

# CORPORATE SOCIAL RESPONSIBILITY PRACTICES AND ITS IMPACT ON BENEFICIARIES

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Registration No.Ph.d-CB-JUL2013-0739.

## ABSTRACT

CSR movement is seen as having the capacity to create an association's decent reputation among partners in the long haul. With regards to the services rendered by hospitals, the usage concerned with CSR is for the most part performed in accordance with clinic activities. CSR practices directed in doctor's facilities including patients can make recognitions in the patients' minds. By taking into account certain awareness of public with respect to medicinal services part, this examine endeavors to experimentally evaluate the impact concerned with CSR on beneficiaries in health care organizations in state owned hospitals in Bengaluru City, Karnataka.

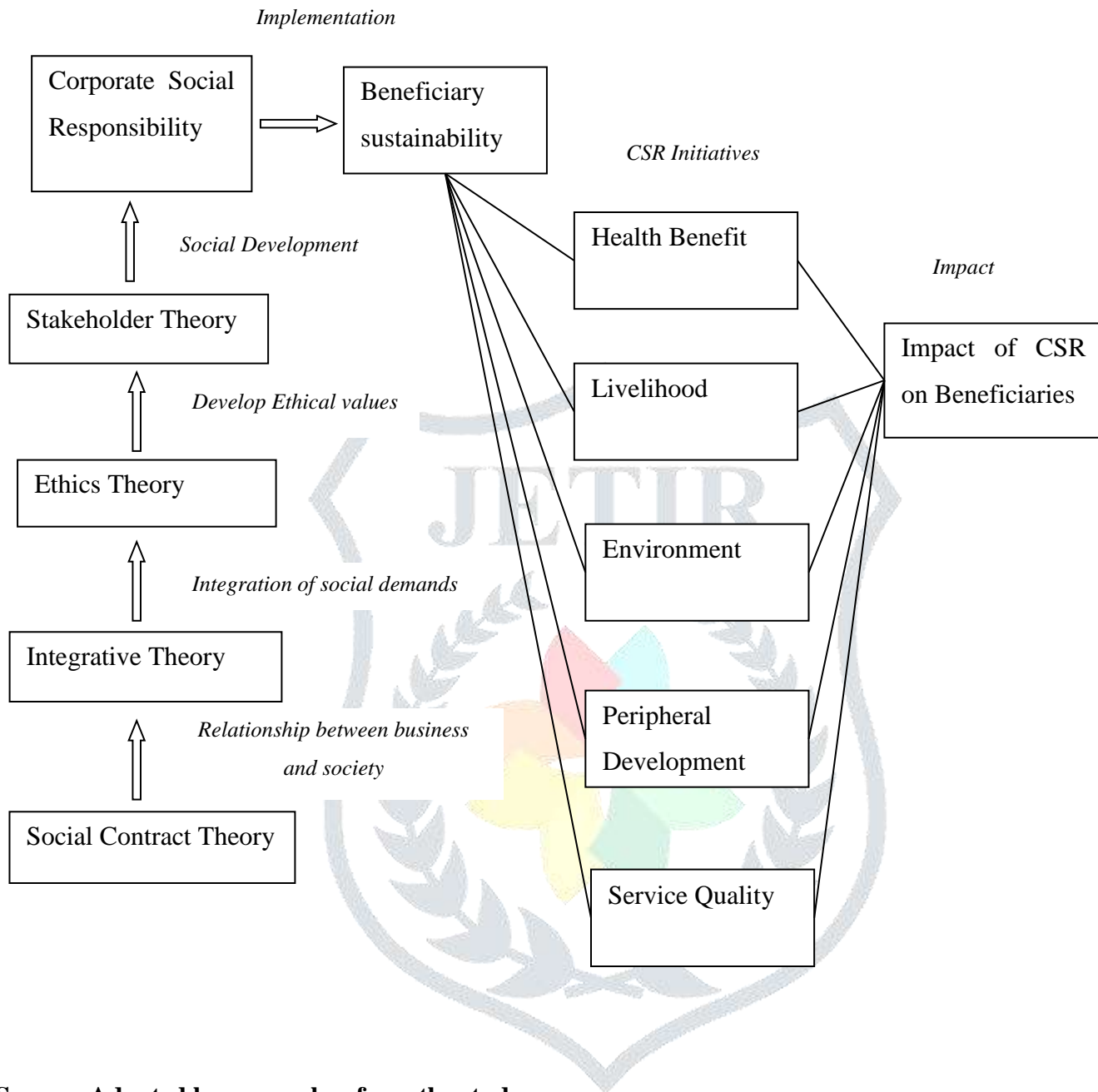
**KEY WORDS:** Corporate social responsibility, Stakeholder Theory and Ethics Theory.

