Petroleum in Shadow International specifications of the ISO 26000 Standard Institutional case study SONATRACH.ENAFOR.ENTP.**

This study addressed the issue of how culture can serve as an economic lever capable of revitalizing growth in many countries. The study aimed to outline the concept of the purple economy and concluded that it meets the needs of institutions in terms of innovation and differentiation from competitors while also fulfilling countries' desire to work towards cultural diversity by reconciling culture with sustainable economic development.

- **Abdullah Al-Tayebi and Laila Ayad (2020): The Purple Economy and Cultural Diversity:** This study addressed the following issue: What is the nature of the relationship between the purple economy and cultural diversity? The study adopted a descriptive analytical approach, aiming to define the purple economy and the nature of its relationship with cultural diversity. The study concluded that cultural diversity represents a reservoir of knowledge and creative ideas on which the purple economy is based.
- **Comparing the current study with previous studies:** The current study is considered an applied study, unlike previous studies that relied on theoretical studies only, especially those related to the purple economy. Our current study is also considered very modern and has accurate results thanks to its treatment of two variables in the study and knowledge of the effect of the independent variable on the dependent variable, unlike previous studies, which gives a great addition to the topic.

II Theoretical Literature on Social Responsibility under ISO 26000 Standards.

II-1: The concept of social responsibility:

- The ISO organization defined it in its 2007 standard ISO 26000 SR as behavior that aligns with the principles and practices of social responsibility, such as respecting the interests and concerns of stakeholders, adhering to legal compliance, respecting international agreements and conventions, embracing the principle of accountability, respecting fundamental moral rights, and finally, respecting diversity (Sakhr, 2020, p. 215).
- Hohnen (2007) described it as the responsibility of an organization for its decisions and activities within society and the environment, carried out with transparency and ethical conduct that aligns with sustainable development and the well-being of society, considering the expectations of stakeholders, complying with the applicable laws, and adhering to international norms of conduct (Quyen, 2016, p. 16).
- The European Commission defined social responsibility as the organization's responsibility for the impacts of its activities on society. To fulfill this role, the organization must respect laws, regulations, and agreements made with various

stakeholders and integrate social, environmental, and ethical considerations into its operations and strategies (Nazaf, 2019, p. 93).

- **From the above, social responsibility can be defined as:** everything that the organization provides to the community in which it carries out its activity and in application of its four dimensions in a voluntary manner.

II-2: The core axes of the specifications 26000 ISO For social responsibility:

1- Governance Institutional

Corporate governance is the most influential factor in enabling the organization to bear responsibility for the impact of its decisions and activities and to integrate social responsibility into its relationships. This relationship stems from the fact that an organization that aims to become socially responsible must have an institutional governance system that enables the business organization to provide general supervision. And setting the seven principles of social responsibility (Fallaq, 2015, p. 169)

2- human rights

It relates to the basic rights that all human beings deserve, including political and civil rights such as the right to life, freedom and equality, and this refers to economic, social and cultural rights such as the right to work, food, health, education and social security. (Moghadam W., 2014, p. 15)

3- Labor practices:

Labor practices are operationally defined as the policies and procedures adopted by an institution in various areas, primarily offering fair wages to employees, providing appropriate incentives and rewards, as well as ensuring fair opportunities for training and promotion, and the suitability of the medical care services provided to employees (Al-Duwairi, 2015, page 15).

4- the environment:

It includes preventing pollution, sustainable use of community resources, green agriculture to protect against climate change, and protecting and restoring the natural environment. (Ali Hammad, 2017, page 08)

5- Fair operating practices:

It relates to the way an organization uses its relationships with other organizations to promote positive outcomes. These include relationships between organizations and government agencies, as well as between organizations and their partners, suppliers, contractors, customers, competitors and the associations to which they belong. Issues covered under fair operating practices by ISO 26000 include combating corruption; responsibility regarding political participation; fair competition; promoting social responsibility within the value chain; and respecting property rights. (pecb, 2020, p. 08)

6- Consumer issues:

It is the organization's responsibility to promote fair, sustainable and equitable economic and social development in relation to consumer health, safety and access. In this context ,the sub-headings are: fair pricing, factual and impartial information, fair

contractual practices, protection of consumer health and safety, sustainable consumption, consumer service, support and resolution of complaints and disputes, protection of consumer data and privacy, and access to essential services and education. (TÜR CERT, 2020)

7- Community involvement:

The organization should be concerned with creating sustainable social structures while increasing levels of education and well-being. The sub-themes in this context are: community engagement, education and culture, job creation and skills development, technology development and access, wealth and income, health and social investment. (infinitycert, 2020)

III: The theoretical literature of the purple economy.

