

A Study on Corporate Social Responsibility with special reference to Selected Industries in Pune city

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Abstract

The present research paper is meant to study the influence of corporate social responsibility activities of various organizations and its influence on building the brand of the organization in the society as well as on stakeholders. The present research is based on selected five industries in Pune city. The researcher has used survey method to collect the data from 50 organizations located in Pune by using well-structured questionnaire. Descriptive research design and non probability convenience sampling method is used for this study. The scope of the study is limited to only five selected industries IT, Automobile, Retail, Banking and FMCG. The findings of this study will be helpful to various organizations to understand the outcome of their CSR activities.

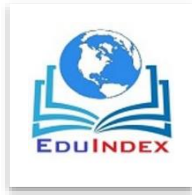
Introduction

The responsibility of the organizations to contribute towards economic, social and environmental development that creates optimistic impact on society at large is called as corporate social responsibility.

India is the first country in the world to make corporate social responsibility (CSR) mandatory, following an amendment to the Companies Act, 2013 in April 2014. Businesses can invest their profits in areas such as education, poverty, gender equality, and hunger as part of any CSR compliance.

As per this act companies with a net worth of INR 500 crore or more, or an annual turnover of INR 1000 crore or more, or net profit of INR 5 crore or more, to spend 2 percent of their average net profits of three years on CSR.

Areas of CSR activities



- Education
- Health
- Rural Development
- Tribunal area Development
- Green Environment
- Gender Equality
- Clean Water and Sanitation, etc.

Literature Review

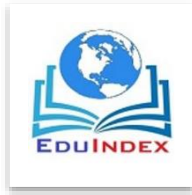
Dr. Bistra Vassileva (2009), in the research paper entitled “CORPORATE SOCIAL RESPONSIBILITY (CSR) – CORPORATE BRANDING RELATIONSHIP: AN EMPIRICAL COMPARATIVE STUDY” the researcher focused on CSR and its influence on corporate branding, CSR and shareholders perception about it.

Sridhar.K, Bharath Bhushan. B (2015), “A Study on Corporate Social Responsibility Initiatives of Wipro Ltd”, this paper focuses on the fundamentals of CSR and specifically emphasizes about the CSR activities being carried out by Wipro Company.

Dr. Rajni Saluja Sangam Kapoor (2017), in the research paper entitled “Corporate Social Responsibility – Evolution” the researchers suggested that corporate social responsibility should be carried out in the interest of public which will encourage the community growth and development.

Swati Bhatt, Dr. Sharat Sharma (2019), in the research paper entitled “Dynamics of CSR in India: Special Reference to Oil and Gas Industry” the researchers have focused on CSR practices in Oil and Gas industry and its importance to the organizations.

Research Methodology



Objectives of the study

1. To study the influence of corporate social responsibility activities on stakeholders.
2. To study the influence of corporate social responsibility activities on corporate branding.

Hypothesis of the Study

- H1: There is a positive influence of corporate social responsibility activities done by organizations on their corporate brand.

Scope of the study

The scope of the study is limited to only five selected industries IT, Automobile, Retail, Banking and FMCG. The researcher has studied only six parameters which are important for organization development and how they get influence by corporate social responsibility activities. (Corporate branding, employee retention, customer loyalty, access to funding opportunities, relationship with stakeholders, social status).

Sampling

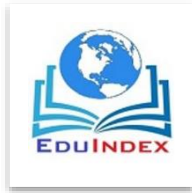
Non probability convenience sampling method is used to collect the data from 50 HR managers of selected 50 organizations in 5 selected industries.

Methods of Data collection

The researcher has collected primary data from the HR managers of selected organizations using the well-structured questionnaire. The researcher has visited different companies in the city to collect the primary data from 50 respondents. Internet, books, magazines, and articles are used to collect the secondary data related to the research topic.

Method of analysis and statistical tools

A well prearranged questionnaire is used to collect data and IBM SPSS-20 and Ms Excel-2010 has been used to analyse the data. The researcher has also used rating scale technique to get the responses from employees. Statistical tools like Mean, Percentage and Std. deviation are used for data analysis.



Reliability and Validity

IBM SPSS 20 is used to check the reliability of the questionnaire. The Cronbach's Alpha observed is 0.815, which is more than 0.700, so the questionnaire is measured as reliable. Content validity is used for the present research.

