

CORPORATE IMAGE BUILDING AND SOCIAL RESPONSIBILITY

Dr. Rupali R Shinde*

ABSTRACT

With the increasingly market competition and fierce, corporate image has become an important means of competition businesses, there have been many errors and problems. The public enterprises should in accordance with the expectations and requirements, taking into account corporate social responsibility standards, amendments to acts of self-shaping a socially responsible corporate image. Capacity of using CSR for a positive image and brand building is being judiciously capitalize by the companies. for the image building exercise, there are multiple ways at companies, but choosing the most appropriate path that is in synergy with business goal and corporate image building, become a subject of strategic decision .This strategy focuses on creating a positive image from the primary or the core activities which the company carries out. This Research paper discusses the corporate social responsibility, based on image-building of the details and should foster the concept.

KEYWORDS: *Social Responsibility, Corporate Image Building, Stakeholders, CSR's Challenges.*

Introduction

Companies around the world are struggling with a new role, which is to meet the requirements of the current generation without compromising the capability of the next generations to meet their own requirements. Companies are called upon to take responsibility for the ways their operations impact societies and the global environment. They are also being requested to apply reliable principles to the ways in which they conduct their business. An organization's activities are refer to as sustainability. It demonstrates the inclusion of environmental and social concerns in business interactions and operations with stakeholders. Corporate responsibility or reliability is therefore an important feature of the society literature and business, referring to topics of business ethics, social performance, international corporate citizenship, and stakeholder management.

The beginning of the era of globalization and aggressive competition the concern of the companies has shifted to Corporate Social Responsibility. "Doing good" seems to be the new slogan for many brands in 2010. After a year economic misery and banking crisis, consumers want to get associated with the brands that believe more than a profit. One of the factors that increase the financial value of a brand to the brand owner is brand equity. Elements that can be indulged in the valuation of brand equity include: changing market share, profit margins, recognition of logos and other visual elements, brand consumer's perceptions of quality and other relevant brand values. Survival of the company depends upon how responsible company is towards society. More concerned a company is, it is easier for it to create the positive brand image in the minds of the consumer that leads to working towards building brand equity.

Objectives of the Study

- To through light on Management of CSR promotion and implementation
- To study CSR and corporate uniqueness and ethics
- To study CSR and accountability

* Head, Department of Commerce, K.V.N.Naik Arts, Commerce & Science College, Nashik, Maharashtra, India.

- To study Stakeholders' involvement or partnership
- To study Leader and leadership ability and competencies for CSR
- To study CSR's challenges and limitations

Approaches to Implementing CSR

The first theme we identified focuses on how CSR is or can be well implemented as to why some author can be argue that CRS can be seen as either an integral part of the business strategy and corporate identity or it can be used as a policy in defensive with the latter being used more often by companies targeted by activists. The foundation for CSR can be based on an ethical argument, a rational argument, or an economic argument. To determine how CSR is implemented in companies, some research uses a developmental framework to show change in alertness, strategy, and action over time, and posits stages of CSR from basic to take more of a how-to approach. Examples of principles include harnessing modernization for the public good, putting people at the center, and spreading economic opportunity. Drivers of Ongoing Commitment: with help of economic self interest or from ethical grounding one can derive on ongoing commitment.

Corporate Identity and Ethics

A company's essential character and the contemporary turn is reflect by an evolution in what has sometimes been called the personality of the company or the organization identity. The reflection of what a company really is done by corporate identity. Companies can establish a corporate identity using branding, which has become a main point of their success and competitive advantage.

A company's pyramid of CSR starts with economic responsibilities and continues with legal, decent responsibility respectively. However, what was ethical or even discretionary in is increasingly required today because of the changing environment within which businesses run and because the ethical responsibilities are more likely to stand on a par with economic and legal responsibilities as opening for business success. A company's moral behavior is the mirror image of its culture, a shared set of values and guiding principles deeply inbuilt within the organization and the ethical behavior and culture become part of the definition of corporate identity.