III- 1: The concept of the purple economy:

- The purple economy is significantly linked to the value and culture of the society, which shapes human responses and fosters positive interactions, thus culture becomes a pivotal axis in economic development. (Jeddah, 2020, page 109)
- The purple economy is a new synthesis between culture and economy, focusing on the dynamic interaction between these activities, production, method of organization and it depends on the cultural environment, and leaves its mark on it (Gagnon, 2012, p. 04).
- **Through the above, the purple economy can be defined** as integrating the cultural dimension into the economy and valuing the return of the resulting goods and services on the culture of individuals.

III-2: The Origin of the purple economy

This term appeared publicly for the first time in France on May 19, 2011, at the initiative of the association, Diversum, in a statement published on Le Monde.fr, a day before the International Day of Cultural Diversity for Dialogue and Development. The first International Forum on the Purple Economy organized by Diversum, later held in Paris, from 11 to 13 October 2011, was under the auspices of UNESCO, the European Parliament and the European Commission. (Paris, 2013, p. 02).

III-3: Dimensions of the purple economy:

- 1- **Economic Dimension:**The economic dimension involves ensuring and enhancing economic welfare in society for the longest possible period through solving economic problems over time (Dinawi, 2020, page 128):
 - EEnsure water supply and improve water efficiency in agricultural, industrial, urban, and rural development.
 - Increase agricultural productivity and production to achieve regional food security and aim for export.
 - Work on providing health care and preventive health services and improving health and safety at workplaces.
 - Increase economic efficiency and growth and job opportunities in the formal sector.
 - Build an effective economy based on the service sector and information technology.
 - Increase agricultural outputs to provide suitable food in quality and quantity for

individuals.

- Ensure fair distribution of resources, which may help reduce poverty and unemployment rates.
- Optimal use of available resources to raise the living standard of citizens.

2- **Social Dimension:** The sustainable social system aims to achieve justice in distribution and poverty reduction and to provide social services such as health and education to those in need. It also includes promoting democracy through transparent public participation in decision-making, institutional sustainability, and cultural diversity. (Mukdad W., 2020, page 144)

3- **Environmental Dimension:** This dimension outlines the strategies that must be adopted and respected in the field of manufacturing, emphasizing the optimal management of natural capital instead of its irrational depletion and wastage to avoid impacting the environmental balance. This is achieved through the production of goods and services that are environmentally friendly and shift society towards an era of clean industries.

Cultural Dimension: Most social and cultural changes in society are due to external and internal factors. The rapid evolution of human civilizations is attributed to societies' ability to exchange and assimilate cultures. Governments that sponsor all various sectors produce goods and services with a protected cultural footprint, providing facilitative measures for the protection of national and foreign cultural heritage. Increasing cultural exchange, providing funding, and the necessary space to preserve both tangible and intangible cultures in various sectors also play a role in economic development processes by revitalizing elements linked to material and immaterial culture, which in turn provide significant financial returns that contribute to diversifying the overall income of the country. Some thinkers argue for integrating both social and cultural dimensions as a cultural investment process with profitable returns from serving the individual and optimizing their contributions and intellectual creativity. (Nouai, 2020, page 193)

The cultural dimension of the purple economy borrows the concept of the 'cultural footprint' from the environmental field and applies it to the cultural sector. The term 'cultural impact' refers to the influence of a company's, society's, or organization's culture on public administration, and the idea behind the environmental footprint is to measure the pressure individuals place on nature. The cultural footprint, in this context, is defined in terms of biologically productive hectares necessary to meet the needs of the population. (Bourhama, 2020, page 206)

-IV Method and tools

Through the theoretical aspects presented, we will attempt in the field study to determine the impact of social responsibility and ISO 26000 standards in activating the dimensions of the purple economy within the Mobilis institution. A survey form will be distributed among the institution's employees, and initially, we will present the study population and sample, measurement methods, and the tools used in the study to lead to the results, their analysis, and discussion.

IV.1: Study population

The study population consists of communication institutions in Algeria, both private sector entities such as Mobilis and public institutions, where this sector is considered very vital at the national economic level.

