

## Abstract

**Title** Level of Knowledge and Understanding of Entrepreneurs in Ubon Ratchathani Province to Corporate Social Responsibility (CSR)

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The purpose of this study was aimed 1) to examine the level of knowledge and understanding of the entrepreneurs in Ubon Ratchathani province to the corporate social responsibility (CSR), and 2) to find ways to promote the corporate social responsibility to the entrepreneurs in Ubon Ratchathani province.

Methodologically, this is a research and development; the sample included the entrepreneurs in Ubon Ratchathani, who have been the members of the Provincial Chamber of Commerce, representatives from 10 business categories. The Purposive Sampling was implemented. The structured interview was used as instrument to collect data. The in-depth interview was adopted.

The results showed that a majority of the entrepreneurs possessed the high level of knowledge and the understanding of the corporate social responsibility; just few cases had a somewhat misunderstanding of the corporate social responsibility between CSR-in-process and CSR-after-process. The ways to promote the CSR among those entrepreneurs included the workshop seminar in order to transfer knowledge about CSR through the integration with community service under the CSR knowledge and application program for sustainability of the business. In Phase 2, the partial results are applied with the content of the academic lecturing document and the entrepreneurs in the Ubon Ratchathani province are invited to participate in the said project.

**Keywords:** Knowledge, Understanding, Corporate Social Responsibility (CSR), Entrepreneurs in Ubon Ratchathani Province