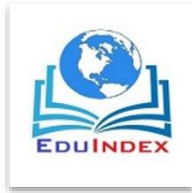
Tabulation & Data Analysis

Sample Size

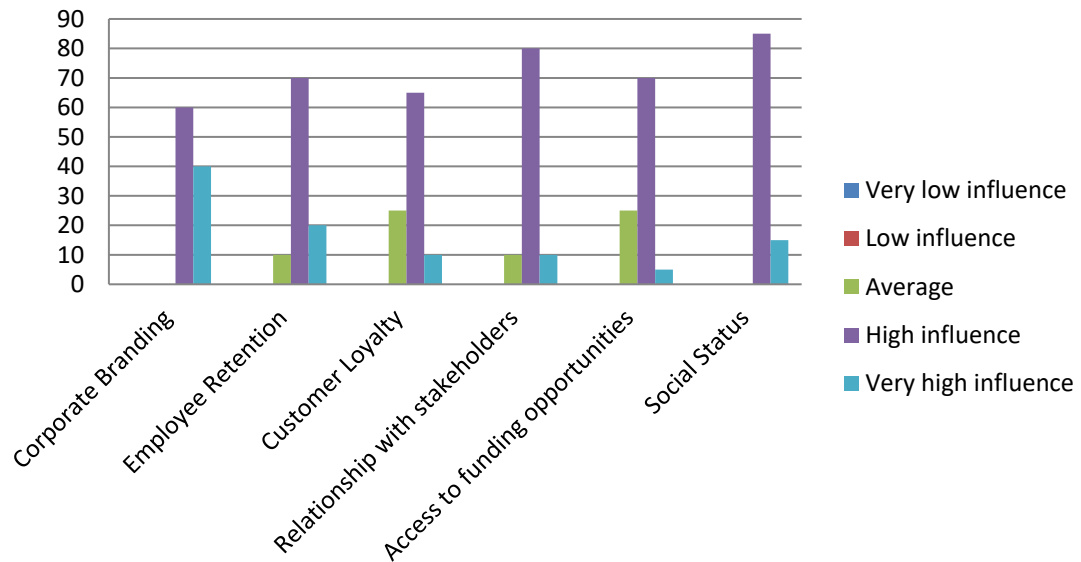
Industry	Sample Size
IT Industry	10
Automobile	10
Retail	10
Banking	10
FMCG	10
Total	50

Rating Method

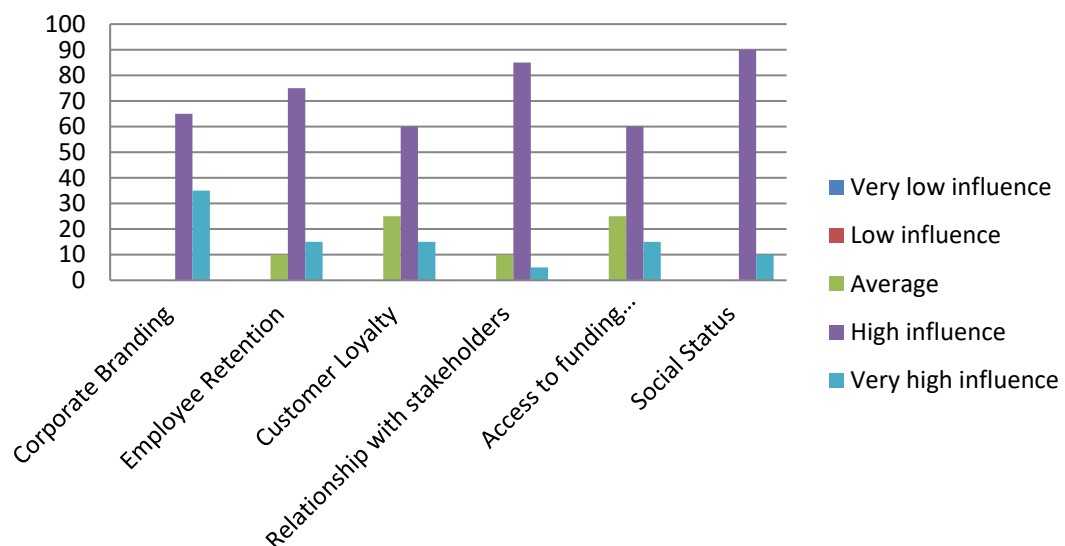
Parameter	Rating
Very low influence	1
Low influence	2
Average	3
High influence	4
Very high influence	5