CSR and Accountability

Accountability is one of the processes where, company, or organization aims to ensure reliability. In a global stakeholder society, accountability is among the main challenges of organizations. Responsible leaders are concerned with merging and aligning the requirements, needs and values of employees, customers, suppliers, communities, shareholders, nongovernmental organizations (NGOs), the environment, and society at large. A company's track record in terms of CSR accounting will be effective when suitable CSR procedures are included in its internal as well as its supply-chain activities. There is increasing need for the distribution of good practice in CSR accountability and a requirement for a pressure to be exerted on NGOs to prove themselves as ethical, transparent, and accountable as those they seek to influence. CSR needs accountability by all individuals, organizations, stakeholders, customers, and community members, and yet accountability is difficult. The factors which control the effectiveness of corporate accountability are multiple and strongly connected internally.

Partnering with Stakeholders

CSR is strictly embedded with a multitude of business actors. With the call for sustainability and the new role of business in society and with increased expectations and new rules and tactics, leadership is bound to come into contact and conflict with main stakeholders in the arena of dependable business, global versus regional and local needs, and various national cultures. Although companies struggle to engage in CSR together with their stakeholders, they are at the same time struggling to understand the true relationship behind this and first of all, who their stakeholders are. Corporations required to indulge with stakeholders to develop CSR-related activates. Challenges and threats are more likely to partner with companies on CSR issues by stakeholders. Stakeholders are more likely to succeed when a long-term vision is embraced.

Leadership Capabilities and Competencies

This has confirmed leadership's crucial role in initiating and developing CSR functions and initiatives within and across organizations. The first true planetary citizens in the world business are leaders, they have worldwide capability and responsibility, and their decisions influence economies as well as societies.

The task of the leader in guiding business towards sustainable social responsibility is complex and vast, and it has been assumed that it needs a unique array of leadership skills and competencies. A change in management thinking has been from process to people. Leadership styles and leadership competencies and capabilities most prevalent among leaders whose organizations have successfully experienced changes in organizational focus and strategy, shifted toward, and achieved more socially responsible behaviors are depicted throughout.

Organizational Challenges and Limitations

Companies face difficulties and limitations as they execute CSR. These usually communicate either to political concerns or to organizational-level concerns and are often rooted in culture. The complexity of operating in a global society places new demands on organizations and their leadership. As the roles and responsibilities of government are being redefined and the boundaries between business and government become less clear, this shows that business leaders are facing an overwhelming array of challenges. In the innovative age of CSR, the needs of the national as well as international regulators, consumers, stakeholders, employees, NGOs, watchdogs, and activist groups have to be satisfied. Some of the opportunities and limitations of CSR in the alleged countries of transformation:

- The business image
- The legal background
- The job-market situation
- The fraud and the correlates of economic deterioration and social decline
- The socialist links

The art of building and supporting relationships with all relevant stakeholders is known as responsible leadership, and it requires socialized, not personalized, leaders. Here, the challenge is to develop leaders who can recount in various ways, who are able to line up different principles into a common vision, who can listen to and care for others and ultimately serve them.

Understanding the Effect of Corporate Social Responsibility in Developing Brand Image

Disclosure to any type of well-conceived promotional initiative for a brand leads to more positive approach and judgments about the brand in a consumer's mind. A promotional begin emphasizing a brand's link with a social cause has a high degree of attraction. How much a given initiative will help or hurt a given brand will depend on the characteristics of its target markets. A high degree of similarity can increase the usefulness of a promotional proposal that increases the likelihood of consumers treating the initiative as an important and positively weighted attribute of the brand. However, when a promotional plan does not mention an association, consumers may weight a brand's style of marketing as a negative point. Consumers could evaluate the style of marketing as positive with those types of affiliations that have affiliation with a cause like cancer research, disaster relief or environmental protection. Moreover, a social reason affiliation would also have a "halo effect" on how a brand is seen on other attributes, such as honesty or quality. The logic behind the brand's affiliation can be easily recognized by most consumers with the help of that initiative. Specifically produce a more positive effect on consumer brand judgments and feelings than initiatives with weaker fit. When a brand promotes a high-fit social-reason, it may be more likely to be seen by some consumers as opportunistic and looking for commercial gain.