## INTRODUCTION

Contemporary social system requires every organization to work with a feeling of social obligation. Numerous organizations have been currently incorporating corporate social responsibility (CSR) exercises in their work programs. However, in the health care sector, the importance of CSR has not been contemplated as seriously as in private organizations on the grounds that the administrations given by the wellbeing area are as of now esteemed as specifically serving mankind. This exploration intends to assess the effect of CSR on the wellbeing segment, particularly on government health care centers. This model was produced by dissecting the impact of CSR on sustainability of beneficiaries who obtain benefits through livelihood, peripheral development, health benefits, environment and quality of service provided by the health care organizations<sup>1</sup>.

<sup>1</sup> Ms Yogita Sharma (2013) Role of Corporate Social Responsibility in Organization

**CONCEPTUAL FRAME WORK**



**Source: Adapted by researcher from the study**

**REVIEW OF LITERATURE**

**Handayani et al. (2007)<sup>2</sup>** acknowledged that CSR activities in the private sector that mostly center around outside workplace, hospital CSR activities that are led outside of the focal point of healthcare activities are considered to upset the administrations. By thinking of some as angles identified with open consciousness of the healthcare sector, this examination endeavors to experimentally assess the impact of CSR on hospital esteem,

<sup>2</sup> Handayani R, Wahyudi S, Suharnomo S (2007) The effects of corporate social responsibility on manufacturing industry performance: the mediating role of social collaboration and green innovation. Business: Theory and Practice.

notoriety, and devotion of patients in state-claimed hospitals in Medan City, Indonesia. This examination is significant and has curiosity because of the way that CSR is by and large done by the private sector.

**Brandao et al. (2006)<sup>3</sup>** obtained a qualification amongst uninvolved and dynamic social responsibility. In the inactive social responsibility, hospitals achieve their social and market objectives in agreement to the national and global law, and to the general moral measures. They don't demonstrate more activity; don't surpass the forced prerequisites.

## RESEARCH GAP

It was found that all the above research is focused on discrete view of CSR and lack on integrated view of CSR activities on healthcare. Whereby a gap is found to study on the integrated view of CSR activities on healthcare. The CSR is practiced at top-level management by formulation of CSR policies, CSR committee members consisting of one independent director, budget allocation for CSR and the CSR is done for the social outcome of the healthcare industry. Many studies have been undertaken on various CSR activities for different sectors but a gap was to study the healthcare sector, so research Gap is to know the focus area of social responsibility practices of the selected, healthcare sector in four groups namely environmental, social, economic and operational practice of the industries and do a comparison on the focus area of each sector.

## STATEMENT OF PROBLEM

The primary reason for CSR in an organization is to guarantee that there is a solid connection amongst itself and its encompassing condition in the meantime holding fast to moral measures. In addition, an association is intended to take up social issues and help unravel them. Societal issues cannot be understood by governments as it were. An expanding number of organizations are embracing CSR in their structure subsequent to understanding that the thought of expanding shareholder's wealth without respect to the business condition and society is obsolete. Studies have demonstrated that numerous health care organizations have been known to complete their business with no respect for the ethical obligation they need to demonstrate towards the society however they have the financial power and impact in their individual ventures to unravel a portion of the current societal issues e.g. oil, sustenance and refreshment companies. On the off chance that it was an ethical obligation they are performing, CSR would be a long haul rehearse in the health care organizations. In that capacity, this research investigated the impression of the neighborhood recipient on CSR initiatives of health care sector.

## RESEARCH QUESTIONS

**Research Question 1 (RQ1)** : Does the dimensions viz. Health benefit, Livelihood, Environment, Peripheral development, Service quality have an impact on Beneficiary sustainability?

**Research Question 2 (RQ2)** : Does the dimensions Beneficiary sustainability have an impact on Impact of CSR on Beneficiaries?

<sup>3</sup> Brandao C, Rego G, Duarte I, Nunes R (2006) Social responsibility: a new paradigm of hospital governance? Health Care Analysis.

## OBJECTIVES OF THE STUDY

1. To analyze the causal relationship between study variables.
2. To examine the role of employees in implementation of healthcare programmers under CSR practices in Bengaluru.
3. To provide suggestions for improving CSR practices to increase sustainability of beneficiaries within Health care sector.

## HYPOTHESES

H<sub>01.1</sub> Health benefit has no impact on Beneficiary sustainability.

H<sub>01.2</sub> Livelihood and Skill has no impact on Beneficiary sustainability.

H<sub>01.3</sub> Environment has no impact on Beneficiary sustainability.

H<sub>01.4</sub> Peripheral development has no impact on Beneficiary sustainability.

H<sub>01.5</sub> Service quality has no impact on Beneficiary sustainability.