IV.2: Study sample

Mobimis in Oran was chosen as the sample for the study. A sample of 50 employees from this institution was selected. Survey forms were distributed among all sample members, with 35 surveys retrieved and 15 excluded, making the number of valid surveys for statistical analysis 35, which is 70% of the distributed surveys.

IV.3: Methods and Procedures Used in the Research

To assess the impact of social responsibility according to ISO 26000 on activating the dimensions of the purple economy for the institution under study, a survey consisting of 51 questions was prepared. This was aimed at gathering preliminary data necessary for completing the practical aspect of the research. The survey was designed based on questionnaires from previous peer-reviewed studies by more than three experts and was adapted to suit our study and to address its research questions and test the hypotheses using descriptive statistical methods. Data coding and entry were done using the SPSS software version 25, where survey data was directly entered into SPSS.

Instrument Reliability: Internal consistency values for the study tool were extracted based on Pearson correlation coefficients and reliability coefficients of the survey axes using Cronbach's alpha. The following results were obtained:

Table No. (01) Measures of Internal Consistency Validity for Survey Statements as a Whole

Number	Variables	Number of Items	Pearson Coefficient	Significance level
01	Social responsibility according to 26000 ISO	31	0.965	0.000
02	The Purple Economy	20	0.967	0.000

Source: Prepared by researchers based on program outputs SPSS version 25

From Table No. 01, it is evident that the Pearson correlation coefficients are strong, ranging between 0.965 and 0.967, statistically significant at a 0.05 level. Therefore, the survey statements are characterized by a high degree of internal consistency, making them highly reliable for the proposed study.

Table No. (02) Reliability Coefficients for the Survey Axes and the Entire Survey

Axis	Dimensions of the study	Number of Items	Cronbach's Alpha Coefficient
The first axis is social responsibility according to international standards 26000 ISO	Corporate governance	05	0.740
	human rights	05	0.781
	Labor practices	05	0.890
	the environment	04	0.691
	Fair operating practices	04	0.818
	Consumer issues	04	0.775
	Community involvement	04	0.685
	The sum of the first axis	31	0.938
The second axis: the purple economy	Economic dimension	05	0.824
	Social dimension	05	0.777
	Environmental dimension	05	0.913
	Cultural dimension	05	0.899
	The sum of the second axis	20	0.918
The questionnaire as a whole		51	0.961

Source: Prepared by researchers based on program outputs SPSS version 25

From Table No. 02, it is evident that the reliability and confidence coefficients for all survey axes are high (0.961), indicating a high level of stability. The stability of the survey dimensions and axes ranges between 0.685 and 0.938, all exceeding the minimum acceptable Cronbach's alpha threshold of 0.6. This suggests a high degree of stability in the survey results, indicating that the scale's reliability is suitable for the study, and that changing it would not be necessary even if the survey were redistributed multiple times to the sample.

V - Results and Discussion:

In this part, we will present and discuss the results of the study, in addition to testing the study hypotheses.

V.1- Characteristics of the Study Sample:

The study sample shows that the majority of respondents are males (77.1%) with females comprising 22.9%. The educational level of the respondents mostly represents the university level with 24 individuals (68.6%), while 6 individuals have a higher technical level and 5 individuals have secondary education, accounting for 17.1% and 14.3% respectively. Regarding experience, the majority of the respondents have between 11 and 20 years of experience, representing 62.9%.

V2- One-Way ANOVA:

- 1- significant differences in employees' responses regarding the impact of social responsibility according to ISO 26000 on activating the dimensions of the purple economy by gender.**

Table No. 03: One-Way ANOVA for studying differences in average responses of employees by gender

ANOVA					
Impact of social responsibility according to ISO 26000 on activating the purple economy dimensions					
Male		Females		a test(F)	
Arithmetic average	Standard deviation	Arithmetic average	Standard deviation	Calculate d value	Moral
2.58	0.506	2.48	0.499	0.265	0.610

Source: Prepared by researchers based on outputs from SPSS software version 25.

From Table No. 03, it is clear:

- There are no significant differences between males and females regarding their response around **the impact of social responsibility according to international standards ISO 26000 in activating the dimensions of the purple economy** this is according to gender, where values indicate F and its significance indicate that there are no statistically significant differences at the 0.05 level of significance between males and females, and therefore the gender variable of the respondents does not affect the workers' answers. Therefore, we accept zero chances H0: There is no statistically significant relationship around **The impact of social responsibility according to international standards26000 ISO In activating the dimensions of the purple economy** It is attributed to the gender variable at a significance level of 0.05andnReject the alternative hypothesisH1This is a result of the level of significance sig=0.610It is greater than the moral level $\alpha=0.05$.

