REVUE CONGO CHALLENGE

VOLUME 1
Numéro 2
Déc. 2019

CONGO CHALLENGE

La **Revue Congo Challenge** (RCC) a été fondée en 2017 et a pour objectif de devenir la principale revue scientifique et professionnelle en économie, en République démocratique du Congo.

La RCC est une revue bilingue. Elle publie deux numéros chaque année. Tous les quatre mois, elle publie des bulletins sur les progrès récents de la recherche économique et sur l′état de l′économie en RDC en particulier et dans le monde en général. La RCC est publiée par le bureau d′études Congo Challenge.

Pour soumettre un manuscrit pour publication, consultez les directives éditoriales dans notre site web : http://www.rcc.cd.

Pour les questions qui ne sont pas traitées sur le site Web, veuillez contacter le comité de rédaction à l'adresse suivante: redaction@rcc.cd.

364, Boulevard du 30 juin. Immeuble Kiyo ya Sita, 5ème étage, local 501
Kinshasa-Gombe/ RDC. Site web : http://www.rcc.cd
Téléphone : +243 812 763 003 . E-mail : redaction@rcc.cd

Dépôt légal 3.0180-57358

REVUE CONGO CHALLENGE

VOLUME 1 NUMÉRO 2 DÉCEMBRE 2019

ARTICLES

Corporate social responsibility and trust: Evidence from the banking sector in Bukavu

Eddy Balemba Kanyurhi*

Toussaint Bugandwa Ciza†

Deogratias Bugandwa M. Akonkwa‡

Augustin Mutabazi Ngaboyeka§

Abstract. The financial sector in the Democratic Republic of Congo (DRC) has undergone a huge and longstanding crisis which has destroyed customers' trust in banks and other financial institutions. In order to address this problem, some institutions have tried to engage in Corporate Social Responsibility activities, hoping that these might help to regain the lost customers and prospects' trust. This paper investigates the link between the two concepts: Corporate Social Responsibility (CSR) and Trust in the banking sector. Accordingly, we will first provide customer defined measures of CSR and trust in the context of the city of Bukavu (DRC). Then, with the assumption that CSR will positively influence trust, we will test this relationship using multiple regressions on a sample of 264 bank customers in Bukavu.

Keywords : Corporate Social Responsibility, Trust, Financial Crisis, Developing Countries.
JEL Classification: G21, G33, M14, O55.

Résumé (*Responsabilité sociale des entreprises et confiance: Cas du secteur bancaire à Bukavu*). Le secteur financier de la République démocratique du Congo (RDC) a subi une crise de longue durée qui a détruit la confiance des clients dans les banques et autres institutions financières. Afin de résoudre ce problème, certaines institutions ont tenté de se lancer dans des activités de responsabilité sociale des entreprises, dans l'espoir que celles-ci pourraient aider à regagner la confiance des clients et des prospects perdus. Ainsi, cet article se propose d'examiner le lien entre les deux concepts: responsabilité sociale des entreprises (RSE) et confiance dans le secteur bancaire. À cet effet, nous fournirons d'abord des mesures de RSE et de confiance définies par le client dans le contexte de la ville de Bukavu (RDC). Ensuite, en supposant que la RSE aura une influence positive sur la confiance, nous testons cette relation en utilisant des régressions multiples sur un échantillon de 264 clients de banque à Bukavu.

*Professeur à la Faculté des Sciences économiques et de gestion à l'Université Catholique de Bukavu, RDC. Courriel: balemba.kanyurhi@ucbukavu.ac.cd.
†Chercheur, Institut Supérieur d'Informatique et de Gestion, Goma, RDC. Courriel: tbugandwa@gmail.com.
‡Professeur à la Faculté des Sciences économiques et de gestion à l'Université Catholique de Bukavu, RDC. Courriel: dbugandwa@unibz.it.
§Professeur à la Faculté des Sciences économiques et de gestion à l'Université Catholique de Bukavu, RDC. Courriel: mutangabo@yahoo.fr.

Mots-clés: Responsabilité sociale des entreprises, confiance, crise financière, pays en développement.
Classification JEL: G21, G33, M14, O55.

1. Introduction

This paper addresses the following question: Does the level of Corporate Social Responsibility increase customers' trust in banks?

The international financial crisis has significantly changed the functioning of financial sectors worldwide (Gritten, 2011; Nienaber et al, 2015). One of its main consequences has been the erosion of trust in the banking sector (Jureviciene and Skvarciany, 2013; Novethic, 2013); and the way it harmed the reputation of many financial institutions (Hurley et al., 2014; Hurley, 2015). As claimed by Gritten (2011), the financial crisis has brought to light the essential role of trust in banks and financial services. Trust in banks can be defined as the existence of a quality relationship between the financial institution's employees and customers; guaranteeing security (Jureviciene and Skvarciany, 2013). It is also a presumption that, under uncertainty, the firm's stakeholders will act according to the rules of acceptable behaviour (Bidault and Jarillo 1995 quoted by Pluchart, 2010).

Trust is a strategic factor allowing any bank and the banking system as a whole to ensure its stability and continuity of its operation (Toth, 2009). It builds a sustainable and lasting relationship with customers (Gurviez and Korchia 2002; Bayart and Brignier, 2013), to increase the customers' repurchase behaviour (McDonald and Rundle-Thiele, 2007; Deloitte, 2012; Bayart and Brignier, 2013) and the level of spontaneous recommendation of the bank (Ernest and Young, 2014; Deloitte, 2012), to win customer loyalty (Halliburton and Poenaru, 2010) and reduce the risks and uncertainties that are higher in the banking sector (Perrien et al, 1993; Gatfoui, 2007; Deloitte Study, 2011 and quoted by Brignier Bayart, 2013). It may also exercise positive impact on the profit of banks, as the net banking income (NBI) per client depends on whether the customer trusts his bank or not (Deloitte, 2012). A Deloitte study (2012) conducted in France found that a trustful customer provides his bank 27% more of the bank's NBI than a client who does not trust his bank. Lack of trust in banks therefore affects not only the bank and the banking system, but also several other sectors of the economy (Decker and Sale, 2008). Hence, rebuilding and maintaining trust is key in financial sector.

One way of improving trust in the banking sector is to adopt and communicate a Corporate Social Responsibility (CSR) (Domergue, 2012; Novethic Study, 2012; Fahd, 2009; Scharf, Fernandes and Kormann, 2012). The European Commission (2001) defines CSR as the voluntary concept whereby companies integrate social and environmental concerns in their business operations and their relations with stakeholders. It entails that companies must go beyond their legal obligations by integrating social and environmental issues in their reasoning. CSR is particularly important for service sector companies. Taken as an investment decision (McWilliams and Siegel, 2001), CSR has gained increased attention and is frequently used by companies as a specific marketing tool to gain favourable attitudes about long-term relationships with stakeholders (Maignan and Ferrell, 2001; Becker-Olsen et al., 2006; García de los Salmones et al.,

2009). It has been shown to have positive customer impact such as positive word-of-mouth, customer loyalty and support (Handleman and Ferrell, 2004) as well as improved attitudes towards the firm (McDonald and Rundle-Thiele, 2007).

Based on the above studies and others, CSR might be an important tool in the endeavours to rebuild trust and corporate image that banks lost due to the financial crisis (Eurogroup Consulting, 2012; Novethic, 2012; Domergue, 2012; Fahd, 2009; Scarf et al., 2012) and to settle a competitive advantage in an overgrowing competition (Saeidi et al., 2015). Adopting socially responsible practices allows banks to acquire a good reputation and in turn the trust necessary for their proper functioning (Fahd, 2009). CSR offers banks a way to maintain their legitimacy, ensuring sustainability and good socioeconomic position (Mekdessi and ben Hassen, 2009). Hence, CSR approach gives to firms a way to disclose information that may increase trust from all their stakeholders (Kaeokla and Jaikengkit, 2013).

Researchers in the banking sector are increasingly interested in the impact of CSR, on customer behaviour, particularly on trust. In a study of banks in Pakistan, Khan et al (2014) demonstrated a direct positive impact of social responsibility to both customer trust and customer perception of service quality. Fahd (2009) suggested that bank resort to CSR to improve their reputation in order to reinforce customers' trust. Their more recent paper (Fatma et al., 2015) has highlighted the mediating role of trust in the relationship between CSR and corporate reputation and the brand equity. Domergue (2012) has analyzed these concepts and suggested the use of social accountability approaches to regain the confidence that the crisis has destroyed. Trying to understand how banks are approaching the concept of social responsibility, Decker and Sale (2008) suggest that trust, reputation, and risk control plays an important role in banks' efforts to engage in social responsibility. These researches have focused on information from banks without regard to customer perceptions of CSR.

Further research in this sector has studied these two concepts separately, focusing on: analysis of CSR in banks (Rahman and Iqbal, 2013; Lenka and Jiri, 2014; Dorasamy, 2013; Cheynel, 2010; Novethic, 2012; Eurogroup Consulting, 2012; Perez and del Bosque, 2013), the relationship between CSR and concepts such as reputation, satisfaction, performance (Rundle-Thiele and McDonald, 2008; Onyekashi, and Okoye, 2013; Cardebat and cassagnard, nd; Trotta and Cavallaro, 2012; Odeyato et al, 2014); analysis, measurement confidence and relationships with other concepts (and Brignier Bayart, 2013; Deloitte, 2012, 2013, 2014; Ernest and Young, 2014, Halliburton and Poenaru, 2010; Toth, 2009).

As it can been seen, both concepts (trust and CSR) have received little attention if any in the context of Developing countries, especially in the African context. Although we found two researches on the topic Hinson, Boateng and Madichie, 2010; Chetty et al., 2015); it is intriguing that some researchers state that developing economies are unable to withstand the high standard of CSR used in its developed counterparts (Wilson, 2007). Also, the relationship between the two concepts has been weakly investigated. So, our research brings new insight in the real knowledge of CSR and trust as studied in a Congolese post conflict context.

In Africa, most researches on CSR have focused in the mining sector (Jenkins and Obara, 2008; Gnanzou, 2010; Gnanzou and Wamba, 2014). As far as the Democratic Republic of the Congo (DRC) is concerned, there is no study on CSR in banking.

Although a few researchers think that developing economies are unable to withstand the high standard of CSR used in more developed countries (Wilson, 2007 quoted in Chetty et al., 2015), research on the relationship between CSR and trust in banks in African setting seem to be of paramount importance. Sub-Saharan Africa, where financial inclusion hardly reaches 10%, is experiencing a low level of banking penetration; and the persisting shrink in the level of trust in banks is one possible reason. At the Forbes Africa Forum 2014, trust has been identified as one of the essential levers to banking ("bancarization"). Since CSR can lead to improved trust, studying the relationship between the two concepts is worthy of attention.

This study is particularly important in the Democratic Republic of Congo where trust in the banking sector has been undermined by both Civil wars and other political conflicts that have disrupted the normal functioning of banks (Lobez, 1997; Schwarz, 2011) and by mismanagement problems that led many financial institutions to bankruptcy. This country, whose financial sector is hatching, faces the challenge of restoring trust in the sector, particularly because of growing fierce competition which requires finding new sources of competitive advantage (Saeidi et al., 2015).