H<sub>02.1</sub> Beneficiary sustainability has no impact on Impact of CSR on Beneficiaries.

## SCOPE OF THE STUDY

This investigation features the impacts of CSR practices on the beneficiaries utilizing services of health care organizations in Bengaluru city. The results obtained from this research are instrumental in deciding the impact CSR has created on the beneficiaries of health care sector, the advantages credited to corporate social obligation on universal business and how local people perceive CSR carried out by hospitals working in their environment. Different associations can utilize the discoveries of this examination to decide the benefits of CSR activities and the proceeded with practices to adjust in offering back to the general public as a method for boosting nearby and worldwide business in building a corporate reputation to increase upper hand against rivals in the market. Academicians and analysts inspired by this area can utilize the discoveries of this investigation as a wellspring of reference. In addition, researchers can utilize this investigation as a reason for future research by filling the research gaps. An alternate methodology could likewise be utilized to look at whether there is any distinction in data analysis and findings of result.

## RESEARCH METHODOLOGY

A combination of exploratory, descriptive and Causal Research design has been used for the present study.

**Collection of the data:** Primary data as well as Secondary data. The primary data collection was made based on simple random sampling method. Survey method was the main source to collect primary data. For, secondary data different publications, journals, magazines surveys, Government documents, newspapers etc. were used.

**Sampling Design:** Sampling design comprises four major areas: Population, Frame, Sampling method and Sample size estimation.

**Population:** The population comprises employees serving in health care sector at Bengaluru.

**Frame:** The frame comprises employees serving in health care sector at Bengaluru.

**Sampling Method:** Deliberate (Purposive or Judgment) Sampling (Malhotra and Birks, 2006) was employed.

The survey was administered to corporate social responsibility serving in health care sector in Bengaluru.

### STATISTICAL TOOL USED FOR ANALYSIS

- Descriptive Analysis
- ANOVA
- SEM (Structural Equation Modeling)
- CHI Square

### RESEARCH DESIGNS IN CURRENT STUDY

Research Design	Applications in this Study
Exploratory	Literature Review, Factors influencing constructs
Descriptive	Research instrument, Measurement, Hypothesis formulation, Testing, Data analysis and interpretation
Causal	Conceptual framework and its testing

**Source: Compiled by Researcher.**

- **Exploratory Research**

This sort of research turns around social occasion either primary or secondary collection of data and using an unstructured formal or causal framework to decode them (Malhotra and Birks, 2006). Such researches are generally used in circumstances where different issues ought to be described and an event or scene ought to be fathomed. Regardless, such examinations cannot be used to get in contact at an end. This kind of studies goes under the umbrella of emotional research and could incorporate systems like pilot study, survey or interview. This is for the most part used while obtaining data is uncommon or unclear. Exploratory research configuration has been utilized in the present study for reviewing previously established literature, identifying background, consequences, pilot study and research gaps.

- **Descriptive Research**

This sort of research "utilizes set of logical techniques to gather crude information and make information structures that portray the current attributes of a characterized target populace or market structure" (Malhotra and Birks, 2006). Such researches try to give a more point by point picture and realities in a zone of concentrate with a specific end goal to seek after a specific course. Such examinations can be rehearsed when there is existing learning about the subject and the specialist wishes to complete an inside

and out examination. This sort of research falls under the umbrella of quantitative (additionally called measurable or systematic) research. It is helpful in noting basic inquiries like who, what, where, when and how.

- **Causal Research**

A research involves gathering of data from various sources and designing of framework and information which will enable the researcher to propose a model with cause and effect relationships across two or more decision variables (Malhotra and Birks, 2006)

## **SIGNIFICANCE OF THE STUDY**

The expansion of and interest for CSR to make positive social change is clear over all ventures, including medicinal services segment. Past investigations have concentrated on ROI, partner requests, ecological effects, and even legitimate ramifications related with CSR. Tragically, the vast majority of the past research was led in territories other than sport. Also, while these territories of study are unquestionably critical to all the more likely comprehend CSR as entire, seemingly the most imperative issue of social effect has been scarcely inquired about inside the general writing and basically nonexistent in the human services writing. Concentrates, for example, the present one may give a critical missing connection in the total comprehension of CSR and offer important understanding to specialists in health care ventures.

## **LIMITATIONS**

- In this study, the researcher has focused on impacts of corporate social responsibility on beneficiaries within health care sector and hence cannot be applied to any other industry.
- The findings of the research will be relevant only to Bengaluru city as the data collected from the respondents are restricted to a specific geographical location since it is difficult to gather data from multiple locations.
- The sample size considered is minimal due to time constraints and therefore the data gathered is restricted with minimum responses obtained from minimum number of respondents.
- The secondary data collection method used in this research to extract data from books, journals and websites cannot be said to have 100% reliability.

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