2- Significant Differences in Employees' Responses Regarding the Impact of Social Responsibility According to ISO 26000 on Activating the Purple Economy Dimensions by Age.

Table No. 04: One-Way ANOVA for Studying Differences in Average Responses of Employees by Age

ANOVA									
The impact of social responsibility according to international standards26000 ISO in activating the dimensions of the purple economy									
Arithm etic average	Standa rd deviatio n	Arithm etic average	Standa rd deviatio n	Standa rd deviatio n	Arithm etic average	Arithm etic average	Standa rd deviatio n	Calcula ted value	Moral
2.33	0.496	2.37	0.368	0.516	2.57	3.10	0.277	1.834	0.162

Source: Prepared by researchers based on outputs from SPSS software version 25

From Table No. 04, it is evident:

There are no significant differences in responses of employees regarding the impact of social responsibility according to ISO 26000 on activating the dimensions of the purple economy attributed to age. The F-value and its significance indicate no statistical significance at a significance level of 0.05 among the age categories, meaning the age variable does not affect the responses of the employees. Therefore, we accept the null hypothesis H0: There is no statistically significant relationship concerning the impact of social responsibility according to ISO 26000 on activating the dimensions of the purple economy attributed to the age variable at a significance level of 0.05, and we reject the alternative hypothesis H1. This is because the significance level sig = 0.162 is greater than the significance level of 0.05.

3- Significant Differences in Employees' Responses Regarding the Impact of Social Responsibility According to ISO 26000 on Activating the Purple Economy Dimensions by Educational Level:

Table No. 05: One-Way ANOVA for Studying Differences in Average Responses of Employees by Educational Level

ANOVA							
The impact of social responsibility according to international standards 26000 ISO In activating the dimensions of the purple economy							
Sublime technician		Postgraduate studies		University		a test(F)	
Arithmetic average	Standard deviation	Arithmetic average	Standard deviation	Arithmetic average	Standard deviation	Calculate d value	Moral
2.65	0.504	2.674	0.459	2.522	0.519	0.281	0.757

Source: Prepared by researchers based on program outputs SPSS version 25

- From Table No. 05, it can be observed:
 There are no significant differences in responses of employees regarding the impact of social responsibility according to ISO 26000 on activating the dimensions of the purple economy attributed to the educational level. The F-value and its significance indicate no statistical significance at a significance level of 0.05 among the educational levels, meaning the educational level variable does not affect the responses of the employees. Therefore, we accept the null hypothesis **H0: There is no statistically significant relationship concerning the impact of social responsibility according to ISO 26000 on activating the dimensions of the purple economy attributed to the educational level at a significance level of 0.05, and we reject the alternative hypothesis H1.** This is because the significance level sig = 0.757 is greater than the significance level of 0.05.

4- Significant Differences in Employees' Responses Regarding the Impact of Social

Responsibility According to ISO 26000 on Activating the Dimensions of the Purple Economy Based on Experience Level:

Table No. 06: One-Way ANOVA for Studying Differences in Average Responses of Employees by Experience Level

ANOVA									
The impact of social responsibility according to international standards 26000ISO in activating the dimensions of the purple economy									
Less than 05 years		From 06 to 10 years		From 11 to 20 years		More than 20 years		a test(F)	
Arithmetic average	Standard deviation	Arithmetic average	Standard deviation	Arithmetic average	Standard deviation	Arithmetic average	Standard deviation	Calculated value	Moral
2.33	0.496	2.680	0.543	2.46	0.448	3.27	0.118	3.114	0.040

Source: Prepared by researchers based on outputs from SPSS software version 25.

From Table No. 06, it is evident:

- There are significant differences in the responses of employees attributed to the variable of experience level regarding their reactions to the impact of social responsibility according to ISO 26000 on activating the dimensions of the purple economy. This is based on the level of experience, where the F-value and its significance indicate the existence of statistically significant differences at a significance level of 0.05 among the sample categories. This shows that the variable of experience level significantly affects the responses of the employees. Therefore, we accept the alternative hypothesis H1: There is a statistically significant relationship regarding the impact of social responsibility according to ISO 26000 on activating the dimensions of the purple economy attributed to the variable of experience level at a significance level of 0.05, and we reject the null hypothesis H0.

