

ROLE OF CORPORATE SOCIAL RESPONSIBILITY IN SUSTAINABLE DEVELOPMENT OF SOCIETY

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Abstract

A large number of not-for-profit, social service, educational, health care, and environmental groups pitch half or full funding projects to corporations every year. Millions have been raised, and each one has been promised a return to the financing company. This means that each one has bottom-line measurements. Of course, the businesses who donate money and other resources do so because they believe they are doing something good for society as a whole. Consider the question of long-term viability. When it comes to corporate social responsibility (CSR), other names for it include "corporate conscience," "corporate citizenship," "social performance," and "sustainable responsible business." Corporate social responsibility (CSR) policy serves as a self-regulatory system for businesses to monitor and ensure that they are operating in accordance with legal and ethical standards, as well as with international norms and regulations. "Corporate social responsibility (CSR)" aims to inspire companies to accept responsibility for their actions and to have a beneficial effect on the environment, customers and workers as well as on the communities in which they operate.

Keywords: Corporate social responsibility, environmental awareness, environmental sustainability, sustainable development

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1. INTRODUCTION

“Corporate social responsibility (CSR)” has become a widely used word in modern society to describe a process through which a company expresses and maintains its “corporate culture and social awareness”. In the last decade, CSR has gotten a lot of attention from a broad range of academics from across the globe. According to some of these experts, CSR has gained a lot of momentum in the last few years and is currently considered to be at its most common. “Corporate social responsibility (CSR)” is becoming more important to business executives, government officials, as well as academics. [1]

1.1. Importance of Social Responsibility

- Resolving social issues: The group provides resources to address social issues.
- As an example, the company should examine the design of work organisation and job happiness, as well as making a very reasonable attempt to provide more employment possibilities for minority groups.
- Improve the company's public image by taking social initiatives to foster good will, corporate trust, and public favour.
- Promoting and improving communities is in the business's best interest.
- Assisting in solving social, economic, and political issues: assist the government in resolving the issues confronting the nation.
- Customers are being pressed by the consumer movement to protect them from unfair corporate tactics including adulteration black marketing and unfair pricing as well as shortages in the areas of weight, measurement, and quality.

1.2. The Concept of Corporate Social Responsibility

According to the term "corporate social responsibility," contemporary companies have responsibilities to society that go beyond their duties to shareholders or investors. CSR is a growing idea in the business world. A literature review examines the variations and similarities in the definitions since various writers have expressed varied views about “corporate social responsibility (CSR)” and the establishment of CSR limits. Environmental, social, economic, voluntary, and stakeholder concerned are the five areas and aspects examined, which are usually linked with CSR definitions. “It is determined that the misunderstanding is not so much about how CSR is defined as it is about how CSR is socially constructed in a particular setting”, according to the study's findings.[2]

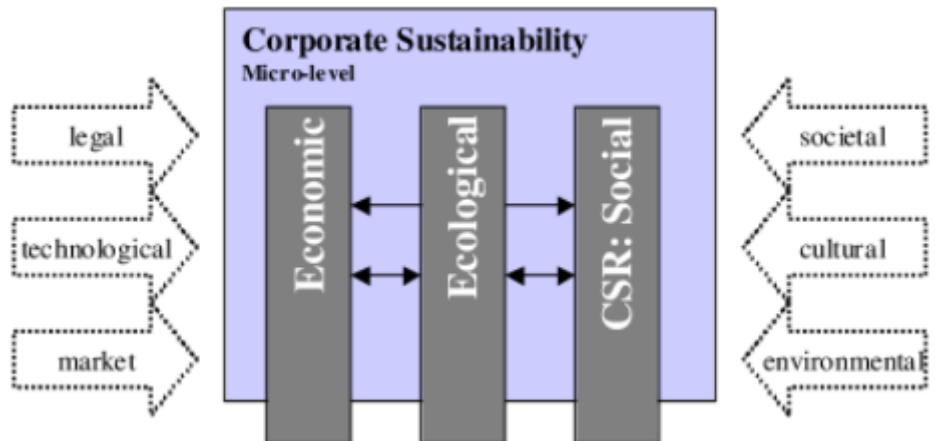


Figure 1: Relationship between Sustainable development, corporate sustainability and corporate social responsibility

