

CORPORATE SOCIAL RESPONSIBILITY: A DIFFERENT PERSPECTIVE

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ABSTRACT

The objective of the paper is to give a summary on the impact of the social responsibility of corporate on the behavior, and employee's attitudes towards CSR, and this can be observed that many scholars are still keep on going to glance at this concept of Corporate Social Responsibility from their different perspectives. As we can see in 1970, the first scholar named Milton Friedman, who wrote his first article on the topic of corporate social responsibilities. After his first article many academicians as well as the scholars started giving emphasis on this field in more prescribed manner to know the details, & made a major move about the general debates and conversations discussing about the authenticity of CSR and legitimacy towards different perspectives of CSR to acquire deeper knowledge of understanding about this concept of CSR. Although, most of the scholars that have been accomplished with respect to Social responsibility, were specially focused on the macro perspective of CSR with their major emphasis upon the relationship and connection among financial performance and CSR initiatives.

Keywords: *Corporate Social Responsibility (CSR), Employees' Attitude, Behavior, Social Responsibility.*

Introduction

When one can try to look around he or she will be easily able to get different forms of corporations which are admired in many different ways according to their assistance in the bigger societies. Example: Starbucks, is one of largest company in the whole world, as Starbucks have taken a major initiation very wide by including the citizenship in the mission statement, and by placing into their major policies and their commitment & obligations through their hard work for the purpose of cutting down & minimizing their environmental footprint and promoting the trade so as to be reasonable towards the growths into different programs. Starbucks was observed to be notified in the list of Corporate Ethics is to be amongst the Best 100 Corporate Citizens while the period of consecutive 7 years. So many corporations in this world is continue for the release of their specified reports which are relevant to the social responsibilities of corporate in addition to a separate report, or sometimes as annual reports. In the past recent years, this was noticed that many scholars & researchers were still looking for the theory of CSR and social welfares from different point of views. And in 1970, when Friedman decided to write on this topic, he was provoked by disputing the social responsibilities of corporations (Godfrey & Hatch, 2007; Scherer & Palazzo, 2008). Later than Friedman started to come across to the theory of Social responsibilities in further details, & moved ahead from discussion on the legitimacy of social responsibility towards many other perspectives to acquire deeper knowledge & understanding concerning the theory of CSR. On the other hand, most of the academicians have been conducted by means CSR they were mainly edging on total perspective & overview with to a large extent with the relationship among the CSR initiative & financial performance. And another dynamic research stream regarding this perspective has been examined by its active involvement in consumer behavior and marketing. Number of Researcher named as:

Drumright (1994-1996); Ellen, Mohr, & Webb, (2000); Ellen, Webb & Mohr (2006);

Luo & Bhattacharya (2006); Lombart & Louis (2014); and Bolton & Mattila (2015) have observed the concept of social responsibility with respect to those domains of the research.

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But, while looking at the association among the employee- level & CSR occurrence, only a less number of researcher readings have deal with to dwelled on those, where many scholars prominent the surprising space. Many studies & research have been issued the influence of company nationality on organizational obligation and with reverence to social presentation as corporation attractiveness. While human resources have been extensively acknowledged like the stakeholders in the business and this is supposed to the policies of Corporate social responsibility can have few kind of make contact with them, consequently, here its require to complete to further study among respect to empirical focus & the theoretical edge into the margin of the relationship among the all initiatives of social responsibility of corporate & the behavior as well as attitudes of employees. Mainly of the time the research and the theory on the practices of

CSR come up with the assumption that external stakeholders like as the customers as well as the potential employees and community, are the key groups of stakeholder that are also embattled by the organizations regarding its CSR, and the other hand, all internal groups of key stakeholder like as its working employees are wholly not considered to be exaggerated by their initiatives. Yet, few of the researchers have descriptions to the interest of all employees in the respect of CSR actions which are approved in the organization.