The relationship between CSR and trust based on customer perceptions has been investigated in different sectors. For example, Hérault (2011) studied the impact of socially responsible advertising on trust in the brand for an automobile company, and found that being perceived as socially responsible for a firm affects the attitude toward the brand. Del Bosque and Martinez (2013) studied this relationship in the hospitality sector, and found evidence that trust, satisfaction and client identification to the company are mediating variables in the relationship between CSR and customer loyalty. Barnes (2011) found a direct relationship between social responsibility and trust in the brand in a sales center, while Scharf et al. (2012) highlighted the way CSR helped Brazilian banks to strengthen their brand equity.

In studying the possible link between Social responsibility and trust in the banking sector in the DRC, this paper adds a building block to the edifice. We shall proceed as follows: first, we provide customer-defined measures of CSR and trust of banks in Bukavu, then, we test the link between the two concepts, with the assumption that CSR positively impacts trust in banks. We will use a multidimensional scale inspired from Turker (2009) to approach to CSR, while the scale measuring trust is inspired from Gurviez and Korchia (2002). With a sample of 264 Bukavu bank customers, data have been processed using two softwares, SPSS 20 for exploratory analysis, and Lisrel 9.1 for confirmatory factor analysis, multiple regression and structural equations.

The paper includes a brief literature review on trust and CSR, the methodology and the main findings. Some managerial recommendations as well as research limitations and future research perspectives are addressed.

2. Literature Review

Far from us willing to reinvent the wheel, Carroll (2008) has already dealt with CSR as he states that "the root of CSR concept have a long and wide-ranging history (since the Industrial Revolution), but its actual form is more a product of the 21st Century from the 50s to present. It is being integrated with strategic management and Corporate Governance in many Western firms. However, Carroll (2008) gives the fatherhood of CSR's first conceptualisations to Howard Bowen, through his landmark book "Social Responsibility of Businessmen" (1953).

Literature suggests a variety of definitions for the concept of Corporate Social Responsibility and we have neither space nor purpose to discuss them (see Carroll, 1979; 2008). Rather, we will try to identify the more relevant for this research and use its elements.

CSR concept is generally bound to sustainable development (Cheynel, 2010; Rodic ', 2007; Domergue, 2012; Study Eurogroup Consulting, 2012; Mekdessi, nd). CSR is defined through "the firm's participation to the requirements of sustainable development" (MEEDM, quoted by Bouteaud, 2010). Firms participate in sustainable development by integrating in their concerns some environmental, social and economic aspects. Thus, Bouteaud (2010) defines CSR as *a voluntary endeavour towards sustainable development involving the firm's stakeholders*. Following Saeidi et al. (2015), we retain Carroll's definition (1979) of CSR as *the social response of a business which includes the economic, legal, ethical and discretionary expectations that society has an organization at a given point in time.* Van de Walle and Brice (2011) define it as a *voluntary commitment of the firms towards social practices, beyond the legal requirements and without direct link to their economic activities.* Carroll (2008) gives details about activities concerned with CSR in the context of developed countries by the 70s: Minority hiring, concern for environment, Minority training, contribution to education and the arts, hard core training and hiring, urban renewal, and civil rights.

As for the developing countries context, we can add gender issues, contribution to poverty alleviation, contribution to peace building, etc. According to Carroll (2008), the 1970s was a decade during which many writings suggesting the importance of a managerial approach to CSR (...) where companies were recommended to forecast, plan, organize for CSR, and assess social performance for CSR, as well as institutionalize CSR policy and strategy came on the pitch.

Previous developments show that an important aspect of CSR is the inclusion of stakeholders. A stakeholder is any individual or group which can affect or be affected by the achievement of organizational goals (Freeman, 1984). CSR therefore implies that the company is not only responsible to its owners, but it is facing various interest groups including employees, customers, suppliers and the wider society as a whole (Maignan, and Ferrel, 2005 and Smith, et al, 2010 ; Barnes, 2011). It is clear from these definitions that two important aspects of CSR address the challenges of sustainable development and the involvement of stakeholders. This paper relies on these two aspects of CSR to provide a clear understanding of this concept. Now, let us focus on CSR in the banking sector.

2.1. CSR in banks

Like most financial institutions, banks have been shelved from concerns about corporate responsibility (Novethic, 2012; Eurogroup Consulting, 2012). Two main reasons emerge from the literature to justify this fact. On the one hand, the low impact of banks on environmental issues and the high degree of regulation and supervision of the banking sector which would put it out of reach of CSR (Novethic, 2012 , Eurogroup Consulting, 2012). Banks' activity has therefore got no significant direct impact on the environment. Also the supervision it is subjected to avoids socio economically harmful deviations. On the other hand, financial institutions playing a very significant role in the economy and fulfilling a unique function, might avoid the social responsibility constraint (Mekdessi, nd). The duty of financial institutions would be limited to providing a better range of products and services, and to manage responsibly the funds they are entrusted, without being able to require them to adopt a particular behaviour (Zeegers 2000 quoted by Mekdessi, nd). However, due to the financial crisis as well as cases of mismanagement of some banks that have considerable socioeconomic consequences, it proved necessary to rethink the banking model (Trotta and Cavallaro, 2012; Deloitte, 2013). It is in this context that banks began to worry about CSR-related issues in their management (Bratu and Jacquin, 2007 quoted by Domergue, 2012; Novethic, 2012; Eurogroup Consulting, 2012); especially as governments have developed more legal texts concerning CSR and private organizations are developing tools that facilitate its mainstreaming in companies.

2.2. Strategic importance of CSR for banks

Firms resort to CSR in order to not only improve their image and reputation, but also for other strategic advantages such as the maximization of long-term profits and financial performance (Cardebat and Cassagnard, 2011; Crifo and Ponssard, 2008; Cheynel, 2010). Some studies have shown a positive relationship between CSR and reputation of banks (Lenka and Jiri, 2013; Trotta and Cavallaro, 2012) and between CSR and banks' financial performance (Simpson and Kohers, 2002; Callado-Munoz and Utrero-Gonzalez, 2009 quoted by Trotta and Cavallaro, 2012; Odetayo et al, 2014). Besides, CSR is viewed as a tool allowing the bank to have a competitive advantage (Saeidi et al., 2015; Scharf et al., 2012), as empirically confirmed in Bangladesh (Rahman and Iqdal, 2013; and Ferdous and Moniruzzaman, 2013). It also positively influences employee behaviour, plays a significant role in image building of the bank (Scharf et al., 2012), and would have a positive impact on customer behaviour (McDonald and Hung, 2010).

2.3. How does CSR transpire in banks

In the banking sector, the CSR approach is manifested through publications of sustainability reports, annual reports and other publications usually on such themes as environment, social and societal issues, governance, products and services, and communication (Domergue, 2012; Novethic, 2012 Eurogroup Consulting, 2012). It implies for the bank, the duty to protect the people's wellbeing in their environment, to ensure a reasonable return to shareholders, pay decent wages, to use part of the profits to participate in the welfare of the community (Onyekashi and Okoye, 2013). In

environmental terms, CSR in banks refers to minimizing the environmental impact of banking activities. This impact can be directly related to the normal functioning of banks, or may result from activities funded by banks.

The social and societal aspects have to do with the treatment of employees and the inner functioning of the bank first, and also the relationship between the bank and the society through sponsorship activities and the like. Governance refers to the strategic management of the bank, ethics of the management team, etc. In terms of products and services, CSR is about the supply of responsible products such as socially responsible investment, financial inclusion and innovation in the provision of banking services. Finally, Communication refers to how the bank communicates information related to sustainable development.

For retail banks, social responsibility emphasizes also aspects such as improving customer focus, responsible lending, microfinance (downscaling) (Prior and Argandona, 2008), funding of domestic equipment that allows energy savings (Cheynel, 2010) and other ecologically recommendable equipment. The mere adaptation of products to different customer segments (including the poor) is also seen as responsible action which can contribute to fighting over-indebtedness, with maximum ease of access to credit, adopting a customized client-service, and setting up a system to support the poorest clients. By insisting on financial inclusion, Mekdessi (nd) adds to these elements: participation in development planning, improving the supply of basic banking services and the management of customer complaints. The social responsibility of banks also refers to the understanding of complex financial services, risk assessment, to the strengthening of business ethics, the establishment of financial crisis management strategies to protect customer rights and the establishment of channels that enable customers to address their complaints to banks (Yeung 2011).

2.4. Measuring CSR in banks

There are two main approaches to measuring CSR. The first is based on company annual reports, sustainability reports, publication on corporate websites and on a variety of other published corporate information. This approach analyses this information by combining them in different dimensions of CSR. Their purpose is to give a clarification on the the company's level of commitment in social responsibility initiatives. As part of the banks, the information is usually grouped into five dimensions. The first dimension containing information relating to the environment, the second to the social and societal matters, the third to governance, the fourth to products and services offered by the banks and the fifth to the communication between the bank and its stakeholders (Novethic, 2012; Eurogroup Consulting, 2012). This approach is usually accompanied by interviews with various players operating in the sector and/or the company involved.

The second approach uses measurement scales to assess the perception of the CSR commitment of the firm by its stakeholders. Carroll (1979) suggested four levels (dimensions) of social responsibility of a company. (1) The economic responsibility refers to the requirement for the company to be profitable. (2) In the legal dimension, business is expected to comply with the laws and regulations promulgated by local

governments as the ground rules under which business must operate. As a partial fulfilment of the "social contract" between business and society, firms are expected to pursue their economic missions within the legal framework. Legal responsibilities reflect a view of "codified ethics" in the sense that they embody basic notions of fair operations as established by lawmakers.

(3) The ethical responsibilities embrace those activities and practices that are expected or prohibited by societal members even though they are not codified into law. Ethical responsibilities embody those standards, norms, or expectations that reflect a concern for what consumers, employees, shareholders, and the community regard as fair, just, or in keeping with the respect or protection of stakeholders' moral rights. (4) Philanthropy encompasses those corporate actions that are in response to the society's expectation that businesses be good corporate citizens. This includes actively engaging in acts or programs promoting human welfare or goodwill. Examples of philanthropy include business contributions to financial resources or executive time, such as contributions to the arts, education, or the community. The distinguishing feature between philanthropy and ethical responsibilities is that the former are not expected in an ethical or moral sense. Communities desire firms to contribute their money, facilities, and employee time to humanitarian programs or purposes, but they do not regard the firms as unethical if they do not provide the desired level. Therefore, philanthropy is more discretionary or voluntary on the part of businesses even though there is always the societal expectation that businesses provide it.

Turker (2009) provides a scale to measure CSR with four dimensions which are the economic aspects, the internal employment, the ethics, and the legal factors. The first dimension refers to the recognition by the company of the needs of society (job creation, payment of taxes,), the second includes the relationship between the company and its employees, the third takes the aspects relating to the ethical behaviour of the company and the last dimension refers to compliance to laws by the company.