Table 1: Different dimensions of CSR

CSR DIMENSIONS				
Economical Profit Seeking Business Orientation	Social Public Environment Improvement	Environmental Clean Environment Security	Stake Holders Relations with Stake Holders (Based on Values)	Voluntary Above and Beyond required by Law

1.3. Corporate Social Responsibility

“Corporate Social Responsibility (CSR)” has no universally agreed-upon definition, but a growing body of literature, academics, as well as business leaders all agree that CSR is a way to move a company from being purely an economic construct focused on shareholder profit to a more developed ethical and humanitarian model that increases the company's ability to create value across the board. [3] For “Kennedy School of Government”,

“Socially responsible business (CSR) includes both what businesses do with their earnings and how they get those profits. As well as dealing with the way businesses manage their economic, social and an environmental effect, this approach also addresses how they manage their stakeholder relationships in all the major areas where they have influence: the workplace, the market place, supply chain, and public realm”.

In order to guarantee a more equal social welfare system, the “World Business Council for Sustainable Development (WBCSD)” developed another operational definition of sustainability and growth. Accordingly, CSR is defined as “the commitment of business to contribute to sustainable development, working with employees, their families and the local communities”. [4]

1.4. Sustainable Development

Even if it's open to interpretation, the Brundtland report in 1987 provided the first generally recognised definition of Sustainable Development —Humanity can make sustainable development “to ensure that it meets the needs of the present without compromising the ability of future generations to meet their own needs”.

Consequently, the idea of sustainable development was broken down by the UN into 17 integrative objectives, which enable coordinated efforts in different fields to improve government development programs and strategies. [5]



Figure 2: sustainable development

The three pillars were included in the “Johannesburg Declaration” of the same year — “a collective responsibility to advance and strengthen the interdependent and mutually reinforcing pillars of sustainable development—economic development, social development and environmental protection—at local, national, regional and global levels”.

2. LITERATURE REVIEW

[1] When it comes to changing people's lives and communities across the world, “Corporate Social Responsibility (CSR)” has enormous promise. CSR is a subject on which conventional businesses have done considerable study, but professional sports have not. CSR has been widely recognised by academics and professionals as an important factor in assessing a company's success, although opinions differ on

Richa Srivastava

how it should be implemented and who should be responsible for it. Unlike most businesses, professional sports teams rely nearly completely on community support to be financially successful.

[2] Latest economic, environmental, and social tragedies (such as data breaches and corruption) have drawn attention to the burgeoning aviation sector. Few studies, on the other hand, have looked at the trends and shifts in “corporate social responsibility (CSR)” practises, as reported in CSR reports, in the aviation sector. “Global Reporting Initiative (GRI) Standards” on CSR communication by global airlines are examined in the present research to address the void. In 105 CSR reports from 21 major league airlines between 2013 and 2017, quantitative text analysis was used to analyse and compare CSR topics. Our results showed a clear upward trend in the economic component of CSR reporting, with GRI 201-Economic Performance being the most often reported sub-topic of interest. The CSR reporting procedures of “APEC and EU-based airlines” were also examined as part of our research. The findings showed that the emphasis of CSR reporting in the two areas was different. Global airlines' CSR policies and responses to stakeholders' expectations were thoroughly examined in this research. The findings of this research will be useful to both academics and practitioners interested in airline CSR development and reporting.

