

CORPORATE SOCIAL RESPONSIBILITY AND SUSTAINABILITY: AN OVERVIEW

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ABSTRACT

In today's global society there's growing and heightened concern for Corporate Social Responsibility (CSR) primarily due to the growing influence of multinationals over the globe economy and also the heightened publicity it attracts from the media. The growing pressure of media sees any mistakes by companies and is brought immediately to the eye of the general public. The growing concern for CSR, as well as the growing importance of brand name and brand value to corporate success produce's a shift in the relationship between corporation and consumer, specifically, and between corporation and every one other stakeholder groups normally. The stakeholders related to the organization get influenced with both the positive and negative news regarding the corporate and its operations. Therefore, it's integral for the businesses not only to develop and improve their core production processes but also target social issues that reflects company's attitude towards its stake holders. Thus the importance of CSR activities are mentioned by many researchers and it impacts the massive organizations in a very multi facet way. With this intention, this research study has been initiated with large firms. This research targets these firms to grasp the CSR efforts that they take, the activities that they need been implementing and its impact can be understood with relevancy benefits of society, employees in terms of labor culture and motivation, competitiveness as a sustainable measure and restructuring of corporate strategy so on suit the activities of CSR so as to shield the environment.

KEYWORDS: *Environment, Responsibility, Stakeholders, Organization, Initiatives, Consumer.*

Introduction

In today's global society there's growing and heightened concern for Corporate Social Responsibility (CSR) primarily due to the growing influence of multinationals over the globe economy and therefore the heightened publicity it attracts from the media. The growing pressure of media sees any mistakes by companies and is brought immediately to the eye of the general public. The growing concern for CSR, let alone the growing importance of brand name and brand value to corporate success produce's a shift in the relationship between corporation and consumer, particularly, and between corporation and every one other stakeholder groups generally. The stakeholders related to the organization get influenced with both the positive and negative news regarding the corporate and its operations. Therefore, it's integral for the businesses not only to develop and improve their core production processes but also target social issues that reflects company's attitude towards its stake holders.

Increasing need of CSR

One major factor that has boosted the increasing need of CSR Initiatives in the company sector may be referred due to the company scandals that reduce trust in corporations. Such scandals also translate into reducing public confidence in the ability of regulatory bodies and organizations to manage corporate irresponsible behavior. Stakeholders prefer companies who hold themselves personally responsible for social well being and ensure its implementation of CSR initiatives in the corporate policy. With increasing prosperity of CSR policies not only in the corporate sector of the developed nations but also in developing nations, consumers can like better to pick products that they require to buy. A developing economy in need of labor and inward investment is a smaller amount likely to enforce strict regulations and penalize organizations which may take their business and money elsewhere. In such cases, the responsibility lies on the shoulders of the corporate to implement CSR policies for the betterment for the society and thus the stake holders. The private sector is increasingly seen as a key

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player in the achievement of the many national and international strategic objectives for governments, which is additionally enabled by CSR. So from a political or governmental perspective, CSR may be seen as a requirement (having intrinsic value), but there also are material incentives for companies to be socially responsible, referring to sustainability and clear consumer preferences for ethical business. The evolution of corporate social responsibility in India refers to changes over time in India of the cultural norms of corporations' engagement of corporate social responsibility (CSR), with CSR concerning way that companies are managed to bring on an overall positive impact on the cultures, societies, communities and environments in which they operate. The essentials of CSR is the undeniable fact that not only public policy but even corporate should be responsible enough to handle social problems. The businesses thus should pander to confront and issues sorted to a positive extent among the states. India has one in every of the richest traditions of CSR. Much has been wiped out recent years to create Indian Entrepreneurs conscious of social responsibility as a vital segment of their endeavor but CSR in India has yet to receive extensive recognition. If this goal needs to be realized then the CSR approach of corporate should be in line with their attitudes towards mainstream business companies setting lucid objectives, undertaking likely investments, measuring and reporting performance. The role of corporate by and huge has been understood in terms of an ad business paradigm of thinking that focuses purely on economic parameters of success. As corporate are thought to be institutions that furnish to the market demand by providing products and services, and have the responsibility for creating prosperity and jobs, their market position has conventionally been a function of economic performance and profitability.

