

EMPLOYEES' PERCEPTION OF CORPORATE SOCIAL RESPONSIBILITY (CSR)

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Abstract : Employees are the backbones of the company and their contribution plays a pivotal role in the organization. Nothing is possible without them. When an organization is integrating mission and purpose with social goals and sustainable values it should get the cooperation and support from them. It is not an easy job. The organization has to determine how they perceive such initiatives so that they can educate them on how the above goal will benefit everyone. One such attempt is made in this study to determine the perception of employees regarding Corporate Social responsibility (CSR).

IndexTerms - Component,formatting,style,styling,insert.

I.INTRODUCTION

Today organizations are practicing Corporate Social Responsibility (CSR) i.e. in the normal course of business; they operate in ways that enhance society and environment. Though many argue that it is window dressing there are organizations that have made considerable effort and practice CSR. It aims to ensure that companies conduct their business in an ethical way. This means, taking into account of their social, economic and environmental impact and considerations of human rights.

It involves wide range of activity such as:

- Working in partnership with local communities
- Socially responsible investment
- Developing relationships with employees and customers
- Environmental protection and sustainability

CSR activities benefit the organizations in many ways by building good will and image, enhancing employee commitment and by attracting and retaining investors. When corporations exhibit humanitarian behavior, they are more likely to provide employees with a positive workplace. Consequently, employees feel happy and enthusiastic when they come to work every day. In being a role model and practicing philanthropic activities, the top management has to create culture with social values and instill the same in the minds of the employees.

Corporations that are concerned about the lives of the society are more likely to create a positive environment. Employees who know that their employer is committed in the betterment of the society feel a stronger connection to the company. Because of this close relationship that employees share with their company, workers feel inclined to be productive and creative.

By incorporating comprehensive charitable programs, companies can help employees become more prolific. When companies a culture of CSR, they can easily promote volunteerism to their employees and encourage them to donate to nonprofits. When employees contribute their time and money to worthy cause, they develop professionally and personally. Besides helping those in need and volunteering as teams, employees learn to work better together on important projects. Employees also experience a sense of pride when they know that they work for a company that cares for the community and encourages them to be passionate about worthy causes. They tend to follow their management and engage in their own philanthropic activities.

II.NEED FOR THE STUDY

“Corporate social responsibility”, a continuously debated concept since its inception, has attracted global interest in a progressively integrated world economy. Although it is not a contemporary concept, corporate social responsibility (CSR) is developing into a global norm. Today, Corporates are expected to promote and practice CSR for the socio-economic consequences of their operations in host countries. However, the inability to establish a comprehensive definition and understanding of CSR has led to either inconsistent application of it or complete disregard for it. This study is inspired by the ongoing debate among proponents and opponents of CSR about a shift in the adoption of CSR by corporates. On the one hand, there is a growing social demand for corporates to take a leading role in meeting society's needs since these needs have exceeded

the government's capacity to fulfill them. The government is traditionally viewed as the sole agent for development but proponents of CSR argue that businesses should share this responsibility. Considering that corporates depend on society for labour, land or other resources, there are growing expectations for them to promote sustainable development. On the other hand, it is argued that companies state their intentions to contribute towards the development of local communities but translating those intentions to action remains unseen.

III.STATEMENT OF THE PROBLEM

CSR is believed to have a significant influence on corporate sustainability. In the business context, CSR has emerged as a form of sustainability governance with advantages to the economic, environment and social progress. Successful executives know that their long-term success is based on continued good relations with a wide range of individuals, groups and institutions. Smart firms know that business can't succeed in societies that are failing whether this is due to social or environmental challenges, or governance problems. Moreover, the general public has high expectations of the private sector in terms of responsible behavior. Consumers expect goods and services to reflect socially and environmentally responsible business behavior at competitive prices. In the recent past organization had a choice to return back to the society but due to competition, it has become an obligation for them to become socially responsible by giving back to the society for them to improve their image in the eyes of the public. In as much as these organizations are returning back to the society, do they benefit from this investment in terms of increased profit, satisfy and retain customers and also increase market share.

IV.OBJECTIVES OF THE STUDY

- To study the level of awareness of CSR concept among the employees in TCS.
- To identify how CSR activity is organized in the company.
- To determine how employees perceive CSR as beneficial to them and to the society.

V.SCOPE OF THE STUDY

Corporate Social Responsibility has significant influence on employees' performance. They become more committed to their organizations when they understand that the company values its stakeholders. The aim of this paper is to explore employees' perceptions toward CSR activities carried out by the organization. This may help the organization to achieve organizational sustainability through higher employee outcome.

VI.REVIEW OF LITERATURE

The debate about corporate social responsibility has shifted from the early attempts to define the concept to understanding the role of stakeholders and determining the effect they have on organization in order to find the best way to integrate CSR in the existing, or even create new management models. With growing body of academic research and practical experience, there is more evidence of best practices and better understanding of the role that business should have in the society. The goal of a responsible company must be framed in terms of increasing value for all of its stakeholders, which, in turn, increases the value of that company. To be successful, approach to CSR must be "systemic" (Sanford, 2011) - accounting for the interconnectedness of all stakeholders - and strategic. Firms must reconsider and align their values, strategies and core business (Jonker & de Witte, 2006; Lazslo & Zhexembayeva, 2011).

Kim et al. (2010) have also found that the perceived external prestige - the way in which employees believe outsiders see their organization - has a positive relationship with employee company identification.

