

EXISTENCE OF CSR ACTIVITIES: A STUDY OF EMPLOYEE PERCEPTIONS IN THE PUBLIC AND PRIVATE SECTOR ORGANISATIONS

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Abstract

The present study aims at analysing the perceptions of the employees towards the presence of Corporate Social Responsibility activities in the public and private sector organisations. As sustainable development has become order of the day and the mandatory CSR insisted by the government of India as per the new Companies' Act 2012 the organisations are forced to conduct CSR activities in the organisations. In this context this study focuses on the CSR activities from the employees' perspective. This paper pursues to identify whether there exist any differences in the employees perceptions about the existence of CSR activities in the public and private sector organisations. The findings connote that there are differences in the perceptions of the employees in the public and private sector organisations about the CSR activities. This may result into a long run impact on the employees indirectly and the organisations directly. Hence it is desirable for the organisations to understand the perceptions of the employees and improve the image of the corporations.

Keywords: Corporate Social Responsibility (CSR), Employees, Perceptions, Existence, Organisations.

Introduction

The debate on Corporate Social Responsibility (CSR) over the decades in the second half of the 20th century has emanated in to abundant volume of literature contributing a number of philosophies articulating a common consent, about the obligation towards the society that business organizations possess, regardless of the differences among them. A plethora of theories have emerged since Bowen has authored the seminal book Social Responsibilities of the Businessman in 1953. This field has bespectacled a shift in terminology from social responsibility to CSR and has progressed with proliferation of theories, approaches and terminologies. Society and business, social issues management, public policy and business, stakeholder management, corporate accountability are just some of the terms used to describe the phenomena related to corporate responsibility in society. The basic idea of CSR is that business and society are interwoven rather than separate entities. As discussed, a number of theories have been identified in the literature to explain CSR. For example, stakeholder theory explains how CSR is important, and the social contract and legitimacy theories explain why CSR is important. Garriga and Mele (Garriga, E & Melé, D 2004) described four groups of theories consistent with Parson in 1961; instrumental, political, integrative and ethical theories.

Instrumental Theories

This group of theories CSR is considered as a vital tool to achieve economic objectives and, ultimately, wealth creation. Representative of this approach is the well-known Friedman view that "the only one responsibility of business towards society is the maximization of profits to the shareholders within the legal framework and the ethical custom of the country" (Friedman, M. 1970). Based on the

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