In a study on the expectations of bank's customers about social responsibility, Perez and del Bosque (2014) hold five dimensions of CSR: the customer-focused CSR, shareholder and managers oriented CSR, employee-oriented CSR, community-oriented CSR, and the legal and ethical CSR. We have chosen to measure social responsibility using an adapted version of the Turkey's (2009) multidimensional scale; which we find closer to Carroll's conceptual definition, and which allows to approach the way bank customers perceive the commitment of their institution in a socially responsible approach.

2.5. The concept of Trust

This section discusses theoretical aspects of trust, emphasizing its extent, and the special role it plays in the banking sector. Trust has a prominent place in marketing. It is a key component of relationship marketing, and the basis for maintaining a sustainable and lasting relationship (Brignier and Bayart, 2013; Gurviez and Korchia, 2002). In a sector characterized by a high level of uncertainty, risk and vulnerability, trust is essential for business success (Halliburton and Poenaru, 2010). More than any service organization, trust is at the heart of the bank's activities (Domergue, 2012) and guarantees the

development and success of its operations, provides the durability, high quality and customer cooperation to the commercial bank (Jureviciene and Skvarciany, 2013); making it impossible to conceive the existence of banks in its absence.

There are several definitions of trust (Bidault and Jarillo 1995 quoted by Pluchart 2010, Gritten, Jureviciene and Skvarciany, 2013, Keh and Xie, 2009, etc). For the purposes of this research, we retain the one from Sapienza and Zingales (2012) quoted by Lins et al. (2016) where "Trust is understood as the expectation that another person (or institution) will perform actions that are beneficial, or at least not detrimental to us, regardless of our capacity to monitor those actions, so that we will consider cooperating with him (it)".

As stated by Young and Wilkson (1989), trust is based on satisfactory performance overtime. Its dimensions vary among authors but are all included in the aforementioned definition. These are credibility, integrity and benevolence (Gurviez, 1998), honesty and benevolence (Geykens et al., 1998), honesty, reliability, fulfilment, competence, quality, credibility and benevolence (Kantsberger and Kunz, 2010; Sirdeshmukh et al., 2002), to which Deloitte (2012; 2013; 2014) adds transparency, listening and customer interest; while Fatma et al. (2015) add the goodwill in a study on the extent of trust in banks.

According to Jarvinen (2014), consumer trust in bank and banking services is based on consumer experience and is dependent on the ability of banks to behave in a reliable way, observe rules and regulations, work well and serve the general interest.

The conceptualizations of trust vary depending on the field to which the research relates (Abbes, 2001) and show that trust is designed as being either one-dimensional or multidimensional concept (Gurviez and Korchia, 2002; Abbes, 2001; Gurviez, 2000).

In this paper, a measurement scale based on Gurviez and Korchia (2002), will be adapted and used to measure trust in banks. This scale identifies three encompassing dimensions of trust: integrity, credibility and benevolence. Trust has a cognitive, affective, and conative aspects, (Thabet and Zghal, nd; Pluchart, 2010).

The cognitive aspect involves rational trust rooted in the knowledge of stakeholders. The emotional aspect refers to the feelings of the individual, while the conative dimensions design trust as behaviour or intention to depend on someone else in a situation of uncertainty. Rather than being independent, these aspects of trust concurrently exist in each dimension of trust in practice. Studying trust in banks, Benamour (2000, quoted by Abbes, nd) distinguishes institutional trust and interpersonal trust. These two components play a different role in the process of building trust. The former refers to the bank's reputation, while the latter refers to the relationship between the customer and the bank staff (Brignier and Bayart, 2013).

Halliburton and Poenaru (2010) indicate that trust is built emotionally and rationally. Emotionally it implies: the attention and interest to the customer and the ability of the organization to outpace the profit motives. Its dimensions are: empathy, sense of security and perceived strength, personal experience and beliefs, benevolence and altruism. On a rational level, it implies: the intention and ability to keep its promises, the identification

of guarantees in terms of competence, reliability in the supply of goods and services and predictability of behaviour. Its dimensions are: knowledge, skills, ability, integrity, reliability, predictability, credibility. Referring to Gurviez's dimensions, credibility would be part of rational trust while integrity and benevolence would be part of the emotional confidence. Jureviciene and Skvarciany (2013) suggest three categories of factors that influence trust. These categories represent the different levels of trust building. The first level is about factors that determine the initial choice of the bank and includes the assets, income, respectability, competitiveness, technical equipment, reliability and size of the bank. The second level focuses on factors related to cooperation with the bank. These factors are: quality of service, politeness, timeliness, competence, knowledge translation, quality of information, understanding of risk and risk management. The third level includes factors that enable the emergence of trust in commercial banks, primarily customer satisfaction.

2.6. Strategic aspects of trust for banks

In financial institutions, trust provides the ability to control and reduce risk (Gundlach and Cannon, 2010; Jureciene and Skvarciany, 2013); especially the risk of consumer buying unsatisfactory banking services may affect trust negatively. It plays as a safety link in situations of perceived risk and vulnerability, and thus helps customers to make decisions with minimal risk and uncertainty (Halliburton and Poenaru, 2013). Trust is a loyalty engine, a key factor in establishing a stable and lasting relationship (Gurviez and Korchia, 2002).

Keh and Xie (2009) demonstrate the existence of a positive relationship between reputation, trust, identification and commitment. A good reputation helps build trust and identification which in turn affect customer engagement. Hence, trust might play a mediating role in the relationship between reputation and commitment. In a study on students, Brignier and Bayart (2013) establish that trust plays with the satisfaction and commitment an important role in building loyalty. By categorizing students according to the type of loyalty-relationship with the bank, they emphasize the role of both institutional trust and interpersonal trust in building loyalty. Deloitte (2013) and Ernest and Young (2014) reveal that trust has a significant impact on the recommendation of the bank by the customer. Trusting customers are most likely to recommend the bank to others and therefore lead to an intensification of its activities. The intention to repeat purchase by customers varies depending on the level of trust and customer satisfaction (Deloitte, 2013).

A year before, Deloitte had already demonstrated this relationship between repurchase intention, trust and customer satisfaction; but also had correlated trust and Net Banking Income. It appeared from its results that customers who trust in the bank generated higher net banking income than those who did not. This can be justified by the fact that trust is an important factor of the intention to repurchase. Customers with higher levels of trust are most likely to intensify their activities with the bank, which consequently will increase its net banking; and listening, transparency and customer interest are the dimensions of trust that affect more the BNP. To improve confidence in banks, the literature suggests: improving communication, customer-care, strengthening employee

skills (Halliburton and Poenaru, 2010), offering products that are easy to understand and maintaining a customized relationship with the customer (Deloitte, 2012, 2013, Ernest and Young, 2014). From this angle, it offers banks to maintain proximity with their customers, to assist them in their financial decisions, enhance customer relationship management and supply of services through new technologies of communication and information. Particularly in terms of supply, banks should provide clear and simple products, ensure the integrity and transparency in its practices, and communicate with customers through different channels. In their study of confidence in online banking, Mukherjee and Nath (2003) emphasize three key determinants of trust: Shared values, communication and opportunistic behaviour. The first two variables positively affect trust in the bank while the latter negatively impacts it. Another way to improve trust in the banks is to use a Social Responsibility approach (Domergue, 2012; Fahd, 2009; Novethic, 2012).

2.7. CSR and Trust

The relationship between CSR and trust has been extensively explored in the banking, be it in banks as in other economic sectors. Fatma et al. (2015) investigated the relationship between Social Responsibility and in the one hand corporate reputation, and in the other hand, brand equity in banks. They found that (1) trust plays a mediating role between the three variables; and (2) in addition to its direct impact on the two aforementioned variables, CSR indirectly influence corporate reputation and brand equity through its direct and positive impact on trust.

In a study of customer responses to CSR in the banking sector in Pakistan, Khan et al. (2014) show the direct influence of social responsibility on perceived quality, trust, repurchase intentions, and spontaneous recommendation. At the same time, perceived quality directly affects trust, which in turn influences repurchase intention and spontaneous recommendation. Barnes (2011) analyses the relationship between social responsibility and trust in the brand in a sales center. He identified four dimensions of social responsibility including the legal dimension, ethical, economic and internal use. Using factor analysis and multiple regressions with CSR as independent variable, he found that CSR has an impact on confidence in the brand. So, the more a company is committed to a social responsibility approach, the higher trust in the brand will be. Hérault (2011) has studied how perception of socially responsible behaviour through advertising influences trust in the brand in the automobile industry. Using a structural equation model, his research highlighted the role of attitude toward the brand in the CSR-trust relationship. His research indicates that the fact for a firm to be perceived as socially responsible positively impacts the assessment of the brand, which in turn impacts on trust in the brand. So, the attitude towards the brand plays a mediating role in the link between socially responsible advertising and brand engagement. Martinez and del Bosque (2013) have studied the relationship between firms' social responsibility and customer loyalty in the hospitality sector. They highlighted the role of trust, customer identification to the firm, and satisfaction. Using a structural equation model they found a direct impact of CSR and customer-identification on the antecedents of loyalty, particularly trust and satisfaction; which are then mediators in the relationship between the firm's social responsibility and the customer's loyalty. Swaen and Schumpitaz (2008) have

investigated this relationship in the market for cosmetics and sportswear. They found that CSR has both a direct and an indirect impact on consumer trust. The indirect part of this relationship is through variables such as: perceived quality and consumer satisfaction. Additional researches have been conducted on the relationship between social responsibility and trust in the financial sector. Thus, Domergue (2012) analyses the CSR approach in the banking sector, and emphasizes the potential role of social responsibility of banks to regain the lost trust after the 2007 financial crisis.

Using case studies, he found that the concept of CSR is present in the banking sector and appears through various indicators, reports and non-financial balance. It emphasizes the social and environmental aspects. Moreover, this responsibility must manifest through socially responsible investments, communication with stakeholders and assessment of financial and social performance. In the same vein, Fahd (2009) stressing that the relationship between banks and customers is based on trust, pleads for engagement in CSR activities to build customer trust. Thus, to maintain a good reputation, banks must not only communicate about CSR but also accompany their communication with concrete action. Without these acts communication on CSR lacks credibility, which can weaken the bank's reputation and trust in the face of its customers.

It becomes clearer from this literature review that the firm's social responsibility has a positive impact on customers' trust, whatever sector considered. The empirical evidence conducted in different settings support this relationship; which means that the higher the level of commitment to CSR, the greater the impact on trust (Barnes, 2011). This paper relies on those studies conducted in the banking sector such as Fatma al. (2015); Khan et al. (2014); Decker and Sale (2008); Fahd (2009); Domergue (2012). Based on the above literature, we have stated the following assumptions that will be empirically tested:

H1a: The Corporate Social Responsibility of banks is a multidimensional concept.

H1b: Customer Trust in banks is a multidimensional concept.

H2: The perceived level of Corporate Social Responsibility of banks positively and directly affects the level of Trust customers have in their banks.