[3] “Corporate social responsibility (CSR)” refers to corporate practises that are ethical, society-friendly, and helpful to the community in terms of growth for companies or firms. This article examines the concept of CSR in light of existing theoretical frameworks. CSR is seen as a worldwide issue owing to the globalised corporate environment, which recognises no borders, according to theoretical approaches: utilitarian, management, and relational. These ideas are backed by the work of other academics in the field. The concept and practise of “corporate social responsibility (CSR)” are constantly changing. Once this point is made, it goes on to examine socially, ecologically, and economically responsible business practises and how they contribute to community development. For better grasp the practical elements of CSR, competencies needed of CSR managers are examined. There are also discussions on the study's findings and the implications for future work

[4] CSR is what a company does in addition to its statutory responsibilities. The pursuit of sustainable development is mutually beneficial for society and industry. Without the other, neither can prosper. As a result, businesses have a moral obligation to contribute to the advancement of the general welfare. To better understand the importance of corporate social responsibility in achieving both sustainable development & inclusive economic growth, researchers conducted this study. In addition, the role of different Indian organisations to social upliftment will be examined in this article. With respect to social responsibility and ethical standards, this article will demonstrate the current state of Indian organisations in India. Few solutions have been proposed to deal with the issues that arose with the adoption of CSR.

[5] Almost all extractive activities have the main issue of benefits accruing primarily at the national level while disruptions are usually highly localised near to the resource. Extractive businesses have stepped up their attempts to balance the scales recently. An important goal of this study is to determine the most effective strategy for businesses to support sustainable local development in their host communities. Government and civil society players can help this process along if they play their parts

Recent Trends In Commerce & Management : Innovations & Updates

well. The debate revolves on the importance of community involvement and references case studies, such as the 15-year community development initiative of a Tanzanian gold mine.

[6] “Corporate responsibility and corporate citizenship” are both terms used to describe the same thing. Community, employee, and environmental benefits are all part of CSR, which promotes making a good impact in all of these areas. “Corporate social responsibility (CSR)” is beneficial in light of environmental preservation. CSR's primary goal is progress. CSR's size, diversity, R&D, as well as consumer income would determine how it develops. Strategic management must include CSR. CSR is a company's responsibility to address environmental issues, reduce waste, and reduce emissions. Sustainable business practises, such as “corporate social responsibility (CSR)”, decrease child mortality and enhance mother health. When it comes to environmental performance and long-term environmental sustainability, “corporate social responsibility (CSR)” is increasingly important in the private sector's capacity to influence environmental outcomes.

[7] Increasing awareness of corporate misbehaviour has brought ethical behaviour and corporate social responsibility to the forefront in developed and developing nations alike. These two ideas have the potential to be very beneficial to a company. Corporate social responsibility extends beyond generating a profit for shareholders, and has been recognised for decades. Business ethics and corporate social responsibility are discussed in depth in this article. As MBA students and managers weighed in, it became clear that corporate ethics and social responsibility are critical to the development and success of organisations. They believe that good business ethics lead to happy employees, customers, and members of the community. Not only that, but they believe that socially responsible companies will profit from improved public image/reputation, increased consumer loyalty, and stronger and healthier community ties. Finally, conclusions are made from the data.

[8] As a strong instrument or channel for making sure that the individual company gains more advantages and allows a better involvement in society, Corporate Social Responsibility (CSR) is. The research investigates how CSR (Corporate Social Responsibility) helps Fertilizer & Cement Industry get widespread access in the local and worldwide market. The researchers drew a cross-section of executives from the companies for the study. This research use descriptive statistical methods to help it meet its goals. According to the study's results, “Pakistani Fertilizer & Cement Corporations” brand image and reputation with consumers; both locally and globally, are boosted by CSR practises. Because society makes many sacrifices for the sake of these companies, they must share the profits in the form of “corporate social responsibility (CSR)” with society. For the most part, Pakistanis are impoverished, and the government is unable to address the societal/population-level issues while corporate organisations are reaping enormous profits in the same nation and society as before. While society as a whole makes a significant contribution to commercial enterprises in our country, CSR efforts in Pakistan fall short of international standards.

