

Social Transformation through Implementation of Corporate Social Responsibility

Mohini Agarwal, Department of Management,
Galgotias University, Yamuna Expressway Greater Noida, Uttar Pradesh
Email ID: mohini.agarwal@Galgotiasuniversity.edu.in

Abstract: Corporate social responsibility focuses on the stakeholder within as well as the outside of the organization and through this mechanism, the government and the private in addition to the public organization come closer to take the initiative for the upliftment of society. The initiatives that have been taken under the umbrella of CSR proved to be a mechanism that brings positive change in the life of the citizen. These changes can be measured on various factors such as education, health, economy, infrastructure, and many more. The CSR proved a person-centered conceptualization of CSR by concentrating on the making of senses as an underlying and unifying process by which individuals are constructive and conscious agents who search and find meaning by work. The CSR has the multidimensional benefit and also assist to create a goodwill of an organization amongst the stakeholder and the other people. The present has been concluded in support of the CSR initiative for changing the society at large.

Keywords: Corporate social responsibility, sustainability, sense-making, meaningfulness, social success.

INTRODUCTION

Work is a central human activity, and as people strive to find meaning in life, they also do that through work. The general process by which individuals give sense to underway activities such as work is considered 'sense-making,' and we use the 'sensemaking factors' label to refer to variables that influence how persons give meaning to underway experience. Our paper explores how individuals make sense of corporate social responsibility (CSR) and find meaning at work. CSR refers to organisational practises and strategies that take into account different groups of stakeholders and the threefold effect of economic, environmental and social success[1]. In other words, CSR focuses on different stakeholder groups, including non-organizational stakeholders, and on outcomes that go beyond financial outcomes.

Since CSR expands the idea of jobs to go beyond the specific job and organisation of one, and beyond the exclusive profit-focused point of view, it is a great way for people to make sense of and find meaning through work. Clearly, the general issue of significance across work has been addressed in previous studies, particularly in streams related to job redesign and job characteristics, discretionary behaviour, and sense of work. By linking CSR, responsiveness, and meaningfulness, it can be connected to this study, thereby providing a summary that goes beyond the characteristics of the tasks[2]. This study analysis explores the decisions that people make about their discretionary behaviour at work that also impact other company members and their organisations.

The CSR construct is well-established in the literature, with a great deal of effort to define and develop it, investigating how best to focus efforts at the firm level, and considering the outcomes of CSR, including outcomes at the employee level, such as satisfaction, commitment, and performance. Nonetheless, employees need to incorporate a lot of CSR, and little focus has been put on this role; that is, looking at how employees contribute to CSR and not just how they are influenced by it[3]. This stands for a significant gap in our understanding of CSR because it is mostly workers that are responsible for enforcing the CSR policy and strategy of an organization.

It was proposed that we first consider how workers conceptualise the CSR phenomenon and how this conceptualization blends into their work to understand the variables influencing employee interest in CSR. This analysis is an inductive and exploratory interview of two cohorts of employees, one on a charity basis and the other on an enterprise at the corporate level, revealing strong variations in the conceptualization of different cohorts[4]. And engage in CSR, especially with regard to how CSR contributes to workplace meaningfulness. Implications for the departments are mentioned. It was an appreciation of what CSR is and what needs to be achieved in order to achieve CSR policies.

As the micro-level of CSR, many researchers conceptualise leaders and managers, considering their importance since they are often responsible for selecting the execution of the CSR strategy. However it does not encourage a detailed understanding of CSR, since it implies that leaders are final players in CSR execution, while it is actually up to employees to follow the company's policy and to be assisted by its members. Consequently, while organisations understand the need to involve stakeholders at all levels in order to fulfil their operating environment obligations effectively, as the relationship between employees and CSR and the impact of employee CSR activities on the organisation.

The discretionary behaviour of employees are investigated by another related research source. Engaging in discretionary behaviours such as interpersonal citizenship activity and its various facets, including altruism/helping behaviour, courtesy, and sportsmanship), prosaic behaviour, pro-organizational behaviour, or behaviour of extra purpose, can be a way for individuals to find work comfort. However in addition to the position and work orientation of the literature on career restructuring, discretionary employee behaviour typically does not entail a sense of work. Discretionary habits, for example, directly contribute to work performance, albeit non-task performance[5]. In addition, discretionary behaviour applies to acts within the company or the company as a whole that harm certain individuals.

IMPLEMENTATION OF CORPORATE SOCIAL RESPONSIBILITY

Many of the literature redesign studies, contractual employee behavior, and other theories and fields of human resource management (HRM) and industrial psychology. Specifically, much of the study of meaning in organizational studies has evolved from a psychological point of view in which the individual job experience prevails over social or cultural factors[6]. While we concentrate on how CSR strengthens our understanding of how people pursue meaningfulness through work, our emphasis on the individual experience of CSR, the active role of the person is looking for meaningfulness, and the significance of intra-individual, intra-organizational, and extra-organizational levels of insight may be used in other areas of management to explore how people encounter and understand each other.

A COLLECTIVE RESPONSIBILITY TOWARDS SOCIETY

CSR has a long history and uses many different sources of research in its contribution. In order to minimise confusion, in the context of clear organisational actions and strategies that take into account stakeholder needs as well as the threefold economic, environmental and social bottom line, CSR has been explicitly defined and also adopted by others[7]. A significant focus of our paper is that while this definition requires policies and actions by organisations, individuals create and execute these policies and actions. Thus by focusing on how they view CSR, we make the role of individuals transparent, which may not have been the focus of the literature so far because it originated at the macro level of research and thus focused mainly on the business case of CSR.