Literature Review: CSR

- **Corporate Social Responsibility**

According to some studies, even though CSR was rapidly becoming the worldwide phenomenon, but many public undertakings/companies were slower in the responding towards many issues of CSR initiatives, example protection and preservation protection of the social welfare and environment of the various communities/ groups among they operate. In addition, according to New Straits Times Newspaper (2010), the Government of Malaysia put efforts to encourage CSR, but by many companies it is still not taken critically because the minorities of the international corporations as well as big corporations in the country are only concerned in the initiatives of CSR projects. Besides, Ng (2008) reported, the Malaysian corporations are extreme behind an international standard as it comes to the implementation of CSR policies, and with nearly 2/3 of those data surveyed grading among the poor or average kind. Success of many organizations always depends upon number of variables, like work place, information technology, capital structure, HRM, corporate governance, trust, ownership, employees, ownership, customer relation management as well as corporate social responsibility.

Thus, it is very important to review the performance from time to time due to changes in the environment. Performance is too necessary for the administration in the controlling process and

Planning. Once we glance at the initiatives of CSR like initiatives then we can get out what are the projections of preferred organizational picture, they preserve act like an indicators and symbols of the organization's identity. "Executive individuality consists of those self-identity maintains used by the business for the purpose of spell out 'what are the most centralized organization which are also most continuous/ enduring and the most typical about the businesses". As the source of corporate communication about whole organizational individuality, CSR reflects an organization's core values and principles. According to Yoon, his lab study of relations drawn concerning customers of the socially responsible/accountable firm's position towards the strength of these managerial images to carry. Inside the organization, this is suggested that the messages nearby a firm's all CSR initiatives serve up as the auto-communication to the organizational members as well as reinforce business identity, related to an internal branding which give confidence to the employees towards "live the brand".

At the same time as identity of the corporations represents the enduring and central characteristics of the corporations like seen by the members, and image replicates that how organizational whole members consider as others see an organization. As we discussed before, organizational identities are the source of an organizational identification, although image building is important too since this contributes to the collective self-esteem and being self-esteem as well as personal identity. Moreover, worried the reciprocal association among an organizational identity as well as an image, and arguing that, dissimilar to standard definitions associating identity with an unalterable, an enduring the characteristics, of organizational identity are an active constructs (Carroll, 2008).

Even though the relationship along with CSR & member of staff's attitudes is grown for investigation, and most attention towards CSR in a literature has paying attention on external. Stakeholders like as potential employees, customers, as well as the larger area. Limited Research/investigation has been carrying out to describe the sound effects of the CSR on domestic

stakeholders like employees. So we have evidenced that all the literature upon the CSR, and its impact upon the employees like internal shareholders has been, in support of the most division, overlooked. These gaps offer the fertile row of opportunity for study that will elucidate how CSR initiatives affect employees. Intended for this particular reason, my study presents clear view & accompanying schemes to address these unanswered queries by linking to CSR initiatives to the assembles of an organizational identification or the withdrawal cognitions talked about earlier & proposing the best mechanisms through which employee outcomes and CSR are associated.

- **CSR Motivation**

In this phase, this is so easy to notice that an employee is too likely to appraise their firm's Social responsibility initiatives once they all are attentive of them, therefore it is credible that these many concepts are too silent while explored the responsibility of any organization's social responsibility guidelines vis-à-vis their employees. Perceived robust addresses the connection among the corporate social responsibility initiatives or the organization's strategies and values as well as an organization's motivation. Employees prior perceptions about CSR initiatives deviated from the objective criteria all for achievement, such as found in the CSR audit.

- **Employee's Perceptions towards CSR Policies**

In this study, I discussed about the employee's perceptions within the relationship of the policies of Corporate social responsibility, 2 of the different aspects were clearly discussed: attentiveness of employees into the relationship towards the Policies of the CSR activity and another one is the observation of the employees to the CSR strategy "fit."

- **Personal Social Action**

In this journey of penetrating for the writing with regard to the Personal Social Action, my Study came crossways the explanation given by the different scholars and researchers relating to this. Many Scholars mentioned that this Personal Social Actions (PSA) is an individual act which is sponsored by or supported by an organization to hold up for a social good. The Organization range from many charitable donations which can be automatically with holed from any employee's pay check, paid time off to volunteer, matching donations, paid internships at Many non-profit businesses, exceptional initiatives in the support of a generous issues and Organization or company unpaid helper days. Individual initiatives to the change corporation policies may also drop into this type.