3. Methodology

This section presents measurement of variables, data collection and data processing techniques. We followed two steps to collect data. First, a qualitative survey was conducted in order to improve our measurement scales and adapt them to the context of this study. In this respect, we carried out interviews with customers of three banks in Bukavu, a town in the Eastern Democratic Republic of the Congo. The interview guide focused on how customers understand and perceive CSR and trust. Each individual interview took 20 to 25 minutes. A total of 20 customers with different profiles (businessmen/entrepreneurs, students, employees,...) were interviewed, following the semantic saturation criterion. Then a content analysis allowed handling these qualitative data. Roughly, any elements stated twice or more were selected in the item sample. Items

stated only once were not considered, unless it described an important aspect of one of the latent variables.

The following items resulted either from the literature, or from the interview

Table 1: Items from interviews and literature

Item	Trust		CSR	
	From literature	From tinterviews	From literature	From interviews
1	The bank holds its promises	No liquidity problems	The bank's officers are honest	Easy access to credit
2	The bank responds better to customers' expectations	Seniority of the bank	Does not participate to illegal activities	Financial inclusion
3	The bank customizes its products to different clients' group	Service quality	Avoid overindebtedness	Funds charitable activities
4		Solid partnership with the State	Fair lending rates	Raize savings
5		Solid partnership with other banks	Clear lending conditions	Committed to the protection of the ecosystem
6		Solid partnerships with Enterprises	High wages for employees	Low transaction costs
7				Understands customers' requirements

Table 2: Number of customers per bank

Bank	Number of accounts in Congolese Francs	Number of accounts in US Dollars	Number of accounts in Euro	Total	Proportion
RAWBANK	3 254	5 751	33	9 038	33%
BCDC	1 533	1 314	14	2 861	10%
BIAC	2 275	3 449	8	5 732	21%
BIC	1 433	1 560	14	3 007	11%
TMB	2 103	2 303	7	4 413	16%
ECOBANK	1062	1344	5	2 421	9%
Total	11 660	15 721	81	27 472	100%

DR Congo Central Bank (2013)

It emerged from the interviews that for most customers, the Social Responsibility of banks refers to: facilitating access to credit, integration of microfinance products (financial inclusion of low-income people,...) the commitment of the bank in charity (scholarships, sponsoring, social or cultural activities) and the mobilization of savings. In terms of trust, bank customers value it according to: the lack of liquidity problem, seniority of the bank, the quality of service offered, and bank partnerships with other economic actors. Beyond exploring potential respondents' perception and knowledge of these concepts, these interviews also enabled us to restate, add, or suppress some items

from the literature and original measurement scale, following the Churchill's (1979) paradigm for scale development.

Then, the actual survey was conducted, focusing on variables measurement issues.
Our target population consists of all persons having a bank account in one of the 6 banks in the city, knowingly: BIAC, BCDC, TMB, FNB (BIC), RAWBANK and ECOBANK. Questionnaires were launched in proportion to the number of the banks' customers.

The questionnaire comprised 4 modules. One about the respondent's profile, the second defined their relationship with their main bank, the third and fourth modules focused on the measurements respectively of CSR and Trust; where respondents were asked to tick on a 7-points Likert scale, from "1= strongly disagree" to "7=strongly agree", with respect to their perception about social responsibility and their level of trust in their main bank.

3.1. Measures of variables

We have measured social responsibility of bank using the adapted version of Turker (2009)' 17-items scale, grouped into four dimensions. Two of these items have been divided into four new items in order to avoid ambiguity for respondents. Qualitative interviews and literature (table1) raised 13 new items which we added to the Turker's scale to have a 32-items with 4 dimensions. Trust has been measured using 8 original items from Gurviez and Korchia (2002) to which we added nine new items from the literature and interviews. This resulted in a three-dimensional scale with 18 items.

Both scales were submitted to exploratory factor analysis to ensure their validity and reliability. Thus, according to the procedure recommended by Carricano and Poujol (2008), we started with testing the adequacy of the data to factor analysis. The KMO index and Bartlett's sphericity test were used for this purpose. The KMO index for the scale of CSR was 0.635 (greater than 0.5) and 0.799 for trust. The Bartlett test of sphericity allowed to reject the null hypothesis that the correlations are zero (CSR: Bartlett sphericity test = 450.9, df = 91, sig=0.000), meaning that our data are factorable. Four criteria were used to purify the measurement scale in an iterative process: The communality criterion (item with explained variance <0.5 was removed), the percentage of total explained variance (≥ 60%) and the factor loadings (items with higher factor scores or equal to 0.35 on several factors and those with low contribution on all major factors (less than 0.5) were deleted). Only those components with an eigenvalue greater than one were selected as being better than a single item. The reliability of the scales was tested using Cronbach's alpha coefficient. The greater the Crobanch values the best, with values beyond 0.7 being the target (Carricano and Poujol, 2008).

For CSR, the original scale consisted of 33 items grouped into four dimensions. The application of these criteria resulted in a scale of 13 items grouped into six dimensions, with all communalities ranging from 0.53 to 0.74 and eigenvalues from 1.05 to 2.67. All items are strongly correlated to a single factor with factor loadings ranging from 0.61 to 0.84. The six selected dimensions explain 63.9% of the variance of this concept which is

greater than the standard of 60%. Moreover, the scale has an acceptable reliability (Cronbach alpha= 0.65).

For trust, the initial scale had 19 items grouped in 3 dimensions. The application of extraction criteria showed a three-dimensional scale with 9 items whose communalities ranged from 0.5 to 0.73; and eigenvalues from 1.1 to 3.67. All items are strongly correlated to one factor with factor loadings from 0.6 to .82. The three selected dimensions explain 62.6% of total variance, and the scale's reliability is high (Cronbach alpha=0.78). After these extraction procedures, the 2 scales were subjected to a confirmatory analysis using Lisrel 9.1 software. All indices of the quality of adjustment are good. All fit indexes are good (For trust: GFI = 0.96 ; AGFI = 0.92; CFI = 0.96; RMSEA = 0.07; For RSE : GFI = 0.95 ; AGFI = 0.92; CFI = 0.92; RMSEA = 0.05). So, the theoretical models fit the data. The T-values attached to each item are greater than 1.96, except for the 13th item of the CSR which was the 6th dimension. This item has been attached to the 5th dimension. These results show the convergent validity of our model.

3.2. Data processing

We began by an exploration of some descriptive statistics. Then, to catch the influence of sociodemographic variables on Trust and CSR measures, we resorted to the Analysis of Variance. In the case of non-homogeneity of the variance, the Welch test was used. This test is indeed more appropriate when the variances between groups are not homogeneous and the numbers of the groups are not the same. (Gastwirth et al, 2009).

We confirmed the results of exploratory factor analysis using a confirmatory factor analysis. Our main structural model includes 2 models: a measurement model and a structural model. Consistent with statistical literature, the 2 models have been analysed separately (Viera, 2011). The measurement model included the whole set of items as well as dimensions of latent variables (CSR and Trust).

The test on this model allowed verifying whether item is bounded to the latent variable it is supposed to measure. This was done using standardized structural coefficients and T-Values for each variables. It also allowed assessing the unidimensionality, convergent validity, reliability, and discriminant validity. The assessment of the structural model was done using the simplified model comprising mean indexes for the dimensions of Trust and CSR in order to reduce the complexity of the model. It allowed to assess the quality and intensity of association between the 2 latent variables (RSE and Trust), using their structural coefficients and T-values. A covariance matrix and Likelihood estimation were used. In order to confirm the fit of our model to data and the psychometric properties of the concepts, the following indexes were used (Giannelloni and Vernette, 2012; Viera, 2011).

Table 3: Goodness of Fit indexes

Indexes		Criteria	Signification
χ^2/dl	Chi-Square by its Degree of Freedom	2-1 or 3-1	Provides the gap between the hypothesized model and the data
RMSEA	Root Mean Square Error of Approximation	< 0.5 or < 0.10	Shows how the model fits the population covariance, considering the degrees of freedom)
GFI	Goodness of Fit Index	> 0.9	Compare the square of predicted errors with data without including degrees of freedom. It gives the amount of variance and covariance that are explained by the model.
AGFI	Adjusted Goodness of Fit Index	> 0.9	It is the GFI adjusted by its degrees of freedom.
CFI	Comparative Fit Index	> 0.9	Measures the relative improvement of the model as compared to a Zero-covariance model.

To refine our analysis, a multiple regression was performed with Trust as the Response variable while the different dimensions of CSR (after confirmatory factor analysis) were regressors.

4. Results

4.1. Profile of the respondents

From the 264 people surveyed, 65.5% are men and 34.5% are women, in-between 20 and 67 years old. The average age of respondents was 35 years. 87% of the surveyed population has secondary or university degree, the proportion of individuals with a primary level or with vocational training was 12.9%. The proportion of illiterates is virtually nil, 0.4%. The majority (53.4%) of bank customers are employees, followed by retailers (20.8%). The majority of these customers (52.3%) have a monthly income of $ 300. However, 27% of these customers have an income between $ 101 and $ 300 while 20% of customers make less than $100 a month. The results also reveal that the average duration of the customer experience with its main bank is 3 years. Furthermore, 68.2% of customers are customers of one bank, 29.9% of customers have accounts in one or two secondary banks outside their main bank. Only 1.9% of customers have accounts in three banks or more.

The level of perception of CSR in banks is 4.35, indicating that customers perceive a relatively high commitment to social responsibility in their bank. Among the various dimensions of CSR, the dimension Respect of legal obligations has the highest score (5.01) followed by the product and service dimension (4.63) and the Employment dimension (4.3). The ethics-related dimensions and environment are perceived by customers as being relatively low in banks with respective average scores of 3.89 and 3.92. The perceived level of confidence is 4.97. The Integrity dimension has the highest score (5.2) followed respectively by the size and Compassion Partnership which have almost the same score (4.86 and 4.82).

Table 4: Customers' characteristics, CSR and Trust

Customers' characteristics	RSE			Trust		
	Levene Statistics	F/T/W	Sig	Levene Statistics	F/T/W	Sig
Main activity	0.23	1.32	0.26	0.34	0.97	0.43
Study level	0.05	0.66	0.58	0.01	0.06	0.98
Revenue	0.84	0.07	0.98	0.13	2.16	0.09
Gender	0.76	1.61	0.11	0.66	1.15	0.25
Age	0.93	1.04	0.36	0.78	0.24	0.79
Length in the relation	0.58	1.98	0.14	0.59	1.39	0.25
Main bank	0.00	0.19	0.97	0.00	2.71	0.03

Source: Authors computations

Testing whether the respondents' socio-demographic characteristics influence their level of trust and their perception of CSR, we found no link for both. Only the variable capturing the "main bank" influences the level of trust (w=2.71 and sig=0.03) without influencing the perception of social responsibility (w=0.19 and sig = 0.97).

4.2. Dimensions of Trust

Exploratory factor analyses showed that trust is a three-dimensional concept with 9 items, explaining 62.61% of the variance; with a Cronbach's alpha of 0.78 representing good scale reliability. The three dimensions of trust are Integrity, Partnership and Benevolence. The integrity dimension explains most of the variance of the construct (25.93%), followed by the partnership dimension (21.42%) and the benevolence dimension which represents 15.26% of the variance of the construct. The alphas Cronbanch by dimension are acceptable except for the Benevolence dimension that has an alpha of 0.49. This is consistent with the literature which already highlighted the difficulties in measuring this dimension (Swaen and Chumpitaz, 2008).

