

SIGNIFICANT FUNCTION OF HRM ENGAGEMENT IN CORPORATE SOCIAL RESPONSIBILITY OF THE HUMAN RESOURCES

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ABSTRACT

The study explored the relationship between corporate social responsibility and human resource management and identified the role of HR professionals. In the CSR initiative, literature review shows that corporate social responsibility is a triple bottom line (economic, social and social Environment) performance and basically management-driven activities, no employees participate. The latter feature of CSR is classic and tends to hinder the implementation process. However, the new dawn of corporate social responsibility is now being promoted to reposition HR professionals as strategic business partners. Strengthen the successful packaging and implementation of corporate social responsibility programs. This article defines role participation HR professionals participate in corporate social responsibility activities, including leadership and education The value of corporate social responsibility, developing responsible and sustainable practices, communicating corporate social responsibility Employees and other stakeholders, and provide guidance, control and action plans for implementing the program in the organization. Finally, the study affirmed the link between the two concepts and the charge management department regards the relationship as a strategic business decision to unlock human capital organization.

KEYWORDS: CSR, HRM, Sustainability, Role Engagement, HR Professionals, Organizations.

Introduction

HR managers are fully capable of playing an important role in helping Their organization has achieved its goal of becoming a social and environmental Responsible company - a company that reduces its negative factors and enhances its positive impact on the company Society and the environment. In addition, human resources (HR) professionals consider successful corporate social responsibility (CSR) as a key organization the drivers of their financial performance can have an impact in achieving this goal, although there are many guidelines for companies that want to be the best place to work. For companies that seek to manage employee relationships in a socially responsible manner, Lack of information for HR managers who see the importance Embed the company's corporate social responsibility values throughout the organization, who is willing to assist The executive team integrated CSR into the company's DNA. And high profile Business closures like Enron make the organization that pays for it very clear while corporate social responsibility ignores the cultivation of corporate social responsibility culture; it also has the risk of damaging corporate risks.

The communication and implementation tasks of the human resources department Ideas, policies, and cultural and behavioral changes in the organization make it the core Achieve the goal of an organization, "Incorporate CSR into everything we do." That is to say It is important to understand that employee engagement is more than just a mission of human resources. In fact, all department managers have leadership. Human resources can promote Develop processes and systems; however, employee

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engagement is ultimately a Share responsibility. The more human resource practitioners understand their leverage Respect for corporate social responsibility, the more they will pass on these insights to the company Partners on the organization's goal of integrating CSR into it Operational and business models.

The human society progresses and the nature of interrelationship and interdependence between business and society become obvious, different interest groups began to mount pressure on the business organization to assume more responsibilities for the society, beyond the economic function. The Emerging Campaigns - Corporate Social Responsibility (CSR) - "Mainly the products of the 20th century, especially in the past 50 years", gathered the power to define and allocate broader corporate responsibility for companies. Corporate social responsibility relies on the assumption that the organization is the creation of society; therefore, it has a responsibility to help achieve the goals of society. The company's corporate responsibility must be inseparable from its economic function.

Traditionally, corporate social responsibility is an initiative or activity promoted by top management, from policy conception to implementation, primarily by organizational executives. Human resources professionals are ideal for implementing any CSR initiative or program that enables and benefits the company and its stakeholders. As a company's main stakeholder, employees should not be seen as management costs, but should be seen as assets that need to be developed and valued. The involvement of Employees - Human Resources Professionals - clearly demonstrates the strategic importance of Human Resource Management (HRM) in the organization's CSR initiatives. In fact, there is growing evidence that human resources provide a competitive advantage for companies.

Review of Literature

Corporate Social Responsibility (CSR) is an evolving concept and there is currently no universally accepted definition. Many reviews and academic works attempt to define it. The concept of corporate social responsibility is vague, full of vague boundaries and controversial legitimacy. It is believed that identifying and defining corporate social responsibility means open competition, which brings some difficulties to theoretical and empirical analysis.

