



Corporate Social Responsibility: A force that helps industries to sustain in the current trend.

KEYWORDS

CSR, CSR policy, Social investment, public expectation and social ethics

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ABSTRACT

Corporate Social Responsibility also called as corporate conscience, corporate citizenship or sustainable responsible business. Responsible Business is a form of corporate self-regulation integrated into a business model. Basically CSR policy functions as a self-regulatory mechanism whereby a business monitors and ensures its active compliance with the spirit of the law, ethical standards and international norms. According to Forbes (2010), corporate social responsibility works in two ways. The company gives back to the society in turn, people get to know about the company who helped them most and cater to their products and services. It is about how companies manage the business processes to produce an overall positive impact on society. As globalization accelerates and large corporation serve as global providers, these corporations have progressively recognized the benefits of providing corporate social responsibility programs in their various locations. Universally it is well known and recognized that CSR insists on enlightening self-interest, social investment, transparency with trust and finally increased public expectations of business. With this back drop, this research paper aims to deliver the exact role that CSR plays in a private cement industry at Ariyalur. The objectives of the study are to identify the applications of CSR practices in a cement industry and to find out the possible influence of the CSR practices. This study utilizes the descriptive research design, wherein the universe comprises of 364 employees and the proportionate random sampling technique was used to select a sample of 50 respondents. Questionnaire was used to collect data from the sample respondents. The statistical application of percentage analysis, chi-square and one way ANOVA were used to find the associations and the difference between the variables used in the study. The key findings of the study include positive affiliation of the people dwelling in and around of Ariyalur. At least a reasonable proportion of the gain of the industry has been spent for the society at large, emphasizing the concern for the societal well being.

Introduction

Corporate social responsibility is represented by the contribution by companies to the society through its core business activities, its social investment and philanthropic programmes and its engagement in Public Company have determined that their impact on economic, social and environmental landscape directly affects their relationships with investment employees, customers, business partners, governments and society at large. CSR has long been stressed to be related with the profitability of an organization. Social responsibility has been identified by many people in recent centuries; Stoner et al (1996) defined it as an action which involves seriously considering the impacts of the company's actions to the society. Boones et al (1984) defined it as those management policies, procedures and actions that have the advancement of society welfare as one of their primary objectives. Arguments on social responsibility have persisted over the years. One such is that, whether business is a source of an economic system which is responsible, only to their owners or a social economic system which is responsible to various related groups like employees, consumers, community and the environment. Drucker (1968) showed through his study that the first social responsibility of any organization is to make enough profit to cover for the future while Freidman (1963) denounced social responsibility that threatens the foundations of a free society in which there is only one social responsibility of business to use its resources and engage in activities designed to increase profits. Organizations have increased in complexity, therefore ignoring moral and ethical obligations. Business organizations must consider the environment in which it functions. Davis et al (1988) expressed his opinion that the creation of a better social environment benefits both society and business. Society gains through better neighborhoods and employment opportuni-

ties, business benefits from a better community since the community is the source of its workforce, and the consumer of its products and services. The essence of this study is to determine the effect of corporate social responsibility on the society. The essence of this study is to determine the influence of corporate social responsibility on the society.

Corporate Social Responsibility (CSR)

Companies and business are attaching more importance to corporate social responsibility. They are the ones who give the most whenever there are natural calamities and disaster. It is now an integral part of the wealth creation process - which if managed properly should enhance the competitiveness of business and maximize the value of wealth creation to the society. Business would embrace responsibility for the impact of their activities on the environment, consumers, employees, communities, stakeholders and all other members of the public sphere.