V3- Testing the study hypotheses

First, Hypothesis 1: There is no statistically significant impact of the institutional governance dimension on activating the dimensions of the purple economy at a significance level of 0.05.

H0: There is no statistically significant impact of the institutional governance dimension on activating the dimensions of the purple economy at a significance level of 0.05.

H1: There is a statistically significant impact of the institutional governance dimension on activating the dimensions of the purple economy at a significance level of 0.05.

Table No. 07: Multiple Linear Regression for the Institutional Governance Dimension in Activating the Dimensions of the Purple Economy

Test metrics		Correlation coefficient value R	Factorial Selection R ²	value F	indication F	Regression coefficient β	valueT	indication T	Contrast inflation factor
Study variables									
Corporate governance	Purple economy	0.743	0.553	40.775	0.000	0.657	6.386	0.000	1.000

Source: Prepared by researchers based on outputs from SPSS software version 25.

From the regression model (Table 07), where the institutional governance dimension was considered as the explanatory variable and the purple economy as the dependent variable, the results showed a strong positive correlation between institutional governance and the purple economy with a correlation coefficient of 0.743. The regression results indicate significance through an F-value of 40.775 with a significance of 0.000, which is smaller than the adopted significance level of 0.05. The results suggest that the explanatory variable accounts for 55.3% of the variance in the purple economy, looking at the determination coefficient of 0.553.

The β coefficient (0.657) statistically clarifies the relationship between institutional governance and the purple economy, where we can conclude from the T-value and the associated significance that as institutional governance improves by one unit, the purple economy improves by 0.657 units. Therefore, **we accept the alternative hypothesis, H1, and reject the null hypothesis, H0**

The table also illustrates the results of multicollinearity, where the variance inflation factor for the model was 1.000, which is less than 3, indicating no multicollinearity problem among the model variables. We can write the regression line equation as follows:

Purple Economy = 0.657 Corporate Governance +0.961

Second, Hypothesis 2: There is no statistically significant impact of the human rights dimension on activating the dimensions of the purple economy at a significance level of 0.05.

H0: There is no statistically significant impact of the human rights dimension on activating the dimensions of the purple economy at a significance level of 0.05.

H1: There is a statistically significant impact of the human rights dimension on activating the dimensions of the purple economy at a significance level of 0.05.

Table No. 08: Multiple Linear Regression between Human Rights and the Purple Economy

Test metrics		Correlation coefficient value R	Factorial Selection R ²	value F	indication F	Regression coefficient β	valueT	indicationT	Contrast inflation factor
Study variables									
human rights	Purple economy	0.746	0.557	41.467	0.000	0.580	6.439	0.000	1.000

Source: Prepared by researchers based on outputs from SPSS software version 25.

From Table No. 08, the following is clear:

There is a strong positive correlation between human rights and the purple economy with a coefficient of 0.746. The regression results indicate that the regression is statistically significant through an F-value of 41.467 with a significance of 0.000, which is lower than the adopted significance level of 0.05. The results suggest that the explanatory variable explains 55.7% of the variance observed in the purple economy, looking at the determination coefficient of 0.557.

The β coefficient (0.580) statistically clarifies the relationship between human rights and the purple economy, indicating that as human rights improve by one unit, the purple economy improves by 0.580 units. Therefore, **we accept the alternative hypothesis H1 and reject the null hypothesis H0.**

The table also illustrates the results of multicollinearity, where the variance inflation factor for the model was 1.000, which is less than 3, indicating no multicollinearity problem among the model variables. We can write the regression line equation as follows:

Purple Economy = 0.580 Human Rights +1.223

Third, Hypothesis 3: There is no statistically significant impact of the dimension of labor practices on activating the dimensions of the purple economy at a significance level of 0.05.

H0: There is no statistically significant impact of the dimension of labor practices on activating the dimensions of the purple economy at a significance level of 0.05.

H1: There is a statistically significant impact of the dimension of labor practices on activating the dimensions of the purple economy at a significance level of 0.05.

Table No. 09: Multiple Linear Regression between Fair Labor Practices and the Purple Economy

Test metrics		Correlation coefficient value R	Factorial Selection R ²	value F	indication F	Regression coefficient β	valueT	indicationT	Contrast inflation factor
Study variables									

Labor practices	Purple economy	0.733	0.537	38.288	0.000	0.424	6.188	0.000	1.000
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Source: Prepared by researchers based on outputs from SPSS software version 25.