According to Cohen (2010), the HR department can leverage corporate social responsibility strategies to bring more benefits to the business, employees, society, the environment, and HR professionals themselves. "Human resources departments can manage the implementation of CSR programs and proactively monitor their adoption while recording (and celebrating) their success throughout the company". In fact, employee engagement is a key success factor in corporate social responsibility performance.

Strandberg (2011) pointed out that "Human Resources Managers have the tools and opportunities to leverage employee commitment and participation in corporate CSR strategies". Successful CSR programs rely on enlightened people management practices. For example, making employment relationships right is a prerequisite for establishing effective relationships with external stakeholders.

Werther, Jr. And Chandler (2011) argue that "consistent definitions, labels and vocabulary are still emerging, and are still controversial in the CSR field [so] the scope of the competitive terms used can be the source of confusion and disagreement."

Human Resource Management (HRM)

In order to explore the relationship between corporate social responsibility and human resource management, it is necessary to briefly review the concept of human resource management practices as an important strategic responsibility of organizations that contribute to profitability. Managing people in an organization is an important activity under human resources management. The human resources management function is primarily concerned with all activities that help to successfully attract, develop, motivate and sustain a high-performing workforce, thereby contributing to organizational success. The early concept of human resource management, focusing on the provision of transactional and administrative support services in the organization, has given way to the emergence of strategic human resource management (SHRM).

In this paradigm shift, SHRM combines human factors with the organization's strategic business goals to create more value and enhance the organization's competitive advantage. According to (Ulrich, 1997; 1998), human resources (HR) professionals are now strategic business partners, and their new mission is to create value for the organization in four ways.

- The HR department should be a partner of senior and executives, implementing business strategies to help improve planning from the board to the market.
- The HR department should be an expert in organizing and implementing work methods and provide administrative efficiency to ensure cost reduction and quality products and services.
- The HR department should be a supporter of employees, representing their interest in senior management and working to increase employee contributions, their commitment to the organization and their ability to deliver results.

CSR and HRM

There is no doubt that CSR is a strategic issue that crosses departmental boundaries and affects how organizations conduct business and connects with internal and external stakeholders. The human resources management function is also a common responsibility that affects all units and departments in the organization. The human resources management system should assume the primary responsibility for managing corporate social responsibility activities. As a result, CSR expands or expands the human resources agenda and focuses on effective implementation.

According to Sammer (2009), corporate social responsibility is an important way for human resources to have a positive impact on company performance.

According to Kramar (2004) believes that the human resources department has the potential to play an important role in the organization of CSR activities. While corporate social responsibility is expanding the role of human resources management, it also supports the benefits of workplace practices, which contribute significantly to the efficiency and effectiveness of the organization. PR Leap (2007) believes that there is more and more overlap between human resource management and corporate social responsibility. Human resources professionals play a leading role in planning and implementing corporate social responsibility strategies, and in turn use corporate social responsibility to realize their own human resources. Resource management goals are becoming more and more important. The HR department can lead and educate members of the organization on the value of corporate social responsibility and provide an action plan on how to successfully implement the program strategically. He provides employees with the necessary training opportunities to identify CSR activities and provide the necessary support during the implementation process. By helping to develop an action plan to analyze CRS activities, HR professionals also promote corporate citizenship, which is critical to fostering a culture of social responsibility.

This will further enhance the organization's corporate reputation. Friedman (2009) argues that if a company wants to increase organizational value, then the HR department must focus on actions that build employee competencies and motivations that have a positive impact on corporate reputation. Lockwood (2004:5) argues that "the human resources leadership (CSR) process and collaboration with the company's strategic leaders has good business implications because human capital can be said to be the number one intangible value driver." In emphasizing the important interface between human resources and corporate social responsibility, Dilani, Jamali and Harwood (2010) believe that human resources functions can be promoted through corporate social responsibility strategies, implementation and related change issues in corporate society. Integrate corporate social responsibility into accountability. The HR managers can help organizations develop responsible and sustainable practices, and the focus on these practices can provide more support for HR departments in existing work.