Key Drivers of Corporate Social Responsibility

According to Boones L. E. et al (2004) they are Enlightenment self-interest - creating synergy of ethics, a cohesive society and a sustainable global economy where markets, labor and communities are able to function well together, Social investment - contributing to physical infrastructure and social capital is increasingly seen as a necessary part of doing business, Transparency and trust - business has two ratings of trust in public perception. There is increasing expectation that companies will be more open, more accountable - accountable and be prepared to report publicly on their performance in social and environmental arenas, Increased public expectations of business- global companies are expected to do more than merely provide jobs and contribute to the economy through taxes and employment. Ernst and Young (2002) report

that a greater percentage of companies believe that the development of a corporate social responsibility strategy can deliver real business benefits; however only a few have made significant progress in complementing the strategy in their organizations. When people hear about what a company does for people who are in need, they get curious enough and probably even buy the products or cater to the services of the company. It is a way of making a difference also affects them in a positive way; it is a great advertising tool that does not cost much. Hence corporate social responsibility is a commitment to improve the well being of a community through discretionary business practices and contributions of corporate resources.

Research Methodology

The area of study is confined to employees of Dalmia Cements Limited, Ariyalur. The researcher used descriptive research design for his study. 50 respondents respectively were taken as sample respondents through proportionate random sampling technique. Primary data were collected from the respondents through structured questionnaire. Similarly secondary data were gathered from textbooks, organizational reports and websites etc. Once the collection of data is completed, its analysis was carried with percentage analysis, chi-square and one way ANOVA to find the associations and the difference between the variables used in the study.

Objectives of the Study

- To find out the personal profile of the respondents in the cement industry.
- To understand the extent of the employee awareness on Corporate Social Responsibility (CSR).
- To evaluate the effectiveness of CSR practices in the cement industry.
- To analyze the influence of CSR among the benefiteres in the society.
- To provide suggestive measures to enhance the applications of CSR practices.

Hypotheses of the study

- There is significant association between gender and extent of CSR awareness among respondents.
- There is significant association between educational status and extent of CSR awareness among respondents.
- There is significant difference between work experience and extent of CSR awareness among respondents.
- There is a significant difference between CSR activities and benefiteres of CSR.

Data presentation and analysis

Table 1: Association between gender and extent of CSR awareness among respondents.

Gender	Extent of CSR awareness					Total	Statistical Inference
	Highly familiar	Familiar	Somewhat familiar/neutral	Unfamiliar	Highly unfamiliar		
	(N=22)	(N=16)	(N=1)	(N=6)	(N=5)		
Male	12(54.5%)	8(50%)	0	2(33.3%)	3(60%)	25	X ² =31.623 Df=9 .000<0.05 Significant
Female	10(45.5%)	8(50%)	1(100%)	4(66.7%)	2(40%)	25	

H₁: There is a significant association between gender and extent of CSR awareness among respondents.

H₀: There is no significant association between gender and extent of CSR awareness among the respondents

Statistical Test- Chi Square test was used

The above table 1 reveals that for degrees of freedom (Df) 9, the calculated value .000 happens to be lesser than the table value 0.05 at P = 31.623. This clearly expresses that the Null hypothesis is rejected and research hypothesis is accepted (i.e) there is significant association between gender and the extent of CSR awareness among the respondents.

Table 2: Association between educational status and extent of CSR awareness among respondents.

Educational Status	Extent of CSR awareness					Total	Statistical Inference
	Highly familiar	Familiar	Somewhat familiar/neutral	Unfamiliar	Highly unfamiliar		
HSC	6(18.8%)	3(25.0%)	1(33.3%)	1(50.0%)	1(100%)	12	X ² =4.303 Df=3 .231 > 0.05 Not Significant
Technical	12(37.4%)	5(41.6%)	0	1(50.0%)	0	18	
Graduate	8(25.0%)	3(25.0%)	1(33.3%)	0	0	12	
Professional	6(18.8%)	1(08.4%)	1(33.3%)	0	0	8	
Total	32	12	3	2	1	50	

H₂: There is a significant association between educational status and extent of CSR awareness among respondents.

H₀: There is no significant association between educational status and extent of CSR awareness among respondents.