Shashank Shah and Sudhir Bhaskar (2010) made a case study of Bharat Petroleum Corporation Ltd. (an Indian Public Sector Organization). They found that there is a broad relationship between the organization and the society. The organization used the resources of the society like human, material etc and in reverse they provide services to the society. The study also revealed that BPCL has taken a lot of initiatives in order to serve the society.

Debabrata Chatterjee (2010) in his research paper entitled "Corporate Governance and CSR: The case of three Indian companies" tried to analyse the corporate governance practices of three prominent Indian firms Viz; ITC Ltd., Infosys Technologies Ltd., and Reliance Industries Ltd. The study was made taking four parameters i.e., Approach to Corporate Governance, Governance Structure and Practices, Board Committees and CSR activities. The study found that though the Corporate Governance practices are exemplary, there exist differences in the way the companies adopt these practices. Infosys seems to be doing much better than the other two.

Harbajan Bansal, Vinu Parida and Pankaj Kumar (2012) in their paper entitled "Emerging trends of CSR in India" analyzed 30 companies of 11 sectors listed in the Bombay Stock Exchange with the help of their annual reports. Some of these sectors were Transport, Equipment sector, Finance and Metal Mining sector, IT & Power, Capital goods, Telecom, Housing, FMCG, Oil & Gas, etc. The study concluded that the companies today are working not only to earn profit but have also realized the importance of being social friendly.

Thus Social Responsibility today has started taking a turn in the new direction.

VII.RESEARCH METHODOLOGY

7.1Descriptive Research Design:

This research design adopted for this study is descriptive design. The study aims at finding how employees in Tata Consultancy Services (TCS) perceive the CSR initiatives taken by the company.

7.2 Sampling design

The study sample consists of 70 employees who were chosen using simple random sampling method.

7.3 Source of data

- Primary Data- Primary data was collected through a structured questionnaire.
- Secondary Data- Secondary data was collected from the records of the company

7.4 Statistical Tools

The researcher administered well-structured questionnaire for the purpose of collecting data. The researcher used SPSS 17 package and excel for the calculation. Friedman Test was used to measure the difference in opinion of the respondents

VIII. RESULTS AND DISCUSSION

Descriptive Statistics

Majority (57%) of the respondents are female. It is determined from the analysis that the majority (60%) of the respondents belong to 30-50 years of age category. It is inferred that that all the respondents opined that they were aware of CSR activities in the organization. They opined that the company carried CSR activities under four categories viz., health, education, infrastructure and environment livelihood. It is divulged from the analysis that the majority (99%) of the respondents opined that there is a relationship between profitability and CSR

The outcome in adopting of CSR practices

An attempt has been made to know the opinion of the respondents towards the outcome in adopting of CSR practices by company TCS. For the purpose of this study, it has been classified into four categories viz., promote corporate, increase financial efficiency, competitive market advantage and organizational values, culture, mission and goals. The details are furnished in the table .1

Table. 1: THE OUTCOME IN ADOPTING OF CSR PRACTICES

S.No	ITEMS	SA	A	N	D	SDA
1.	Promote corporate image	17(24%)	49(70%)	4(6%)	0(0%)	0(0%)
2.	Increase financial efficiency	24(34%)	32(46%)	14(20%)	0(0%)	0(0%)
3.	Competitive market advantage	23(33%)	23(33%)	24(34%)	0(0%)	0(0%)
4.	Organizational values, culture, mission and goals	29(41%)	25(36%)	16(23%)	0(0%)	0(0%)

*Note: SA-Strongly agree; A- Agree; N-neutral; DA- Disagree; SDA- Strongly disagree

70% of the employees agree that CSR promotes corporate image, 46% agree that it increases financial efficiency, 33% agree and strongly agree equally that it brings competitive market advantage, 41% strongly agree that it builds up organizational values, culture, mission and goals

Factors driving CSR activities

In order to find out the variance of the drivers of CSR activities among the selected sample respondents, Friedman's test is used and results are presented in the table.2

Table. 2 : FACTORS DRIVING CSR ACTIVITIES

No.	Drivers of CSR activities	Mean Rank	Rank
1	Increase in profits	3.35	2
2	Image Building	2.11	5
3	Rising International standards	2.60	4
4	Increasing Awareness	3.22	3
5	Community Pressure	3.71	1

It can be concluded from the analysis that from among the selected five factors, maximum respondents opined that the community pressure is the major driver for CSR activities in TCS and is ranked first by the respondents. This is followed by 'Increase in Profits' and 'Increasing Awareness' which are ranked as the second and third major factors respectively. Finally, the sample employees ranked 'Rising International Standards' and 'Image building' as the fourth and fifth factors respectively.

IX.CONCLUSION

This research has mainly focused on practices of corporate social responsibility (CSR) in the study area. CSR is a broad subject which leads to a variety of opinions and can be considered in a number of different ways. CSR has gained in prominence in recent years. It has also changed in nature as different issues have become more prominent. The research have considered these changes and looked in particular at environmental issues and the way in which the effects and associated costs can be externalized away from the company itself. CSR is now generally considered to be an integral part of strategy for any organization and built into the strategic planning process. There are many perceived benefits to an organization from this. Governance also is an integral part of this process.

Globalization has an enormous effect on society and business life which can be manifest in a number of different ways. So, business life needs more regulation and proper and socially responsible behavior than before. In this research, the researcher has identified the drivers of CSR activities among the selected sample respondents, program contributed to assist employees and practices implemented to improve employee welfare and labour relations in Organization

X.REFERENCES

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