Confirmatory factor analysis confirmed this multidimensional structure of trust. The results of this analysis indicate that the model fits to data. Indeed, all goodness of fit indices exhibits satisfactory values (chi-square / df = 2.3, GFI = 0.96; AFM = 0.92, CFI = 0.96, RMSEA=0.07). The three selected dimensions are statistically related to the latent variable they are supposed to measure. Standardized structural coefficients of these dimensions are well (ranging from 0.71 to 0.85). All T-values are higher than 2. Also, each dimension explains a significant part of the construct's variance. The proportion of variance explained by each dimension varies between 50% for Compassion dimension and 73% for the Partnership dimension. These results prove the convergent and discriminant validity of the concept, and confirm the multidimensional structure of the trust, which was our first hypothesis (H1a).

Previous studies had already conceptualized trust as a multidimensional construct (Gurviez 2000; Gurviez and Korchia, 2008; Abbes, nd; Swaen and Chumpitaz, 2008; Deloitte, 2012, 2013, 2014). The scale of Gurviez and Korchia (2008) used in several research includes the following dimensions of trust: integrity, credibility and benevolence. This study extends the aforementioned multidimensional

conceptualizations. Several studies conducted in the banking sector have considered the first two dimensions from Gurviez and Korchia (2008) to measure trust (Benamour, 2000 quoted by Abbes, 2006; Geyskens et al, 1998; Grayson, 2008 quoted by Jarvinen, 2014). In their study on the mediating role of trust in the relationship between CSR and reputation and CSR and Brand equity, Fatma et al (2014) conceptualized CSR as a two-dimensional concept comprising benevolence and credibility. Other marketing research designs trust as a two-dimensional concept with a dimension combining aspects of credibility and integrity and the dimension on the benevolence (Swaen and Chumpitaz, 2008). Benevolence, which explained 50% of variance in their study, refers to the fact that the customer perceives that the bank has empathy with him. So, the more the customer perceives the bank as sensitive to his problem, the more his financial decisions are likely to be influenced. This aspect is materialized through adapting products and services to different customer segments, the setting of effective innovations through outreach such as digital banking technologies. Integrity refers to the customer's perception of honesty of the bank. It refers to the fact that the bank meets its commitments and keeps the promises made to the customers, which is consistent with the Kotler's triangle. This dimension also includes aspects related to the perception of security in being customer of the bank. This refers to the bank's credibility.

In addition to these two dimensions generally used, this study reveals a third dimension of trust in banks, the partnership dimension. This dimension explains 85% of the variance in trust and refers to the perception by the client of a strong partnership between the bank and the state, banking and large local or multinational enterprises, and between the bank and other banks in the market. The emergence of this new dimension can be explained by the context of this study. Indeed, like other cities of the Democratic Republic of Congo, Bukavu has seen the collapse/bankruptcy of several banks and microfinance institutions. This has led some distrust vis-à-vis the banking system. This suspicion was strengthened by the rise of informal financial structures called "tontines" which appeared sporadically and disappeared with the savings of members. The existence of strong partnerships between a bank and other local economic actors can be perceived by customers as a guarantee of sustainability. Also, the perception of a strong partnership between the bank and the state, banking and large companies released the bank as a serious partner to customers.

4.3. CSR dimensions

Factor analysis revealed 13 items in six dimensions for corporate social responsibility of banks, accounting for 63.99% of the construct's variance. The Cronbach Alpha was acceptable (0.65). The Cronbach alpha by dimension is low, varying between 0.59 and 0.62, while the proportion of variances explained by each dimension varies between 8.45 and 13.34%. Confirmatory Factor analysis revealed Goodness of fit measures higher than the threshold (chi-square/df = 1.66, GFI =0.95; AFM =0.92, CFI =0.92, RMSEA=0. 05). It is clear from these analyses that all items are statistically related to their respective dimensions. Their standardized structural coefficients are all above 0.5 except for item 13. With this exception, all items have t-values greater than 2. Moreover, each item individually explains an important proportion of the variance of the dimension to which it is linked (between 20 and 49%). Although having unsatisfactory statistical values, item

13 was held in the scale in order not to lose in terms of content validity. Indeed, Giannelloni and Vernette (2012) recommend not removing items solely on statistical criteria in the confirmatory analyses but have at heart the continued validity of the content. Thus, item 13 which represented a separate dimension after exploratory factor analysis was attached to the fifth dimension, a dimension which relates to theory.

Table 5: Structural model

χ^2/dl	GFI	AGFI	CFI	RMSEA	CR = 0.7
1.66	0.95	0.92	0.92	0.05	AVE = 0.3

A 5 dimensions and 13 items scale has been developed to measure CSR. The first dimension refers to the liability of the bank about its products and services. This is the Product Liability dimension, which has 3 items. The second dimension also has 3 items and involves Compliance by the bank with its legal obligations. We name this dimension "The Legal Responsibility". The third and the fourth dimensions namely Corporate Social Responsibility and Environmental Responsibility have two items each. Corporate Social Responsibility refers to the consideration by the bank of its customers' social needs (developing products with high social focus: credit for healthcare, credit education, loans with no collaterals,...). Environmental responsibility refers to the consideration by the bank of the impact of its activities on the environment and the latter's participation in environmental protection activities. The last dimension, which we referred to as Responsibility internal-external job includes items relating to the bank's responsibility vis-à-vis its employees but also to the responsibility of the latter to create jobs in the community. It has 3 items. To which extent do the aforementioned dimensions explain the latent variable "Social Responsibility of banks"?.

The following debate highlights this issue. These results are close to those found by several studies about CSR in banks; which highly focused on the analysis and study of sustainable development reports published by banks, their reports, publications, websites, and interviews of different stakeholders of banks; all about CSR. Their major result has been to merger all aspects of CSR within 5 key dimensions: Environmental, social and societal, governance, the bank's products and services, and communication (Domergue, 2012; Novethic, 2012 Eurogroup Consulting, 2012). This also is consistent with several studies on perceptions of CSR by customers who view social responsibility as a multidimensional concept (Swaen and Chumpitaz, 2008; Barnes, 2011; Herault, 2011; Khan et al, 2014; Fatma et al, 2015). Moreover, our scale shows the 4 dimensions of Turker (2009) with the difference that the economic dimension has been renamed as the environmental dimension. Indeed, the economic dimension in the scale of Turker (2009) contains both elements relating to the environment and the participation of the company to sustainable development through various activities. In this study, this dimension includes only the aspects of the environment, so we named it environment dimension. To these four dimensions of Turker (2009), the scale adds a fifth dimension which is responsibility about product. The emergence of this new dimension can be related to the peculiarities of the banking business. The Turker's scale has been developed for any industry without taking into account sector-specific factors. Yet, the banking sector has a few features linked to the sensitivity of its business. Banks are required to manage the

savings of their customers, to clearly explain to them the terms of their contracts, and briefly to emphasize their offers of different products and services. Perez and del Bosque (2014) studying the expectations of CSR bank clients have identified five dimensions of social responsibility, namely customer-oriented, shareholder-oriented, employee-oriented, company oriented, legal and environmental responsibilities.

4.4. Relationship between CSR and Trust

A structural model was evaluated from a simplified model showing the mean index of the latent variable dimensions. The estimated structural model has been found to fit the data accurately. All goodness of fit indexes exceed the thresholds (chi-square/df=1.61, GFI=0.97; AFM=0.95, CFI=0.98, RMSEA=0.048). All dimensions are significantly linked with latent variables to which they were theoretically attached. They have relatively high standardized structural coefficients ranging between 0.31 and 0.52 for CSR and between 0.41 and 0.77 for Trust. Their T-values are also much greater than 2. Also, each dimension explains a considerable part of the variance of the latent variable. This proportion varies between 7% and 22% for the CSR and variable between 15% and 60% for the Trust. The following table also shows that there is a positive and direct relationship between CSR and Trust in banks.

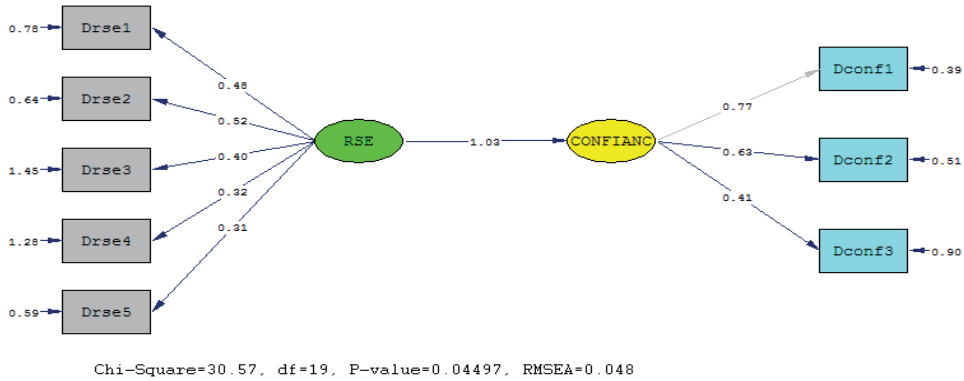
Table 6: Results from the structural model

Parameters	Estimators	Standard Errors	T-values	R^2
Dconf1 →CONF	0.77	0.017	6.243	0.606
Dconf2 →CONF	0.63	0.070	8.964	0.439
Dconf3 →CONF	0.41	0.070	5.599	0.155
Drse1 →RSE	0.48	0.072	7.127	0.227
Drse2 →RSE	0.52	0.067	8.122	0.295
Drse3 →RSE	0.40	0.064	4.647	0.099
Drse4 →RSE	0.32	0.086	3.972	0.073
Drse5 →RSE	0.31	0.0796	5.639	0.144
Conf→ RSE	1.03	0.0929	11.09	

Source : Lisrel 9.1 outputs

It follows from these results that the social responsibility of banks as measured by the five dimensions above (Responsibility internal-external Employment, Legal Responsibility, Social Responsibility, Economic Responsibility, and Product Liability) positively influences the customers' level of confidence in the bank. Thus, the bank's commitment to social responsibility approach has an impact on its perceived integrity, on the perception of the benevolence of the bank and on the perception of the existence of a strong partnership between the bank and other economic actors. The more the bank is committed to social responsibility, the better it is perceived as being honest, sincere and competent (Integrity, credibility) and the more it is perceived to take at heart its customers' interests (Compassion/empathy). Also, CSR activities give the signal that the bank is well established in the community which influences the level of trust of customers in it.

Figure 1: Interactions between CSR and Trust



Although these results allow to confirming the direct impact of CSR on trust, they say nothing about which dimensions of CSR affect more Trust in banks. Regressing trust on the dimensions of CSR, allowed us to address this issue.