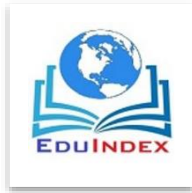


Influence of CSR activities on Organizations in IT Industry

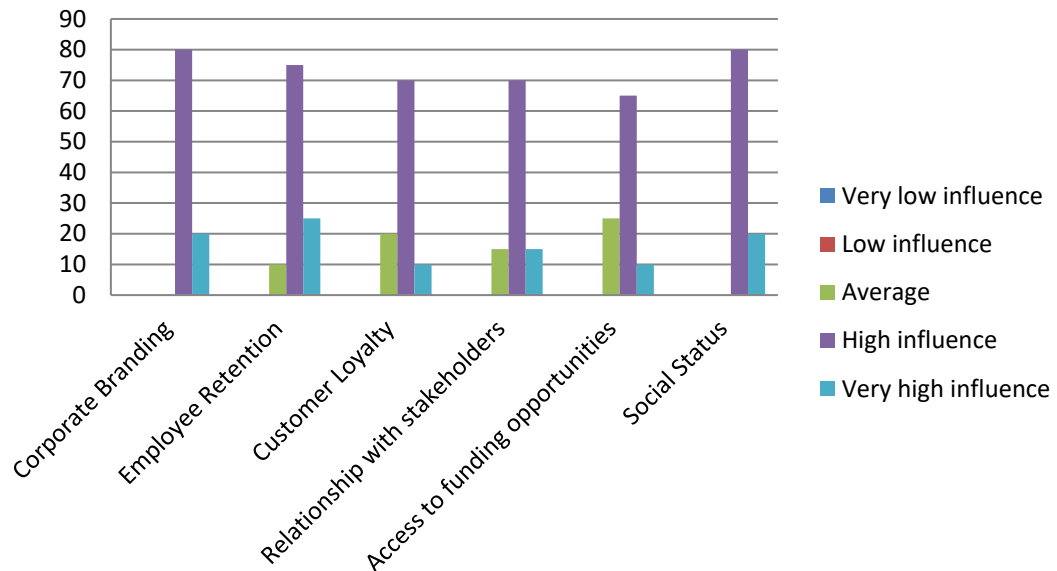


Influence of CSR activities on Organizations in Automobile Industry

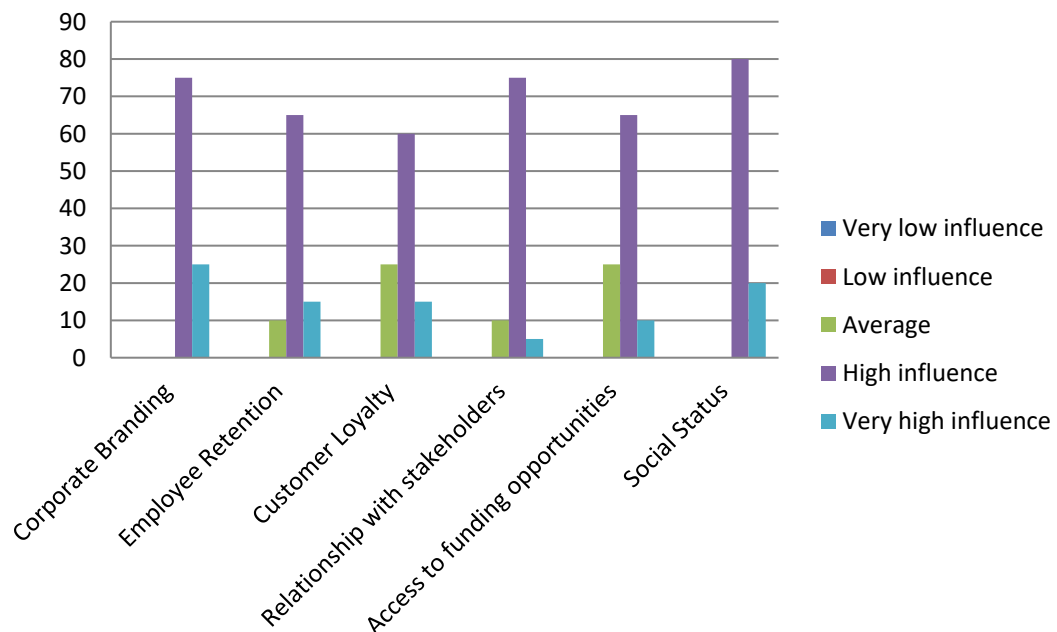


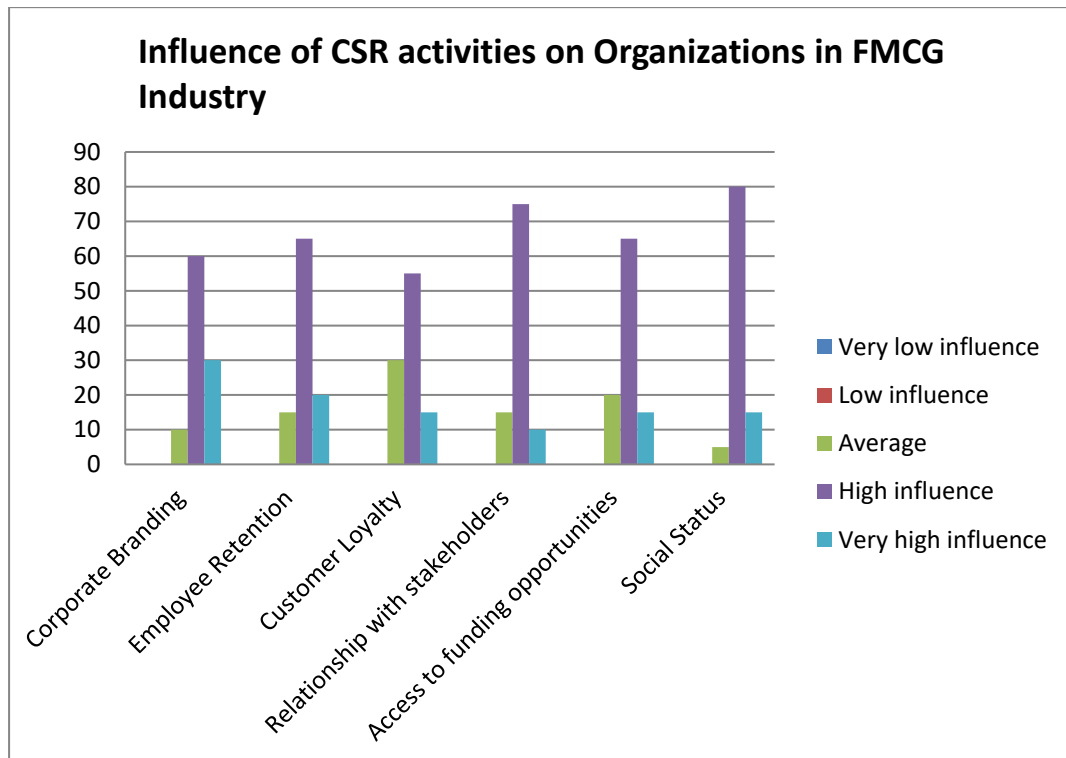
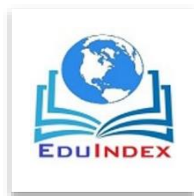


Influence of CSR activities on Organizations in Retail Industry



Influence of CSR activities on Organizations in Banking Industry

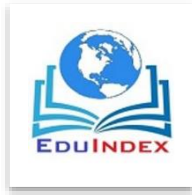




Hypothesis Testing

- Null Hypothesis (H₀): There is no influence of corporate social responsibility activities done by organizations on their corporate brand.
- Alternative Hypothesis (H_a): There is a positive influence of corporate social responsibility activities done by organizations on their corporate brand.
- The researcher has used Z test to check the null hypothesis with the help of SPSS 20, the P value observed is 0.01 which is less than 0.05 so the null hypothesis that there is no influence of corporate social responsibility activities done by organizations on their corporate brand is rejected and alternative hypothesis that there is a positive influence of corporate social responsibility activities done by organizations on their corporate brand is accepted at 5% level of significance.

Findings



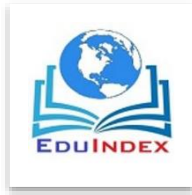
- In IT industry corporate social responsibility activities have positive influence on increasing the social status and maintaining the good relationship with stakeholders.
- In Automobile industry corporate social responsibility activities have positive influence on increasing the social status and maintaining the good relationship with stakeholders.
- In Retail industry corporate social responsibility activities have positive influence on increasing the social status and creating a good corporate image.
- In Banking industry corporate social responsibility activities have positive influence on increasing the social status, developing a corporate brand and maintaining the good relationship with stakeholders.
- In FMCG industry corporate social responsibility activities have positive influence on increasing the social status and maintaining the good relationship with stakeholders.
- Organizations from all the industries get benefit of corporate social responsibility activities specially in getting the good social status, developing their corporate image and maintaining the good relationship with stakeholders.

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