

**Chapter-13**DOI: <https://dx.doi.org/10.22159/ED.c13>**An Integrated Approach to Relieving CSR Breaches and Poverty in Nigeria's Oil & Gas-rich Niger Delta**

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**Abstract**

The present study examines how an integrated approach can help reduce corporate social responsibility CSR breaches and poverty within Nigeria's oil & gas industry across the Niger Delta. The study design is a cross-case analysis of an exploratory nature, involving comparisons of previous empirical studies relating to both the oil & gas sector across Nigeria and the 2010 Deepwater Horizon oil & gas spillage incidence in the Gulf of Mexico in the USA, while it derives its theoretical underpinning drawn from a range of approaches including, social marketing techniques, social entrepreneurship, benevolent leadership, and youth & community. The finding indicates a positive social impact can be derived from adopting an integrated approach to tackling CSR breaches and poverty. It can lead to mutually beneficial, satisfactory sustainable relationships between youths and community and oil & gas MOCs: happiness, safety, and knowledge sharing that could lead to constructive social entrepreneurship/social change, which could, in turn, generate local employment and empowerment of youth, women and oil & gas producing communities across Niger Delta. There will always be contextual and perceptual differences amongst stakeholders of businesses. There is a good reason to believe that when businesses do well, they can support good causes. To deliver on this agenda, companies need to turn a profit to fulfill their fiduciary duty to their shareholders, such as enhancing equity values. They need to do well to do good, such as creating real jobs and wealth as well as giving back to society, including better access to socio-economic infrastructural facilities (employment opportunities, skills training, and human capital) that would enable them to improve welfare, well-being and prosperity. Hence, CSR orientation is vital for business sustainability and mutual happiness with the youth and community.

**Keywords:** corporate social responsibility (CSR) breaches, poverty, social entrepreneurship, social marketing techniques, benevolent leadership, youth & community, Niger Delta, Nigeria

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