From Table No. 09, it is evident:

There is a strong positive correlation between fair labor practices and the purple economy with a coefficient of 0.733. The regression results indicate that the regression is statistically significant through an F-value of 38.288 with a significance of 0.000, which is lower than the adopted significance level of 0.05. The results suggest that the explanatory variable, fair labor practices, explains 53.7% of the variance observed in the purple economy, looking at the determination coefficient of 0.537.

The β coefficient (0.424) statistically clarifies the relationship between fair labor practices and the purple economy, indicating that as fair labor practices improve by one unit, the purple economy improves by 0.424 units. Therefore, **we accept the alternative hypothesis H1 and reject the null hypothesis H0.**

The table also illustrates the results of multicollinearity, where the variance inflation factor for the model was 1.000, which is less than 3, indicating no multicollinearity problem among the model variables. We can write the regression line equation as follows:

Purple Economy = 0.424 Labor Practices +1.439

Fourth, Hypothesis 4: There is no statistically significant impact of the environmental dimension on activating the dimensions of the purple economy at a significance level of 0.05.

H0: There is no statistically significant impact of the environmental dimension on activating the dimensions of the purple economy at a significance level of 0.05.

H1: There is a statistically significant impact of the environmental dimension on activating the dimensions of the purple economy at a significance level of 0.05.

Table No. 10: Multiple Linear Regression between the Environmental Dimension and the Purple Economy

Test metrics		Correlation coefficient value R	Factorial Selection R ²	value F	indication F	Regression coefficient β	valueT	indicationT	Contrast inflation factor
Study variables									
the environment	Purple economy	0.507	0.257	11.405	0.002	0.567	3.377	0.002	1.000

Source: Prepared by researchers based on outputs from SPSS software version 25.

From Table No. 10, it is evident:

There is a moderate but statistically significant correlation between the environmental dimension and the purple economy with a coefficient of 0.507. The regression results indicate that the regression is statistically significant through an F-value of 11.405 with a significance of 0.002, which is lower than the adopted significance level of 0.05. The results suggest that the explanatory variable, the environmental dimension, explains 25.7% of the variance observed in the purple economy, looking at the determination coefficient of 0.257.

The β coefficient (0.567) statistically clarifies the relationship between the environmental dimension and the purple economy, indicating that as the environmental dimension improves by one unit, the purple economy improves by 0.567 units. Therefore, **we accept the alternative hypothesis H1 and reject the null hypothesis H0.**

The table also illustrates the results of multicollinearity, where the variance inflation factor for the model was 1.000, which is less than 3, indicating no multicollinearity problem among the model variables. We can write the regression line equation as follows:

$$\text{Purple Economy} = 0.567 \text{ Environment} + 1.284$$

Fifth, Hypothesis 5: There is no statistically significant impact of the dimension of fair operational practices on activating the dimensions of the purple economy at a significance level of 0.05.

H0: There is no statistically significant impact of the dimension of fair operational practices on activating the dimensions of the purple economy at a significance level of 0.05.

H1: There is a statistically significant impact of the dimension of fair operational practices on activating the dimensions of the purple economy at a significance level of 0.05.

Table No. 11: Multiple Linear Regression between the Dimension of Fair Operational Practices and the Purple Economy

Test metrics		Correlation coefficient value R	Factorial Selection R ²	value F	indication F	Regression coefficient β	value T	indication T	Contrast inflation factor
Study variables									
Fair operating practices	Purple economy	0.813	0.661	64.356	0.000	0.577	8.022	0.000	1.000

Source: Prepared by researchers based on outputs from SPSS software version 25.

From Table No. 11, it is evident:

There is a strong positive correlation between fair operational practices and the purple economy with a coefficient of 0.813. The regression results indicate that the regression is statistically significant through an F-value of 64.356 with a significance of 0.000, which is lower than the adopted significance level of 0.05. The results suggest that the explanatory variable, fair operational practices, explains 66.1% of the variance observed in the purple economy, looking at the determination coefficient of 0.661.

The β coefficient (0.577) statistically clarifies the relationship between fair operational practices and the purple economy, indicating that as fair operational practices improve by one unit, the purple economy improves by 0.577 units. Therefore, **we accept the alternative hypothesis H1 and reject the null hypothesis H0.**

The table also illustrates the results of multicollinearity, where the variance inflation factor for the model was 1.000, which is less than 3, indicating no multicollinearity problem among the model variables. We can write the regression line equation as follows:

Purple Economy = 0.577 Fair Operating Practices +1.080

Sixth, Hypothesis 6: There is no statistically significant impact of the dimension of consumer

issues on activating the dimensions of the purple economy at a significance level of 0.05.