The Flip Side of Corporate Social Responsibility

Stakeholders (suppliers, community, employees and shareholders) today are redefining the role of corporates taking under consideration the corporates' broader responsibility towards society and environment, further going ahead towards economic performance, and are evaluating whether or not they are conducting their role in an ethical and socially responsible manner. As results of this shift, many forums, institutions and company are endorsing the term Corporate Social Responsibility (CSR). They use the term to define organization's commitment to the society and also the environment in which it operates. The world Business Council on Sustainable Development's (WBCSD) report was titled Corporate Social Responsibility: Making Good Business Sense and therefore the OECD Guidelines for Multi-National Enterprises which has a discussion on how CSR is emerging as a worldwide business standard. Further, there's a world attempt towards reinforcing CSR programmes and initiatives through local and international schemes that attempt to identify best-in-class performers. The background of CSR is incredibly strong and has initiated the researcher to check the impact of CSR in various dimensions during this study especially in large organizations. This study will provide the importance of adopting CSR as a sustainable measure because the impact on competitive advantage of those organizations is concentrated.

The Role of Corporate Social Responsibility in Sustainability

Sustainable and responsible growth is essence of the social and economical development. As a results of the rising need in the country to beat social disparities and produce inclusive growth, growing social and ethical concerns among the stakeholders and company being the indispensable a part of the social framework, the company social responsibility has emerged as a brand new trend in India. Corporate social responsibility requires undertaking social initiatives for the general development of the society. The social initiatives thus conducted and reported by corporate India must be investigated and studied. Because the social conduct of corporates is influenced by variety of things, identifying the company characteristics that establish relationship with the social conduct is another aspect to seem into. This is often one dimension of the company social conduct in India which considers the social conduct being performed and influenced by the company characteristics. Another important dimension is that the impact created by the social initiatives that they were intended for. As every social initiative is undertaken to bring a desired impact in the society, the study of the impact of the social conduct of corporate India is another important aspect to seem into. On a whole, the social conduct and practice of corporate India, the factors influencing the social conduct and also the assessment of the impact introduced by social conduct gives an outline of CSR practices in India. If we talks about India, in the last five years, India has seen a pour and phenomenal growth in various businesses; thus, CSR encompasses a good way to travel. The onset of globalization and liberalization of the Indian economy over that of the last 20 years has resulted in the shift of the company goals from socio-economic focus towards increasing shareholders value to the welfare of varied stakeholders. Thus, it's the necessity of

today to evaluate this heated relationship in the Indian context with association to socially responsible initiatives. Given the big tug towards CSR, without the accompanying discipline, the question for firms isn't whether to interact in CSR, but what the most effective way forward is for crafting CSR programs that reflect a company's business values, while addressing social, humanitarian and environmental challenges. Considering the various disparate drivers of CSR in an organization, and also the many alternative motivations underlying the assorted initiatives, it's naïve to expect a corporation to somehow weave all this together and incorporate it as a part of business strategy. The basic problem with CSR practice is that companies usually don't have a correct CSR strategy, but rather numerous disparate CSR programs and initiatives are taken. However, that our notion of CSR Strategy doesn't equate to a whole absorption into the company's core business strategy. Becoming socially and environmentally responsible may be a very complex task because neither social nor environmental problems may be laid out as a series of neatly packaged alternatives. Moreover, CSR literature provides only limited guidance about a way to integrate various initiatives into a sound program that may address a good range of CSR aspects. Studies usually specialize in implementing some aspects of CSR, and tiny research pertains to the concrete and systematic implementation of CSR in a corporation. With of this importance, it's to grasp how far the above is accepted and implemented by the massive organizations. This research focuses on the study of CSR efforts put up by these large organizations to grasp if those efforts are more worked on for the society benefits or for his or her employees.