[9] A large number of not-for-profit, social service, educational, health care, and environmental groups pitch half or full funding projects to corporations every year. “Corporate social responsibility (CSR)” policy serves as a self-regulatory system for businesses to monitor and ensure that they are operating in accordance with legal and ethical standards, as well as with international norms and regulations.

“Corporate social responsibility (CSR)” aims to inspire companies to accept responsibility for their actions and to have a beneficial effect on the environment, customers and workers as well as on the communities in which they operate.

[10] While “corporate social responsibility (CSR)” has garnered a lot of attention in the business world, little study has been done on it in the world of sports management. This article examines the part played by “corporate social responsibility (CSR)” in professional football by looking at sports, management, and marketing literature. As more people become aware of and involved in “corporate social responsibility (CSR)” in the football industry, the game becomes more competitive, and stakeholders get more value from it. A conceptual model is proposed in the essay, which defines football's agency function for the purpose of creating value for politics, culture, humanitarian aid, and comfort. Case studies from four major nations, England, Germany, Japan, and the United States, provide empirical data to support the model. These countries presently dominate CSR debate and are critical to the game's success. CSR as an opportunity-driven concept may help sports management achieve a better strategic direction, and future study can enhance sport management's understanding of this rapidly increasingly significant issue, as the article's goal is to urge sports management to recognise it.

3. Contribution of Various Companies

CSR is practiced by a wide range of Indian businesses. [11] Companies involved in “corporate social responsibility (CSR)” pay particular attention to the following areas:

- Upliftment of Society: Organizations in India are donating money, joining or supporting nonprofits like HDFC, ICICI, and Jet Airways to help improve society.
- Attention for Health and Society: Positive and excellent health are becoming more widely known in society. As a result of the efforts of organisations as NTPC, OXFAM, NOVARTIS, and NOVARTIS, as well as AMWAY, there is a noticeable increase in public awareness.
- Welfare of Children and Women: Children are the foundation of every society. As a result of the efforts of many organisations, schools in the city's slums and the socially disadvantaged, as well as mothers and children themselves, have benefited. Among them are businesses like WIPRO, NIIT, and HINDUSTAN PENCILS LTD.
- Green Ecology: The environment has a significant influence on society's well-being. Every person owes it to future generations to keep the environment healthy. Some of the problems that organisations like Sony Panasonic, Orchard hotels are working on include hazardous gases of various sorts, waste generation, and water pollution.
- Development of Rural areas: The general development of nearby communities surrounding their factories is a priority for a number of organisations. Various organisations like Bajaj Auto, ONGC, etc. have built educational infrastructure, hospitals, and other services in communities.

- Employee's Welfare: Every business relies on its employees to function. It is the goal of any company to have contented workers who love their work and living environments. A few examples of CSR include various worldwide human rights programmes and employee welfare initiatives.

4. Suggestions for Effective Implementation of CSR

- Every company should set a yearly budget for its CSR initiatives. Rural regions should be given precedence over urban areas when it comes to receiving returns from CSR initiatives in order to promote inclusive development, as outlined in our Plan Vision statement. [12]
- CSR initiatives may be implemented more efficiently with the help of public-private partnerships.

5. Conclusion

CSR isn't a new idea; in fact, it had its beginnings in India in the 1950s. The idea of "corporate social responsibility (CSR)" has been described by many writers and organisations, but a proper and widely accepted definition has yet to be developed.

New CSR trends, such as the generation of energy, pollution control and biodiversity production, should be promoted in today's globalised world. In order to alter the present scenario and accelerate India's socio-economic growth, CSR is essential. To achieve sustainable development, people must make an effort and adopt a mentality focused on using best practises to make the most of their limited resources, reduce waste, and protect our natural and human ecosystems for future generations.

The conclusions and recommendations drawn from the above research suggest that companies should focus on improving society in general, not only in the interest of the organisation itself, in order to develop both financially and socially.

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Richa Srivastava

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