Statistical Test- Chi Square test was used

The above table 2 exhibits that at degrees of freedom (Df) 3, the calculated value .231 happens to be greater than the table value 0.05 at P = 4.303. This clearly expresses that the Null hypothesis is accepted and research hypothesis is rejected (i.e) there is no significant association between educational status and the extent of CSR awareness among the respondents.

Table 3: One Way ANOVA difference between work experience and extent of CSR awareness among respondents.

S. No	Extent of CSR awareness	Mean	S.D	SS	DF	MS	Statistical Inference
1.	Between groups			17.967	3	5.989	F=14.023 .000<0.05 Significant
	< 10 years	2.000	0.000				
	10 to 20 years	3.2500	.88641				
	20 to 30 years	3.0000	.0000				
	> 3 years	4.6667	.51640				
2.	Within groups			6.833	16	0.427	
	Total			24.800	19		

H₃: There is a significant difference between work experience and extent of CSR awareness among respondents.

H₆: There is no significant difference between work experience and extent of CSR awareness

Statistical Test- One way ANOVA test was used

From the table 3 it is gathered that at $P = 14.023$, the calculated value is 0.000 which turns to be lesser than the table value 0.05. Mean value 4.6667 is found to be greater for the respondents with more than 30 years of work experiences. Similarly standard deviation .88641 is also higher for the work experience between 10 and 20 years. Hence based on the one way ANOVA test results we conclude that research hypothesis is accepted and null hypothesis is rejected. (i.e) There is a significant difference between work experience and extent of CSR awareness among respondents.

Table 4: One Way ANOVA difference between CSR activities and benefiteres of CSR.

S. No	Benefiters of CSR	Mean	S.D	SS	DF	MS	Statistical Inference
1.	Between groups			.867	3	.289	F=555 0.652>0.05 Not Significant
	Construction of School	3.6667	.51640				
	Drinking water distributions	4.000	.0000				
	Laying down metal roads	3.5000	1.0000				
	Sophisticated medical services	4.000	.89443				
2.	Within groups			8.333	16	0.521	
	Total			9.200	19		

H₄: There is significant difference between CSR activities and benefiteres of CSR

H₆: There is no significant difference between CSR activities and benefiteres of CSR

Statistical Test- One way ANOVA test was used

From the table 4 it is gathered that at $P = 555$, the calculated value is 0.652 which turns to be lesser than the table value 0.05. Mean value 4.000 is found to be greater for the CSR activities like drinking water distribution and sophisticated medical services respectively. Similarly standard deviation .89443 is also higher for sophisticated medical services. Hence based on the one way ANOVA test results we conclude that the research hypothesis is not accepted and null hypothesis is accepted. (i.e) There is no significant difference between CSR activities and benefiteres of CSR.

Summary of findings

The cement industry employs more male employees and reasonable number of female employees. Majority 50 per cent of the respondents are youngsters who can take up any challenging roles at various levels of the industry. Majority of the respondents (56 per cent) are technically qualified. Similarly good amount of respondents (67 per cent) possess 20 to 30 years of experience. In case of hypotheses testing, there exists significant association between gender and CSR awareness and significant difference occurs between work experience and CSR awareness. Similarly absence of association takes place between educational status and CSR awareness among the respondents and also no difference is found between CSR activities and CSR benefiteres of Ariyalur.

Recommendation and Conclusion

The research findings centered on the effects of corporate social responsibility on the society. This research has proved that the society stands to benefit from company social responsibility and that the society is satisfied with the level of social responsibility undertaken by Dalmia Cements Private Limited or company organizations or companies that are socially responsible can be viewed as a vehicle for combining an investment with a charitable contribution, which can be attractive to investors since it avoids both taxation of corporate profits and the transaction costs of personal giving. Corporate social responsibility can benefit society by signaling to regulators that pollution abatement is not prohibitively costly, encouraging new regulation that may produce a competitive advantage for the establishments. A relationship exists between society and industrial organization because organizations need the society for its manpower and marketing of its products while the organization help in so many ways in the development of the society

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