Corporate Social Responsibility and Sustainability: Key Concerns

Corporate social responsibility comes from the concept of sustainable development which refers to the event that meets the wants of the current generation and doesn't compromises with the flexibility of future generation to satisfy their own needs. Sustainable business operations address the resource needs of present stakeholders while supporting, protecting and enhancing the resources which will be needed by the longer term stakeholders. CSR and sustainability demonstrate the way companies achieve a balance of economic, environmental and social imperatives and enhanced ethical standards while addressing the concerns and expectations of their stakeholders. These are company's verifiable commitment to work in an environmentally, economically and socially sustainable manner that's explicit and satisfying to its stakeholders. Both CSR and sustainability understands that the community and environment in which a business operates are integral to the success of a business. However, sustainability goes a step further by taking into consideration the requirements of the longer term generations too. The key concerns inherent in corporate social responsibility and sustainability are as follows:

- **Economic Responsibility:** Economic responsibility means striving to confirm that business is profitable enough to make long-term value for its stakeholders. The economic responsibility of a business is to form worth for its stakeholders by sustaining in long term.
- **Social Responsibility:** Social responsibility means striving to make sure collective and balanced progress of all sections of the society. The social responsibility of a business is to make inclusive growth in the community in which it operates. Development of the community through conduct of welfare and development programs, donations and charities is the key social concern of the organizations.
- **Ethical Responsibility:** Ethical responsibility means conducting business with complete integrity and adhering to moral business practices. The moral responsibility of a business is to develop a code of conduct that outlines its commitment to moral standards and compliance with applicable Laws.
- **Environmental Responsibility:** Environmental responsibility means conducting business with a minimal environmental impact that aims at rational use of natural resources and reduced wastage and emissions. The environment responsibility of a business is to safeguard the environment while executing its operations.

The CSR Orientations of Businesses for Sustainability

The CSR initiatives taken by the organizations help them not only in fulfillment of their social responsibilities but also in future sustainability of their businesses. Sustained CSR orientations help facilitate a constructive effect on staff retention and motivation. It also results into increased customer satisfaction and loyalty, more so when purchase decision is predicated on relationships, trust, reputation and brand. Loyal customers make repeat and larger purchases, and become more products loyal and also the devoted employees exert more effort and commitment towards the achievement of corporate goals. Satisfying needs, building trust through reliable services, friendliness, straightness and emotional

connection are all the drivers of corporate loyalty. CSR incorporates a significant impact on company's goals, performance and stakeholders' expectations and delivers desirable moral and business benefits. Companies showing an interest in environmental sustainability, often cut costs on energy consumption and resource use. It also has a capability to develop new products to satisfy the requirement of the purchasers and leverage the inventiveness of their stakeholders. By becoming an honest corporate citizen, a company can improve its competitive edge up respect of attracting and retaining investors, clients and employees. Socially responsible companies have better goodwill and respond early to risk and uncertainty. For many, social responsibility is that the way of life and how to redefine their work. Through corporate social responsibility, individuals realize their personal values and feel greater levels of feat. It creates confidence in the individuals that the work done by them is very important for the community and also the world and skill fewer regrets. It also makes them feel exhilarated going for work on a daily basis and never characterizes it as tedious and unrewarding. Thus, corporate social responsibility may be a source of non-public delight and the way to form work important and captivating for several. It's the indication of the non-public desire and belief of the industrialists running the organizations to endeavor the philanthropic activities, a way of giving back to the society.

Conclusion

Understanding the impacts of CSR on the working population, society and environment is vital towards developing its practice in an evolutionary way. This research explored and concluded that the CSR activities conducted by large enterprises is showing a big impact on society benefits, work culture, employee motivation, corporate strategies towards environmental protection. But the CSR activities of huge organizations with relation to competitive advantage are required to be improved. The competitiveness towards sustainability will be enhanced with relevance measures already taken that are society benefits, work culture, employee motivation and company strategies through environmental protection. CSR is increasingly important to the competitiveness of enterprises which may result in sustainability. Large industry aims to confirm that it's operating its businesses in an exceedingly responsible environmental and social framework whilst continuing to maximize long run shareholder value. Integrating these important factors into the management of business operations is increasingly recognized as a lever to ongoing success. Thus companies should accommodate the challenges and issues sorted to a specific extent by the states. Much has been wiped out recent years to create Indian Entrepreneurs awake to social responsibility as a crucial segment of their enterprise but CSR in India has yet to receive widespread recognition.

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