The HR professionals can serve as a true channel or source for effective communication of CSR activities to employees and the public or community. This communication enables the company to gain additional benefits from the investment, including improving the public image, improving employee morale, and community support, finding communication with employees and greatly improving the performance of the CSR mission. Therefore, the role of the HR department includes developing strategies to improve business sustainability and communicate values, enabling companies to transcend their short-term interests and believe that acting responsibly can improve their viability. According to Strandberg (2009b:21), "The ultimate goal of CSR communication should be to involve employees in the corporate social responsibility mission to help companies build corporate social responsibility DNA."

The CSR recently expressed concern about ecological sustainability and social development and focused on the "triple bottom line" performance. Commercial companies now focus on sustainability, which means focusing on economic, social and environmental performance (Colbert and Kurucz, 2007). Rimanczy and Pearson (2010: 13) define "sustainable companies as achieving

economic benefits, maintaining environmental quality and helping to increase social equity". Human resources professionals play an important role in developing, monitoring and implementing triple bottom line activities. Glade (2008) believes that the organization's CR and sustainable development can work most effectively with the HR team. HR professionals have access to a comprehensive CSR program that will involve and benefit the entire organization and its stakeholders. Glade (2008) further points out that the HR Leadership Sustainability Program makes sense because Recruitment, retention, morale, productivity, recognition and reward, and innovation are important components of a CSR/Corporate Sustainability Strategy.

Managerial & Academic Implications

The exploratory analysis of the relationship between corporate social responsibility and human resource management has produced significant management and academic influence. It is clear from the analysis that business leaders are increasingly recognizing the strategic role of HR or organizational staff in driving and implementing sustainable business strategies.

- Behavioral change: the benefits of sustainability - cost savings, risk reduction, reputation and innovation - are created by employees changing their work styles, learning new skills and pursuing new goals.
- Innovation: Innovation ideas and cost savings can come from anywhere in the value chain, from front-line employees or factory floors. If employees can clearly understand what this means for their own work, then they can connect with issues that are relevant to them, the community, the planet, and the business, and they will be motivated to address sustainability issues.
- Attracting and retaining: A commitment to sustainable development helps attract and retain talent.
- Motivation and Productivity: When a company has a purpose, employees are motivated. Employees who believe they are valued are more willing to "double their efforts" in solving problems, taking the initiative, helping colleagues and customers, and working together.
- Reputation: Employees can strengthen or damage the brand's reputation. Protecting brand reputation and business licenses remains the most powerful driver for sustainable development. Employee participation as a first-line ambassador is a necessary condition for brand reputation. If employees do not participate, these efforts may be considered as merely public relations activities, ie CSR-HR = PR.
- The impact of management is that business leaders recognize the key role of employees in CSR initiatives and therefore move them from policy to implementation. Managers should also integrate HR professionals into strategic business partners to lead and drive CSR initiatives in the organization for successful implementation.

Conclusion

The Corporate social responsibility involves the organization's ability and willingness to meet the economic, legal, social and environmental interests of stakeholders. Its development and successful implementation have attracted a long-term positive image for companies between stakeholders and created opportunities for added value and greater profit potential. However, while traditional theorists keep the development of CSR programs in the top management, it is a common task to meet the interests of stakeholders. The complete neglect of HR professionals in the Corporate Social Responsibility Initiative hinders implementation and supports new dawns, placing HR professionals on a new basis as strategic partners and promoting CSR programs from concept to full implementation.

Incorporating a CSR program into a corporate strategy helps unlock human capital that can make a significant contribution to the success of a CSR program. HR professionals successfully play the role of leadership and educating employees, understand the value of corporate social responsibility, develop responsible and sustainable practices, communicate corporate social responsibility activities to stakeholders, and provide guidance for companies to implement CSR initiatives, control and action plans. Full participation in the management of the HR manager is to enable him to develop a strategic action plan and control the CSR program, and to strengthen employee participation. These effects extend to academia, and they are now being asked to conduct more rigorous investigations into this relatively undeveloped CSR-HRM relationship to enhance our understanding of this corporate phenomenon.

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