H0: There is no statistically significant impact of the dimension of consumer issues on activating the dimensions of the purple economy at a significance level of 0.05.

H1: There is a statistically significant impact of the dimension of consumer issues on activating the dimensions of the purple economy at a significance level of 0.05.

Table No. 12: Multiple Linear Regression between Consumer Issues Dimension and the Purple Economy

Test metrics		Correlation coefficient value R	Factors Selection R ²	value F	indication F	Regression coefficient β	value T	indication T	Contrast inflation factor
Study variables									
Consumer issues	Purple economy	0.640	0.410	22.951	0.000	0.597	4.791	0.000	1.000

Source: Prepared by researchers based on outputs from SPSS software version 25.

From Table No. 12, it is evident:

There is a strong positive correlation between the dimension of consumer issues and the purple economy with a coefficient of 0.640. The regression results indicate that the regression is statistically significant through an F-value of 22.951 with a significance of 0.000, which is lower than the adopted significance level of 0.05. The results suggest that the explanatory variable, consumer issues, explains 41.0% of the variance observed in the purple economy, looking at the determination coefficient of 0.410.

The β coefficient (0.597) statistically clarifies the relationship between consumer issues and the purple economy, indicating that as the dimension of consumer issues improves by one unit, the purple economy improves by 0.597 units. Therefore, **we accept the alternative hypothesis H1 and reject the null hypothesis H0.**

The table also illustrates the results of multicollinearity, where the variance inflation factor for the model was 1.000, which is less than 3, indicating no multicollinearity problem among the model variables. We can write the regression line equation as follows:

Purple Economy = 0.597 Consumer Issues +1.142

Seventh, Hypothesis 7: There is no statistically significant impact of the community engagement dimension on activating the dimensions of the purple economy at a significance level of 0.05.

H0: There is no statistically significant impact of the community engagement dimension on activating the dimensions of the purple economy at a significance level of 0.05.

H1: There is a statistically significant impact of the community engagement dimension on activating the dimensions of the purple economy at a significance level of 0.05.

Table No. 13: Multiple Linear Regression between Community Engagement Dimension and the Purple Economy

Test metrics		Correlation coefficient value R	Factorial Selection R ²	value F	indication F	Regression coefficient β	value T	indication T	Contrast inflation factor
Study variables									
Community involvement	Purple economy	0.524	0.275	12.493	0.001	0.527	3.535	0.001	1.000

Source: Prepared by researchers based on outputs from SPSS software version 25.

From Table No. 13, it is evident:

There is a moderate and statistically significant correlation between the dimension of community engagement and the purple economy with a coefficient of 0.524. The regression results indicate that the regression is statistically significant through an F-value of 12.493 with a significance of 0.001, which is lower than the adopted significance level of 0.05. The results suggest that the explanatory variable, community engagement, explains 27.50% of the variance observed in the purple economy, looking at the determination coefficient of 0.275.

The β coefficient (0.527) statistically clarifies the relationship between community engagement and the purple economy, indicating that as the dimension of community engagement improves by one unit, the purple economy improves by 0.527 units. Therefore, **we accept the alternative hypothesis H1 and reject the null hypothesis H0.**

The table also illustrates the results of multicollinearity, where the variance inflation factor for the model was 1.000, which is less than 3, indicating no multicollinearity problem among the model variables. We can write the regression line equation as follows:

$$\text{Purple Economy} = 0.527 \text{ Community Engagement} + 1.258$$

ISO 26000 social

Eighth, Hypothesis 8: There is no statistically significant impact of

responsibility on activating the dimensions of the purple economy at a significance level of 0.05.

H0: There is no statistically significant impact of ISO 26000 social responsibility on activating the dimensions of the purple economy at a significance level of 0.05.

H1: There is a statistically significant impact of ISO 26000 social responsibility on activating the dimensions of the purple economy at a significance level of 0.05.