The theory of stakeholders also dictates that divergent organisational interests among multiple stakeholders are likely to exist. As such, stakeholder theorists argue that to ensure the integrity and success of the company, a balance between the interests of the various stakeholders is crucial. Organizations exist and work in communities that are culturally and historically affected[8]. Therefore, companies are responsible for demands from different stakeholders for purposes that can be grouped into one of three main categories: interest-based, rights-based, and duty-based account capabilities. The standards of interest-driven corporate disclosure rely on the tacit interest of stakeholders in organisations.

A model has been developed for exploring how people play an active role in making sense of CSR as a quest for and seeking meaning through research. Before the model has been established, we highlight three essential clarifications. First it was suggested that many variables make sense that could be used in each of the three levels of our model (i.e., intra-individual, intra-organizational, and extra-organizational)[9]. So it is possible to use the variables we included as examples, and we chose them because there is enough empirical evidence to support their inclusion, and they are extracted from different sources of theories and analysis. Factors residing at each stage of analysis are not isolated from other variables and rates and have been addressed at the same level as cross-level interaction outcomes.

Experiencing the universality across work leads to much more positive outcomes than not experiencing any meaningfulness or less meaningfulness[10]. A higher sense of meaningfulness is correlated with more positive results, such as work satisfaction, organizational commitment, organizational identity, psychological well-being, involvement, success, and lower stress rates. Therefore, despite the wide-ranging conceptual or empirical literature on the positive effects of meaningfulness, the model focuses on CSR as a core precedent of meaningfulness and selective sense-making variables that result in meaning. While meaningfulness outcomes have been discussed in the study, this review does not concentrate on the relationship between meaningfulness and outcomes.

CONCLUSION

CSR work has historically focused on corporate and institutional levels of study and on evaluating the relationship between CSR and company-level outcomes (e.g., financial performance). A more recent research stream is now centered on the individual level of study and, parallel to existing macro-level research, has highlighted the role of CSR as a predictor of interpersonal outcomes, including attitudes, expectations, and behaviors such as organizational engagement, OCBs, and job satisfaction, among others. This review paper provides a conceptualization that, by putting the person center stage, opens up new perspectives, and focuses on sensory development.

REFERENCES

- [1] K. Haynes, A. Murray, and J. Dillard, *Corporate social responsibility*. 2012.
- [2] R. Benabou and J. Tirole, "Individual and corporate social responsibility," *Economica*, 2010.
- [3] M. Friedman, "The social responsibility of business is to increase its profits," in *Corporate Social Responsibility*, 2017.
- [4] D. J. Wood, "Corporate social performance revisited," in *Corporate Social Responsibility*, 2017.
- [5] B. Cheng, I. Ioannou, and G. Serafeim, "Corporate social responsibility and access to finance," *Strateg. Manag. J.*, 2014.
- [6] H. Liang and L. Renneboog, "On the Foundations of Corporate Social Responsibility," *J. Finance*, 2017.

- [7] C. Governance, "The Role of Institutional Investors in Promoting Good Corporate Governance," *OECD Rep. 25 Novemb. 2011*, 2011.
- [8] Z. Mousavi, F. Beiranvand, Z. Moeinfar, and N. Amouzesh, "Corporate social responsibility," *Life Sci. J.*, 2013.
- [9] V. Stanciu and F. P. Bran, "Why corporate social responsibility?," *Qual. - Access to Success*, 2016.
- [10] J. R. Boatright, "Corporate Governance," in *Encyclopedia of Applied Ethics*, 2012.
- Vishal Assija, Anupam Baliyan and Vishal Jain, "Effective & Efficient Digital Advertisement Algorithms", CSI-2015; 50th Golden Jubilee Annual Convention on "Digital Life", held on 02nd to 05th December, 2015 at New Delhi, published by the Springer under ICT Based Innovations, Advances in Intelligent Systems and Computing having ISBN 978-981-10-6602-3 from page no. 83 to 91.
 - Vishal Jain and Dr. S. V. A. V. Prasad, "Analysis of RDBMS and Semantic Web Search in University System", *International Journal of Engineering Sciences & Emerging Technologies (IJESSET)*, Volume 7, Issue 2, October 2014, page no. 604-621 having ISSN No. 2231-6604.
 - Vishal Jain and Dr. S. V. A. V. Prasad, "Evaluation and Validation of Ontology Using Protégé Tool", *International Journal of Research in Engineering & Technology*, Vol. 4, No. 5, May, 2016, page no. 1-12 having ISSN No. 2321-8843. • RS Venkatesh, PK Reejeesh, S Balamurugan, S Charanyaa, "Further More Investigations on Evolution of Approaches for Cloud Security", *International Journal of Innovative Research in Computer and Communication Engineering*, Vol. 3, Issue 1, January 2015
 - K Deepika, N Naveen Prasad, S Balamurugan, S Charanyaa, "Survey on Security on Cloud Computing by Trusted Computer Strategy", *International Journal of Innovative Research in Computer and Communication Engineering*, 2015
 - P Durga, S Jeevitha, A Poomalai, M Sowmiya, S Balamurugan, "Aspect Oriented Strategy to model the Examination Management Systems", *International Journal of Innovative Research in Science, Engineering and Technology*, Vol. 4, Issue 2, February 2015