Table 7: coefficient of the multiple regression model

Model		Unstandardized coefficient		T	Sig.	Collinearity statistics	
		A	Standard Error			Tolerance	VIF
1	(Constant)	5.118	.905	5.653	.000		
	Drse1	.526	.123	4.270	.000	.891	1.122
	Drse2	.678	.131	5.188	.000	.883	1.132
	Drse3	.253	.095	2.657	.008	.936	1.069
	Drse4	.147	.104	1.413	.159	.917	1.091
	Drse5	.568	.147	3.863	.000	.921	1.085

Source : Authors computations.

It appears from this table that all dimensions of CSR with the exception of the environmental dimension significantly explain variations in the level of trust (all dimensions have t-value greater than 1.96 except the environmental dimension which has a t -value of 1.41 with lower significances 0.05). The legal dimension is the one that most affects trust (coefficient=0.678) followed by employment dimension (coefficient=0.568). The product dimension is the third (0.526) and finally comes the societal dimension. The test of the ratio of equal coefficients (impact Drse1 impact Drse2 = Drse3 impact = Drse5 impact) has been performed using STATA 12.0 and suggests that the impact of each of the coefficients is different from the others (F2;258=2.72; sig=0.04). However, we cannot say at the 0.05 level that the impact of the product dimension differs from the Employment dimension (=Drse1 Drse5, F1;258=0.04; sig=0.83). These results are consistent with Barnes (2011) who, in a study on the relationship between CSR and trust, found that Ethical, Economic, Employment and legal dimensions influence trust, with a prevailing effect of Legal and Employment. Not surprisingly, collinearity statistics show no multicollinearity problems (all tolerances above 0.1 and all VIF are close to 1). This is explained by the fact that these dimensions were derived from factor analysis with principal components, which means that by construction, the regressors are uncorrelated.

Table 8 : Benchmark model

Model	R	R^2	Adj-R^2	Sd of estimation
1	.566[a]	.321	.308	1.89401

Source : Authors computations.

Table 9 ANOVA test

Model		Sums of squares	Df	Means squares	F	Sig.
1	Regression	437.352	5	87.470	24,383	.000[b]
	Residuals	925.519	258	3.587		
	Total	1362.871	263			

Source : Authors computations.

The table shows that the regressors included in the model (ie the dimensions of CSR) explain a 35% of the variance of trust. Moreover, the ANOVA test indicates that taken together, these regressors explain significantly trust (F=24.383; sig=0.000) so the model is roughly good.

Previous studies have already highlighted the positive impact of CSR on trust in banks. Khan et al. (2014) and Fatma et al. (2015) found that social responsibility directly and positively affects customer confidence in the banks; which in turn influence variables such as perceived quality and organizational reputation. This relationship is also verified in other sectors. Swaen and Chumpitaz (2008) had already demonstrated the influence of CSR on trust in cosmetics and sportswear sectors. This influence was found to be both direct and indirect through the perceived quality and consumer satisfaction. It has been shown that CSR has a direct and indirect impact on the perceived integrity and the perceived credibility. These results are also consistent with those of Hérault (2011), and Barnes (2011) which demonstrated the influence of the perception of socially responsible behaviour on trust in the brand. As per this study the fact that a company communicates its socially responsible behaviour, (through advertising), positively influences the level of trust in the brand. Our results are also in line with Sale and Decker's (2008) analysis, Fahd (2009) and Domergue (2012) which called for banks to adopt socially responsible behaviours in order to regain trust from customers.

The commitment of a bank in social responsibility improves the image of the latter, and then an important element to improve customer trust. It positively affects customer perceptions regarding benevolence, integrity of the bank as well as their perceptions of the existence of a strong partnership between the bank and other economic players in the community. A bank can improve customer confidence by investing in the improvement of its products and services, being more customer-focused, by engaging in job creation, engaging in activities that protect and preserve the environment, and complying with legal requirements.

5. Conclusion and managerial implications

This study has demonstrated that CSR has a positive and direct impact on customer trust in banks. It also finds that CSR in banking can be operationalized into five dimensions which are a legal, social, product, environmental and an internal-external job responsibility; while trust is a four-dimensional concept including integrity, credibility, partnership and (benevolence). Several managerial implications follow from these results. In an environment such as Bukavu where public confidence in the banking system is relatively low, it is appropriate that banks develop mechanisms to counter this distrust and thus win new customers while retaining their old customers. A commitment to social responsibility approach is well suited for this purpose.

This commitment can go through the compliance with legal obligations including paying its taxes and avoiding unfair competition. It can also manifest itself through the special attention that the bank grants to products and services it offers, i.e. in guaranteeing its customers can withdraw their savings at any moment because (security of savings) and by clearly explaining to its customers the lending and borrowing conditions. The social responsibility of banks also requires the adoption of a societal behaviour oriented towards customers' interest by developing products as health-care credit, credit for education,... Also, the bank should struggle to address in a special way the needs of its employees (Balemba Kanyurhi and Bugandwa Mungu-Akonkwa, 2016) including their working conditions, remuneration, training,...

Another important aspect of social responsibility of banks is by evaluating the impacts of their activities on the environment and their participation in environmental protection by financing socially responsible projects for example. The only bank's commitment is not enough to improve customer's trust. The bank must also implement the channels to communicate its involvement in socially responsible activities to the public (Scharf et al., 2012). Indeed, the communication on social responsibility allows the bank to improve its reputation and therefore earn more trust from its customers (Fahd, 2009). Communication through various channels (radio-television advertisements, publications reporting on the achievements of the bank's social responsibility, etc.) makes the commitment of the bank in CSR activities more noticeable.

This study also revealed that one of the main dimensions of trust in banks in Bukavu is the partnership between the bank and various local actors including the State, large companies and other banks in the market (more generally, its connection with different stakeholders), which is consistent with all conceptualization of trust and CSR. This implies that it would be profitable for the bank in terms of trust-gain, to invest in partnerships with community businesses. Thus, banks could create strategic alliances with Microfinance institutions for example, and use their extensions to extend financial inclusion. This would have three advantages for banks: to reduce the queues which are observed at the end months at banks, increase the level of perceived benevolence of the bank by customers, increase the perception of the existence of a strong partnership between the bank and other economic players in the community.

6. Limits and research perspectives

This study has some limitations. The first is related to the reliability of the measurement scale of CSR. Indeed, the scale used to measure corporate social responsibility has a Cronbach α of 0.65, which is the minimum acceptable (Carricano and Poujol, 2008). This level of reliability may be improved by further research. This could be related to the fact that the scale that inspired this study has not been developed specifically for the banking sector. It would therefore be appropriate that further studies are oriented towards the development of a measurement scale of CSR in the banking sector to obtain a measurement with psychometric properties much more satisfactory. Such endeavour might begin with several qualitative interviews with experts and customers in order to eventually discover some item/dimensions that might have been forgotten in the previous literature.

Another limitation for our study is about its relatively low sample size. Indeed, confirmatory factor analyses are very demanding on the sample size. Several researchers recommend the use of very large samples (around a thousand individuals) to obtain more robust results. A study which would cover a larger sample would probably improve the results of this study. In the Congolese context however, expanding our sample might require that the study considers all the country because the DR Congo has only 18 banks and microfinance institutions (MFIs). Another limitation of this research is to have postulated a direct link between the two concepts of study, that is, CSR and trust. Many studies have shown that beyond the direct relationship between the two concepts, the influence of CSR on trust also requires intermediate variables such as perceived quality, customer satisfaction and brand attitude (Swaen and Chumpitaz, 2008, Hérault, 2011). Future studies could investigate the role of such mediating or moderating variables in the relationship between the two concepts.

Reference

Abbes M. (nd) "*Une approche structurelle pour l'étude des liens de causalité entre la confiance, l'engagement et la satisfaction : Cas de la relation consommateur-enseigne de distribution"* Url : http://www.marketing-trends-congress.com /archives/2006/Materiali/Paper/Fr/Abbes.pdf)

Balemba Kanyurhi, Eddy and Bugandwa Mungu Akonkwa Déogratias (2016) "Internal marketing, employee job satisfaction, and perceived organizational performance in microfinance institutions", *International Journal of Bank Marketing*, Vol. 34 Issue: 5, pp.773-796

Barnes A. (2011) *Corporate Social Responsibility and its effects on brand trust*, AUT Business School.

Bayart C. et Brignier J. (2013) *Etablir une relation de fidélité dans le secteur bancaire : le cas de la cible « étudiant».*

Becker-Olsen, Karen L., B. Andrew Cudmore, and Ronald Paul Hill (2006) " The impact of perceived corporate social responsibility on consumer behavior ". *Journal of Business Research* 59 (2006) 46-53,

Bouteaud A. (2010) *La responsabilité sociétale des entreprises (RSE) : un bref état des lieux*, Millénaire le Centre Ressources Prospectives du Grand Lyon

Cardebat J. et Cassagnard P. (2011) *la RSE comme couverture de risque de réputation*, version préliminaire

Carney M (2013) *Rebuilding trust in global banking*, Richard Ivey School of Business, Western University, Londres

Carricano M. et Poujol F. (2008) *Analyse des données avec SPSS*, Person Education France, Collection Synthex

Chetty, S., Naidoo, R., and Seetharam, Y. (2015) "The impact of Corporate Social Responsibility on Firm financial Performance in South-Africa". *University of Witwatersland, School of Economic and Business Science*.

Cheynel H. (2010) *Responsabilité sociale d'entreprise (RSE) dans les entreprises bancaires*, Observatoire des métiers, des qualifications et d'égalité professionnelle entre les hommes et les femmes dans la banque.

Chomvilailuk, R. and Butcher, K. (2013) "The effect of CSR knowledge on customer liking, across cultures". *International Journal of Bank Marketing*, Vol. 31(2), pp. 98-114

Chouk I. (nd) *Confiance et commerce électronique : un premier bilan*, Centre de recherche DMSP

Churchill, G. (1979) "A paradigm for developing better measures of marketing constructs". *Journal of Marketing Research*, 16, 1 64-73.

Crifo P. and Ponssard J. (2008) *RSE et/ou performance financière : points de repères et pistes de recherche*, cahier de recherche HAL

Dahlstrom R., Nygaard A., Kimasheva M., and Ulvnes A.M. (2014) "How to recover trust in the banking industry? A game theory approach to empirical analyses of bank and corporate customer relationships", *International Journal of Bank Marketing*, Vol. 32 Issue: 4, 268-278

Decker S. and Sale C. (2008) *An analysis of corporate social responsibility, Trust and Reputation in the Banking Profession*, Professionals' Perspectives of Corporate Social Responsibility

Deloitte (2012) *Relations banques et clients : Comment regagner durablement la confiance des clients*, 2è éd Deloitte Financial Service, France

Deloitte (2013) *Relation banque et clients : Banquiers, que faites-vous vraiment pour vos clients?* 3è éd Deloitte Financial Service, France

Deloitte (2014) *Relations banques et clients : Fidelité, vous avez dit fidélité?* 4th éd. Deloitte Financial Service, France.

Domergue F. (2012) *La RSE dans le secteur bancaire, un outil de reconquête de la confiance en période de crise?* Inseec Research, France

Dorasamy, N. (2013) "Corporate Social Responsibility and Ethical Banking for Developing Economies" *Journal of Economics and Behavioral Studies*. Vol.59(11). 777-785.