- **Programs for Employee volunteer (EVP)**

Although the number of firms with employee volunteer programs is not known, at least 60% of Fortune 500 firms promote EVPs on their websites and at least 95% of Fortune 50 firms mention EVPs. One exploratory study investigated employee responses to corporate sponsored volunteer programs, one specific type of PSA, which are defined as "any formal organized company support for employees and retirees who wish to volunteer their services or time to the community as quoted in Peterson, 2004). These types of employee-supported volunteer programs have also been dubbed "intra-organizational volunteerism".

Employees surveyed by de Gilder, had positive views of the program and reported stronger attitudes towards work (measured as performance and attendance) than did non-volunteer employees and employees who volunteered outside the company-sponsored program. Peterson's (2004a) study of corporate volunteer programs found a strong relationship among organizational commitment and job satisfaction and participation in a company sponsored volunteer program for female but not for male employees.

- **Attitude for CSR**

An organization's Corporate social responsibility, while they possibly will be efficient by its objective even reviewer effected by the people who carry out not be concerned for an activity, might not be generally accepted by the employees. Initiatives of CSR may be observed by a few human resources like a waste of resources and the organization might dedicate to the organization as absolute or the employees like a whole. Despite of this, CSR initiatives might be seen to advance or support of the agenda not whole the employees grip. Even apparently uncontroversial agendas, similar to those that hold up the breast cancer study, may be disparate by the employees who are alongside animal trying, while plans as apparently kindly as the school literacy in public schools can be opposed through the employees who have a preference of private schooling and voucher programs. Additional employees can

be opposed towards CSR initiatives in common because they consider the finances supposed to be reinvested into the company as well as the corporate philanthropy justifications local, state, or national governments as of their responsibilities to offer to community. As a result, when the employee supports these CSR goals, after that the employee determination experiences of a greater effect than the employees who accomplish not hold up the CSR goals.

- **PSA (Personal Social Action) & the Employee Outcomes**

When we see the very known Fortune Magazine year 2008, we can be able to observe the "Hundred Best Organizations to work intended for" the list of explicitly refer to the Personal social action opportunities obtainable at 4 of the aspect corporations: Methodist Hospital Systems recommend the program into which employees expend their time with fatally ill many cancer patients; Bank name Umpqua gives employees forty hours of the paid time every year for the community volunteering; and Intuit gives their employees 4 days for the community service; or E O G go with the charitable donations and funding up to \$60,000/employee every year. Many another organizations are onto the Fortune's list, e.g. Google, Cisco System, and Wigwams Food Markets too have the opportunities for their employees to employ into PSA. Sustained mind-sets of happiness may come from the intentional action which is "focuses a person's power & behavior into the variety of many different ways, leading towards an extra diverse & varied the set of an experience be capable of convey about the expanding an array of the new possibilities and opportunities and possibilities,". And not only those, but we too be acquainted with prosaically spending, which is, an index of comprised of a donation to the charities or gifts towards others, and has been connected with different greater stages of happiness other than the personal spending. Schkade and Sheldon suggested that prosaically performance leads towards the positive moods and sustained well-being since they may create the positive engender confidence, self-perception, about one's capability to assist others, as well as even inspire partiality from others.

Conclusion

This investigation comes along with the insight on the insight of the Corporate Social Responsibility. When people look approximately we will be capable to see the different categories of the corporations so as to praise in the different ways on their assistances into their larger societies. Company named Starbucks, is one of the largest corporations in this world, has taken to an commencement by including the citizenship into its major mission statement, through putting into the policies, and its promises by the efforts for the purpose of diminishes all its environmental footstep and promoting the trade which will be a fair to the growers into many different programs. The study further, earlier mentioned above, this can be easy to observe that the working resources and the employees are too likely to assess their companies' CSR initiatives on one occasion as they are conscious of them, therefore it is likely that this concepts is also very much salient while investigating and exploring the role of the organization's social responsibility norms vis-a-vis their employees. 1 metric employee will make use of the perceived vigorous of the CSR initiatives. The perceived fit all addresses the communications among the whole CSR activity as well as the organization's strategies and values and the organizations Motivation.

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