

Corporate Social Responsibility: A Conceptual Framework

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Abstract:

The present study aims to determine the crucial role of corporate social responsibility in the modern business scenario. This study also examines the number of corporate social responsibility is being practiced in different types of business organization in India and also impact on society. As we aware that, in the large business enterprises, corporate social responsibility is a tool or a mechanism for controlling system. Corporate Social Responsibility is a responsibility, accountability and transference and performance evaluation. Generally corporate social responsibility it is tool that help companies minimize their environmental impact, to adhere to international labour standards, the Corporate Social Responsibility is very much in the organization.

Keywords: Corporate Social Responsibility, Sustainable Responsible Business, Stable work, corporate citizenship

Introduction: Today corporate social responsibility has been recognized as a powerful instrument for growth and development of organization. Corporate social responsibility is about how companies manage the business process to produce an overall positive impact on society. Corporate social responsibility (CSR) is also known as corporate responsibility, corporate citizenship, responsible business, sustainable responsible business (SRB) or corporate social performance. It is a form of corporate self-regulation integrated into a business model.

Corporate social responsibility described the body of management systems and tools that help companies minimize their environmental impact, adhere to international labour standards, contribute to their communities and manage toward a more economically sustainable world.

CSR has been defined much in terms of a philanthropic model. Companies make profits, unhindered excepted by fulfilling their duty to pay taxes. Then they donate a certain share of the profits to charitable causes. It is seen as tainting the act for the company to receive any benefit from the giving. Social responsibility becomes an integral part of the wealth creation process which if managed properly should enhance the competitiveness of business and maximize the value of wealth creation to society.

When times get hard, there is the incentive to practice CSR more and better if it is a philanthropic exercise which is peripheral to the main business, it will always be the first thing to go when push comes to thrust. But as with any process based on the collective activities of communities of human beings there is no 'one size fits all'. In different countries, there will be different priorities and values that will shape how business act. And even the observations above are changing over time. For instance, the CSR definition used by Business for Social Responsibility is operating a business in a

manner that meets or exceeds the ethical, legal, commercial and public expectations that society has of business.

Corporate Social Responsibility (CSR) is the decision-making and implementation process that guides all company activities in the protection and promotion of international human rights, labour and environmental standards and compliance with legal requirements within its operations and in its goals. A properly implemented CSR concept can bring along a variety of competitive supremacy, such as enhanced access to capital markets, increased sales and profits, operational cost savings, improved productivity and quality, efficient human resource base, improved brand image and reputation, enhanced customer loyalty, better decision making and risk management processes.

Lord Holme and Richard Watts, defines that “Corporate Social Responsibility is the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large”.

Nations Industrial Development Organization (UNIO), states that “Corporate Social Responsibility is a management impression whereby enterprises integrate social and environmental concerns in their business operations and interactions with their participants.

Corporate Social Responsibility (CSR)

The aptly named CSR view is that corporations are members of the moral community. Instead of separating them from society as Friedman would, they are viewed as citizens in the world. They have responsibilities that are analogous to those of other members of the moral community, and these responsibilities fall into four groups:

1. Economic Responsibility
2. Legal Responsibility
3. Ethical Responsibility
4. Philanthropic Responsibility

The Drivers of CSR

The five Driving forces of CSR:

1. **Increased Affluence:** CSR becomes more relevant as economies grow and stabilize. Therefore, the greatest attention to CSR is found in developed countries. Stable work and security provide the luxury of choice and socially
2. **Ecological Sustainability:** Perhaps the most obvious and most talked about of the drivers, concerns over pollution, waste, natural resource depletion, climate change and the like continue to fuel the CSR discussion and heighten expectations for proactive corporate action. After all, it is in the best interest of firms to protect for the sustainable future the long- term availability of the resources on which they depend.
3. **Globalization:** Globalization has had considerable impacts. First, the increased wealth and power of multinational corporations has led to questions on the decreased authority of the nation state, especially in developing areas. Further, culture differences have added to the complexity of CSR as expectations of acceptable behaviour vary regionally. With increased power comes increased

responsibility and globalization has fuelled the need to filter all strategic decision through a CSR lens to ensure optimal outcomes for diverse stakeholders.

4. **Free Flow of Information:** Yes, blame the bloggers, but through the internet and other electronic mediums the flow of information has shifted back to the stakeholders, especially in the case of three important group's consumers, NGOs and general media. Easily accessible and affordable communication technologies have permanently changed the game and only truly authentic and transparent companies will profit in the long term.
5. **The Power of the Brand:** Brands are today the focal point of corporate success and much of the health of the brand depends on public perception of the corporation. In other words, reputation is the key and honest CSR is a way to protect that reputation and therefore the brand.

Conclusion

Corporate social responsibility is one of the best practices in organizations. It described the body of management systems and tools that help companies minimize their environmental impact, adhere to international labour standards, contribute to their communities and manage toward a more economically sustainable world. This study would be conceptual in nature, because it would help to assess the contemporary practice of Corporate Social Responsibility systems in different types of organizations. From the above it clearly lays down that the organizations follow corporate social responsibility. As a developing country like India these outcomes are more or less rationally suitable. But there is scope for further improvement to some extent.

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