Ernest et Young (2014) *Gagner la bataille de l'expérience client*, EY Global Consumer Banking Survey.

Eurogroup consulting (2012) *Le développement responsable dans le monde bancaire*, 2è observatoire Eurogroup Consulting.

Fahd R. (2009) *Banques et RSE*, Magasine de la communication de crise et sensible, vol.18

Fatma, M., Rahman, Z., Khan, I. (2015) "Building company reputation and brand equity through CSR: the mediating role of trust". *International Journal of Bank Marketing*, 33, 6, 840-856.

Ferdous M. et Moniruzzaman MD. (2013) "An Empirical Evidence of Corporate Social Responsability by Banking Sector based on Bangladesh", *Asian Business Review* vol.3, 4.

Freeman, E. (1984) *Strategic Management: A stakeholder approach*. Pitman, Boston.

García de los Salmones, M.M., Pérez, A. and Rodríguez del Bosque, I. (2009) "The social role of financial companies as determinants of consumer behaviour", *International Journal of Bank Marketing,* Vol. 27 No. 6, pp. 467-485.

Gastwirth J.L. et al (2009) *The impact of Levene's Test of Equality of variances on statistical Theory and Practice*, Institute of mathematical Statistics, Statistical sciences.

Gatfaoui, Hayette (2007) "Are Credit default Swaps Spreads Market Driven?" 21st Autralian Finance and Banking conference 2008.

Geykens, I., Steenkamp, J-B. E. M., and Kumar, N. (1998) "Generalizations about trust in marketing channel relationships using meta-analysis." *International Journal of Research in Marketing*, Vol.15(3), pp.223-248.

Giannellonni J. et Vernette E. (2012) *Etudes de marché*, 3è ed, Magnard-Vuibert, Paris.

Gill, Chris (2008) "Restoring consumer confidence in financial services". International Journal of Bank Marketing. Vol.26(2) pp.148-152.

Gnanzou D. (2010), *RSE et développement des populations du Sud : une analyse relative aux OMD comme cadre d'analyse macroéconomique du développement*, Cahiers de recherche PRISM-Sorbonne.

Gnanzou D. et Wamba S. (2014) *Opérationnalisation de la RSE dans les entreprises d'Afrique : Retour d'expérience à travers une étude comparative de deux entreprises industrielles ivoiriennes*, RSE Martinique.

Gritten A. (2011) *New insights into consumer confidence in financial services*, International Journal of Bank Marketing.

Gurviez P. (2000) *Marque-Consommateur: Contrat ou relation de confiance?*, Revue française du marketing.

Gurviez P. et Korchia M. (2002) *Proposition d'une échelle de mesure multidimensionnelle de la confiance dans la marque*, Recherche et application en Marketing Vol. 17.

Halliburton C. and Poenaru A. (2010) *The role of trust in consumer relationship*, ESCP Europe Business School.

Hérault S. (2011) *La responsabilité sociale de l'entreprise et publicité: Vers une validation du statut médiateur de l'attitude envers la marque au sein de la relation entre responsabilité sociale de l'entreprise communiquante et la confiance envers la marque*, Cahiers de recherche PRISM-Sorbonne.

Hurley Robert, Gong Xue, and Waqar Adeela (2014) "Understanding the loss of trust in large banks. International Journal of Bank Marketing, Vol.32(5) pp. 348-366.

Jarvinen, Raija Anneli (2014) "Consumer Trust in Banking Relationship in Europe". *International Journal of Bank Marketing* Vol.32(6) pp. 551-566.

Jenkins H. et Obara L. (2008), *Corporate, corporate social responsibility in the mining industry-the risk of community dependency*, Queen's university, Belfast.

Jenkins H. et Y.N. (2005) "Corporate social responsibility in the mining industry: exploring trends in social and environmental disclosure", BRASS, *Journal of Cleaner Production* 14 (3-4). pp. 271-284.

Jurevicienne D. et Skvarciany V. (2013) "The concept of confidence in bank", *The 7th International days of statistics and economics*.

Kaeokla P. and Jankengkit A. (2013) *Exploring the corporate social responsibility reporting : A case study of Thai listed companies*, Chulalongkorsi university, Thailand.

Keh H. et Xi Y. (2009) "Corporate reputation and customer behavioral intentions: The role of trust, identification and commitment". *Industrial marketing management.* Vol.38(7), pp.732-742.

Khan, H. A., Zahoor, A., and Irum, S. (2014). Impacts of Corporate Social Responsibility on employees behavior in Telecom sector of Pakistan, *European Journal of Business and Management*, vol.6 (11).

Lenka B. et Jiri P. (2014), *Corporate Social Responsibility in commercial banking-A case study from Czech Republic*, Journal of competitiveness, vol. 6

Lobez, F (1997) *Banques et marches du crédit*, PUF, Paris, 1997.

Maignan, I. and Ferrell O.C. (2001) "Corporate Citizenship as a Marketing Instrument: Concepts, Evidence, and Research Directions". *European Journal of Marketing* 35 (3/4): pp.457–484.

Maignan, I., Ferrell, O.C. and Ferrell L. (2005) "A stakeholder model for implementing social responsibility in marketing". *European Journal of Marketing* 39, 9/10; p. 956.

Martinez P. and Del Bosque I. (2013) "CSR and customer loyalty: The role of trust, customer identification with the company and satisfaction", *International Journal of Hospital Management*, Vol.35; pp.89-99.

McDonald L. and Rundle-Thiele S. (2008), *corporate social responsibility and bank customer satisfaction: A research agenda*, international journal of bank marketing

McDonald, L.M. and Lai, C.H. (2011) "Impact of Corporate Social Responsibility initiatives on Taiwanese banking customers". *International Journal of Bank Marketing*, Vol.29(1) pp.50-63

McDonald, L.M. and Rundle-Thiele S. (2008) "Corporate Social Responsibility and Bank Customer satisfaction: A research agenda". *International Journal of Bank Marketing* 26(3), pp.170-182.

Mekdessi S. (nd) *Des nouvelles réalités pour la contribution au renforcement de la cohesion sociale à travers les activités de la finance : la responsabilité sociale dans les banques.*

Mekdessi S. and Ben Hassen, N. (Jun, 2009) "Corporate Social Responsibility in the Mena Region: Challenges and Perspectives". *Colloque International Academy of Management - ISEOR*, France. pp.14, 2009, Lyon France

Mukherjee A. and Nath P. (2003) "A model of trust in online relationship banking", *International Journal of Bank Marketing*, Vol. 21 Issue: 1, pp.5-15

Nienaber A. et al. (2015) "Do we banks on regulation or reputation? A meta-analysis and meta-regression of organizational trust in the financial services sector", International Journal of Bank Marketing, Vol.32(5), pp.367-407

Novethic (2012), *RSE et Communication responsable :Pratiques des banques et Assurances Européennes*, Recherche Novethic

Odeyato T., Adeyemi, A.Z and Sajuyige, A.S. (2014) "Impact of corporate social responsibility of Nigeria banks", *International Journal of Academic Research in Business and Social Sciences*; Vol. 4, No. 8.

Onyekashi R. et Okoye V. (2013) "Impact of corporate social responsibility on the deposit money banks in Nigeria", *Global Business and Economics Research Journal* Vol.2

Perez A. et del Bosque I. (2014), *Customer CSR expectations in the banking industry*, *International Journal of bank Marketing*

Perrien, J. Filiatrault, P., Ricard, L. (1993) "The Implementation of relationship marketing in commercial banking", *Industrial Marketing Management*, Vol. 22(2), pp. 141-8

Pluchart J. (2010), *La confiance institutionnelle en question*, cahiers de recherche PRISM-Sorbonne

Rahman Mizanur and Iqbal Feroz (2013) "Corporate Social Responsibility Practices and Private Commercial Banks: A Case Study on Bangladesh". *International Journal of Science and Research* (IJSR) Volume 2 Issue 1

Rodic I. (2007) *Responsabilité sociale des entreprises-le développement d'un cadre européen*, Institut européen de l'université de Genève, Genève

Saeidi Sayedh Parasoo, Sofian Saudah, Saeidi Parvaneh, Saeidi Sayyedeh Parisa, and Saaeidi Seyyed Alireza (2015) "How does Corporate Social Responsibility contribute to firm financial performance? The mediating role of competitive advantage, reputation and Customer satisfaction". *Journal of Business Research* Vol. 68, pp.341-50.

Scharf R.E., Fernandes, J., and Kormann, B.D. (2012) "Corporate Social Responsibility to build strong Brazilian bank brand". *International Journal of Bank Marketing*; Vol.30(6) pp.436-451

Schwartz S. (2011) *Les difficultés des institutions financières pour accorder du crédit en République Démocratique du Congo : l'expérience de la coopération financière*, KfWbankengruppe, Allemagne

Simpson, W. G., and Kohers, T. (2002) "The Link Between Corporate Social and Financial Performance: Evidence from the Banking Industry". *Journal of Business Ethics*, Vol.35(2), pp.97-109.

Smith C., Palazzo, G. and Bhattacharya, C.B. (2010) "Marketing's consequences: Stakeholder marketing and Supply Chain CSR issues". *INSEAD Working Paper* (2010/17/ISIC).

Swaen V. and Chumpitaz R. (2008) "L'impact de la responsabilité sociétale de l'entreprise sur la confiance des consommateurs", *Recherche et Applications en marketing*. Vol. 23

Thabet M. and Zghal M. (sd) "Portée de la confiance et ses domaines d'application : vers une vision intégrative en marketing". *http://www.marketing-trends-congress.com/archives/2012/Materials/Papers/Consumer%20Behavior/Thabet.pdf*

Toth Z. (2009) *Approaches to consumer trust in banking sector, with special regard to young customers*, Budapest Tech KeletiKaroly Faculty of Economics, Budapest

Trotta A. and Cavallaro G. (2012) "Banking reputation and CSR, a stakeholder value approach". *International Journal of Economics and Finance Studies*, Vol.4(2).

Turker D. (2009) "Measuring corporate social responsibility: A scale development study, Journal of Business Ethics.

van De Walle I. and Brice L. (2011) "Pour les consommateurs l'emploi doit être la priorité de la responsabilité sociale des entreprises *(RSE)"*, note de synthèse, Crédoc

Vieira A (2011) *Interactive Lisrel in practice, Getting started with a simplis approach*, Springer.

Yeung S. (2011) "The role of banks in Corporate Social Responsibility", *Journal of Applied Economics and Business Research*. Vol.1(2), pp.103-115.

Ligne éditoriale

Objectifs et philosophie

La Revue Congo Challenge (RCC) est une plateforme de réflexions profondes dans le domaine des sciences économiques. Elle se propose d'axer principalement ses publications sur les questions économiques au sens large du terme, alliant des considérations, des analyses de conjoncture, aux politiques publiques de court (politiques budgétaires et monétaire) comme de long terme (politiques de croissance, d'emploi, d'industrialisation ou de diversification économique). La revue accorde une importance à certaines valeurs d'éthique et de déontologie. Elle se place au-dessus de toute idéologie politique ou d'appartenance aux grands courants de pensée de la science économique. Elle se veut fédératrice et consensuelle, mais non partisane.