Table No. 14: Multiple Linear Regression between ISO 26000 Social Responsibility and the Purple Economy

Contrast inflation factor	inflation T	value T	Regression coefficient β	inflation F	value F	Factors Selection R^2	Correlation coefficient value R	Test metrics	
								Study variables	
								ISO 26000	Purple economy

Test metrics		Correlation coefficient value R	Factors Selection R^2	value F	inflation F	Regression coefficient β	value T	inflation T	Contrast inflation factor
Study variables									
ISO 26000	Purple economy	0.868	0.753	100.556	0.000	0.897	10.028	0.000	1.000

Source: Prepared by researchers based on outputs from SPSS software version 25.

From Table No. 14, it is evident:

There is a strong positive correlation with a coefficient of 0.868 for ISO 26000 social responsibility in activating the dimensions of the purple economy. The regression results indicate that the regression is statistically significant through an F-value of 100.556 with a significance of 0.000, which is lower than the adopted significance level of 0.05. The results suggest that ISO 26000 social responsibility explains 75.30% of the variance observed in the purple economy, looking at the determination coefficient of 0.753.

The β coefficient (0.897) statistically clarifies the relationship between ISO 26000 social responsibility and the purple economy, indicating that as the ISO 26000 social responsibility improves by one unit, the purple economy improves by 0.897 units. Therefore, **we accept the**

alternative hypothesis H1 and reject the null hypothesis H0.

The table also shows the results of multicollinearity, as the results revealed that the variance inflation factor of 1.000 for the model was smaller than (03), which indicates that there is no problem of multicollinearity between the variables of the model. We can also write the equation of the regression line as follows:

$$\text{Purple economy} = 0.897 \text{ for social responsibility according to } 26000 \text{ ISO} + 0.346$$

VI-Conclusion:

The findings underscore a strong relationship between ISO 26000 social responsibility and the purple economy in the studied institution, Mobimis. This relationship illustrates how effectively Mobimis integrates these practices into its corporate culture. The commitment of Mobimis to social responsibility under ISO 26000 positively impacts its competitive position.

Despite the relatively recent concept of the purple economy or 'violet economy,' Mobimis strives to adhere to its four dimensions, particularly the cultural dimension, which is fundamental to the purple economy. This dimension aligns with the diverse cultures of the community, especially given that Mobimis operates in a sector that attracts various segments of society. Below are the results displayed:

1- Results of the study

- There is a statistically significant impact of institutional governance on activating the dimensions of the purple economy at a significance level of 0.05.
- There is a statistically significant impact of human rights on activating the dimensions of the purple economy at a significance level of 0.05.
- There is a statistically significant impact of labor practices on activating the dimensions of the purple economy at a significance level of 0.05.
- There is a statistically significant impact of the environmental dimension on activating the dimensions of the purple economy at a significance level of 0.05.
- There is a statistically significant impact of fair operational practices on activating the dimensions of the purple economy at a significance level of 0.05.
- There is a statistically significant impact of consumer issues on activating the dimensions of the purple economy at a significance level of 0.05.
- There is a statistically significant impact of community engagement on activating the dimensions of the purple economy at a significance level of 0.05.
- There is a statistically significant impact of ISO 26000 social responsibility on activating the dimensions of the purple economy at a significance level of 0.05.
- There is no statistically significant relationship regarding the impact of ISO 26000 social responsibility on activating the dimensions of the purple economy attributed to the gender variable at a significance level of 0.05.

- There is no statistically significant relationship regarding the impact of ISO 26000 social responsibility on activating the dimensions of the purple economy attributed to the age variable at a significance level of 0.05.
- There is no statistically significant relationship regarding the impact of ISO 26000 social responsibility on activating the dimensions of the purple economy attributed to the educational level variable at a significance level of 0.05.
- There is a statistically significant relationship regarding the impact of ISO 26000 social responsibility on activating the dimensions of the purple economy attributed to the experience level variable at a significance level of 0.05.

2) Recommendations: In light of the study's results, we recommend the following:

- Pay more attention to the dimensions of social responsibility under ISO 26000, especially the environmental and community engagement aspects.
- Educate employees about the importance of social responsibility under ISO 26000 and the purple economy, particularly the cultural dimension.
- Conduct training sessions for employees on social responsibility under ISO 26000 and the purple economy.
- Integrate social responsibility under ISO 26000 and the purple economy into the daily practices of the organization.

3) Future Research Directions: Researchers can continue studying in the following areas:

- The role of the purple economy in activating the dimensions of sustainable development.
- The role of social responsibility under ISO 26000 in enhancing business ethics.
- The impact of the cultural dimension of the purple economy on improving the competitiveness of the organization.

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