The management of socially responsible behavior is important because of its impact on the perception of the brand image. Enriching a brand with ethical and social questions increases its value. These origination authorities of the consumer in their evaluation of products and increased brand loyalty, many proactive corporations monitor customer satisfaction closely and as a result individuals may express their trust and appreciation of the CSR efforts by continuing to buy its products. Thus, the familiarity or the degree of general user knowledge of a company resulting from their experiences with that firm and their loyalty may lead to conditioning the perception of corporate behavior. Customers experience could allow them to develop strong beliefs and a more elaborate cognitive structure which implies possible reference schemes to make different appraisals, as compared to the customers at a lower awareness level. Companies that have made CSR a central part of their businesses are reaping the benefits as improved brand image. It works best for those companies in which liability is a core company assessment and informs all aspects of the business. CSR capability is not only about charity but translating these ideas into practical business strategies. CSR driven efforts does not only relate to donating money but it talks about integrating social and ethical practices into business strategies that

help the consumer in creating a constructive brand image. With the increase in CSR awareness some companies promote a very basic understanding of corporate governance and just standards. Another important aspect of CSR is that it channelizes funds of socially accountable investors in promoting Corporate Social Responsibility among investors.

The content of CSR creates an emotional connection with consumers and builds connections between the brand, its CSR initiatives and the viewers. Promoting brand image with the help of CSR initiatives encourages optimistic comments and finally has a positive effect on the brand, because the company is being transparent about its external communications and internal practices which show alignment. The benefits of using CSR in branded content are endless; foremost it helps to build a brand's reputation and is a point of differentiation.

With the Help of Corporate Social Responsibility Initiatives of Indian Companies to Promote Brand Image

Mostly all leading companies in India are indulged in CSR programs in areas like health, education, livelihood creation empowerment of weaker sections of society and skill development. Noticeable efforts have been received from the Infosys, Bharti Enterprises, Tata Group, ITC Welcome group among others. For brands, it is an excellent way to show they care, taking the lead with innovative "giving back" schemes. The company promoted superior hygiene in at-risk communities and in exchange had the benefit of forming new markets for its products like toothpastes and soap.

Managing director and the chairman of Bharti Enterprises, Mr.Sunil Mittal runs the country's biggest positive deed project imparting quality education to 30,000 deprived children in rural areas in India across five states. The Bharti Foundation housed the initiative. Corporate companies like ITC have made farmer growth a many part of its business plan, and made major efforts to improve the living standards of the rural communities. Unilever is using micro enterprises to tactically supplement the infiltration of consumer products in rural markets. IT companies like WIPRO and TCS have developed software to help children and teacher in schools across India to further the cause of education. The adult literacy software has been a major factor in reducing illiteracy in remote communities. Banks and insurance companies are targeting immigrant laborers and street vendors to help them through micro credits and related schemes.

Conclusion

The benefits of using CSR in image building content are endless. The most important one is that it helps to build a brand's image/ reputation and is a point of differentiation. It also encourages consumer trust and loyalty. If the consumers see that brands are addressing the issues that are important to them, it follows that they are likely to continue to buy their products. CSR initiatives can be tremendously effectual at forging deep meaningful connectivity with its consumers that transforms the trustworthiness of the consumer to them as an advertiser of the company within their social networks. The social image becomes a means of increasing the largeness of the brand's message. In a country like India, there seems to be a great opportunity for brands to find larger canvases for their brands. Perhaps more brands need to wake up to that.

CSR is not a marketing gimmick but one way in which responsible companies can use advertising and buying to help play their part in promoting sustainable behavior. It's a great contribution in which consumers, stakeholders and companies can take small steps to improving lives." The need for more emphasis on the CSR concept and its company-to-consumer communication is mandatory. Though a number of companies websites and their annual reports include information on these practices but it is seen that either this information does not reach the consumers or the current communication policy is not strong enough to link the CSR actions to brands. "Everyone wants to make a difference and this goes some small way in allowing us all to make a contribution. Yes, it is shopping. Yes, it is advertising. No one is saying it's the answer to everything, but it's a small step that allows all of us to make a difference"

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