Fréquence et conditions de publication

La parution de la RCC est semestrielle. La revue reçoit des articles originaux, n'ayant fait l'objet d'aucune autre publication ni d'une publication simultanée.

Lorsque le ou les auteurs désirent publier une partie ou la totalité de son (leur) article dans une autre revue, il (ils) doit (doivent) requérir
l'avis préalable du directeur de la rédaction.

La revue reçoit les articles rédigés en anglais ou en français. Le résumé et les mots-clés seront traduits dans les deux langues.

Les articles sont soumis sous format électronique, en format Word ou LaTeX (de préférence en LaTeX).

Mise en forme générale

1. Les manuscrits doivent être soumis en format double interligne en utilisant des caractères de 12 points.

2. Soumettez votre manuscrit avec le matériel organisé comme suit :

2.1. La page de titre, y compris le résumé.

2.2. Le corps du papier.

2.3. Les références (la bibliographie).

2.4. Les tableaux et figures, chacun sur une page distincte.

2.5. Les annexes, y compris les sources de données, les détails des preuves et les dérivations mathématiques détaillées.

Titre et première page
3. La première page du manuscrit devrait contenir les informations suivantes :

3.1. Le titre.

3.2. Le(s) nom(s) et affiliation(s) institutionnelle(s) du ou des auteur(s).

3.3. Un résumé présentant les contributions essentielles de l'article, d'une longueur maximale de 100 mots.

3.4. Une note de bas de page sur la première page doit indiquer le nom, l'adresse, les numéros de téléphone et de courrier électronique de l'auteur correspondant.

3.5. Au moins un code de classification selon le système de classification des articles utilisé par le *Journal of Economic Literature* (JEL).

3.6. Jusqu'à quatre mots clés, conçus pour aider le lecteur à identifier l'emplacement de votre article dans la littérature et la nature de sa contribution.

3.7. Les remerciements et les informations sur les subventions reçues peuvent être donnés dans une première note de bas de page, généralement placée à la fin du titre, qui ne devrait pas être incluse dans la numérotation consécutive des notes de bas de page.

Points saillants de la recherche

4. La RCC utilise les faits saillants de la recherche :

4.1. Inclure 3 à 5 points saillants de votre document.

4.2. Seuls les résultats principaux du document doivent être couverts.

Corps du document

5. Le manuscrit doit être divisé en sections et sous-sections.

6. Les sous-sections ne sont pas encouragées dans l'introduction.

7. Les sections doivent être numérotées avec des chiffres arabes, en commençant par « 1. Introduction ».

8. Les sections, sous-sections et sous-sous-sections suivantes doivent être numérotées respectivement comme suit : 2 ; 2.1; et 2.1.1.

9. Les titres de section doivent être courts et ne doivent pas dépasser une ligne.

10. Les en-têtes de sous-section ne doivent pas suivre directement les en-têtes de section.

11. Aucun en-tête de niveau inférieur ne devrait jamais suivre immédiatement un en-tête de niveau supérieur sans phrase intermédiaire.

12. Les notes de bas de page doivent être réduites au minimum en nombre et en longueur.

13. Les notes de bas de page doivent être numérotées de manière consécutive dans tout le texte avec des chiffres arabes en exposant.

14. Les notes de fin ne doivent pas être utilisées.

Règles pour le texte

15. Les mots « je » et « nous » ne devraient être utilisés que pour souligner et non comme une construction régulière. À titre indicatif, « je » ou « nous » ne doit pas apparaître plus de trois fois par page.

16. N'utilisez pas les guillemets d'ouverture « épigraphes » affichés avant l'introduction. Si cela est absolument nécessaire, veuillez insérer ces citations dans le texte après les paragraphes d'introduction ou dans une première note de bas de page.

17. N'utilisez pas des listes affichées, à puces ou numérotées.

Mathématiques

18. Les formules affichées doivent être numérotées de manière consécutive dans tout le manuscrit sous la forme (1), (2), etc., à la marge droite de la page.

19. Ne numérotez pas les formules par section (2.1 ; 2.2 ; . . .).

20. La notation mathématique devrait être conçue pour aider le lecteur à comprendre les concepts. Par exemple, en économie, ce n'est pas un hasard si « I » est utilisé pour l'investissement dans de nombreuses situations, plutôt que « X ». L'utilisation de la notation composée (telle que INVEST) doit être évitée.

Références

21. Le texte des références aux publications et aux documents de travail devrait être le suivant :

21.1. « Fisher (2006) a établi que…».

21.2. « Ce problème a fait l'objet de plusieurs études dans la littérature (voir par exemple, Fisher et Hornstein, 2002) ».

21.3. « Ce problème a fait l'objet de plusieurs études dans la littérature (voir par exemple, Fisher et al., 1969) ».

22. L'auteur devrait s'assurer qu'il existe une correspondance directe entre les noms et les années du texte et ceux de la liste des références (la bibliographie).

23. La liste des références (la bibliographie) devrait apparaître à la fin du texte principal (avant les annexes). Elle devrait être répertoriée par ordre alphabétique par nom d'auteur.

24. Toutes les références doivent être préparées dans le format détaillé ci-dessous, dans la section Format de référence.

Figures et tableaux

25. Toutes les figures doivent être numérotées consécutivement dans le texte en chiffres arabes.

26. Les figures devraient inclure une note explicative afin qu'un lecteur puisse facilement comprendre l'origine et l'importance du document sans se référer au texte principal.

27. Dans une figure, les types de ligne et les symboles doivent être choisis de manière à être compréhensibles lorsqu'ils sont imprimés en noir et blanc.

28. L'arrière-plan des figures doit être blanc uniquement.

29. Les axes des figures doivent être clairement indiqués.

30. Les tableaux doivent être numérotés consécutivement dans le texte en chiffres arabes.

31. Les tableaux doivent être autonomes, en ce sens que le lecteur doit pouvoir les comprendre sans revenir au texte de l'article.

32. Les tableaux doivent inclure une note explicative, y compris des définitions variables, afin que le lecteur puisse comprendre facilement le contenu.

33. Chaque table doit avoir un titre suivi d'une légende descriptive. Les auteurs doivent vérifier les tableaux pour s'assurer que le titre, les en-têtes de colonne, les légendes, etc. sont clairs et pertinents.

Les annexes

34. La politique de la RCC consiste à publier les annexes, le cas échéant, à la suite de la liste des références.

Matériel supplémentaire

35. Il est vivement recommandé aux auteurs de soumettre tout document supplémentaire susceptible d'intéresser les lecteurs.

36. Les matériels supplémentaires améliorent la capacité à répliquer les résultats et les citations dans la recherche. Ils peuvent inclure : (i) des annexes contenant des détails sur les preuves, des explications sur les sources de données et des algorithmes de calcul, (ii) des programmes informatiques, (iii) des fichiers de données, (iv) des explorations plus approfondies des sujets étudiés dans le document publié, telles que l'élaboration des modèles théoriques, l'analyse de la robustesse de spécifications empiriques ou des expériences de calcul supplémentaires.

37. Les auteurs doivent veiller à ce que le document principal puisse être lu et compris sans référence aux documents supplémentaires.

38. Un éditeur peut exiger la fourniture de matériel supplémentaire (tel que des preuves, des ensembles de données ou des programmes informatiques) comme condition de publication. Cependant, les éditeurs ne les examinent pas avec les mêmes détails que le document principal.

Templates

39. Nous avons certains modèles qui peuvent aider à mettre en forme les soumissions de manuscrits en utilisant LaTeX ou Microsoft Word.

Format de référence

40. Pour les ouvrages :

Stokey, Nancy L., Robert E. Lucas and Edward C. Prescott, 1989, *Recursive Methods in Economic Dynamics*, Harvard University Press.

41. Contributions à des œuvres collectives :

Blanchard, Olivier J., 1990, Why Does Money Affect Output? A Survey. *In*: Benjamin M. Friedman and Frank H. Hahn (eds.), Handbook of Monetary Economics. Elsevier, Amsterdam , pp. 779-835.

42. Pour les périodiques

Acemoglu, Daron and Pascual Restrepo, 2018, “The Race between Man and Machine: Implications of Technology for Growth, Factor Shares, and Employment,” *The American Economic Review*, vol. 108, no. 6, 1488-1542.

43. Notez que les titres de revues ne doivent pas être abrégés.

Arbitrage

Des rapports d’arbitrage de haute qualité et dans les délais sont essentiels à la performance de tout journal. Bien que la plupart des manuscrits ne soient finalement pas publiés dans la Revue, il est important que l’arbitre et l’évaluation éditoriale fournissent à l’auteur des informations utiles sur son manuscrit.

La RCC fournit aux auteurs un excellent ensemble d’arbitres. Si vous désirez joindre notre équipe d’arbitres, la Rédaction vous remercie d’avance pour le service inestimable que vous allez fournir aux auteurs.

Contact : redaction@rcc.cd

La date limite pour soumettre les rapports de la RCC est ferme. Si vous savez que vous ne pourriez pas le faire lorsque vous recevrez une demande de révision, veuillez décliner la tâche. Si vous estimez plus tard que vous ne pourriez plus respecter l’échéance, veuillez contacter l’éditeur le plutôt possible.

L’équipe rédactionnelle de la RCC fournit aux arbitres un référentiel de gouvernance, ainsi qu’un ensemble de matériels, qui les aideraient à produire un rapport de qualité dans de meilleurs délais.

De M. John M. Keynes
Rédacteur en chef de la
Revue Economic Journal

Kings College,
Cambridge
Janvier 9, 1924

Cher Professeur Wicksell,

Je dois m'excuser de ne pas avoir traité plus tôt votre manuscrit soumis à Economic Journal. En effet, je souhaitais cependant obtenir un autre jugement à ce sujet que le mien. Je suis désolé de devoir répondre que nous ne pouvons pas l'accepter pour publication dans Economic Journal.

Outre le fait que notre espace dans un avenir proche est déjà rempli, les éditeurs estiment que tout traitement de ce sujet à l'heure actuelle devrait comporter diverses conceptions modernes permettant de traiter le problème et qu'il serait mal venu de critiquer Ricardo sur des lignes purement ricardiennes. [. . .]

Cordialement,

J.M. Keynes

Professeur Knut Wicksell
Stocksund, Suède
(Pas de date)

Cher Professeur Keynes,

Je vous remercie pour votre lettre du 9 janvier. Je n'étais pas très heureux d'apprendre le rejet de mon article, mais vous êtes évidemment le meilleur juge pour déterminer ce qui conviendra à vos lecteurs.

Cependant, je ne comprends pas très bien vos propos. Comment cela peut-il être une faute de critiquer Ricardo sur des « lignes ricardiennes » ? [. . .]

Cordialement,

Knut Wicksell

Source : Adapté de The Economic Journal. Vol. 91, No. 361 (Mars, 1981). Pp. 199-205