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Corporate social responsibility: Nature of distribution of the informant

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***Abstract*---**The distribution of respondents (IT employees/executives) according to types of company and gender. 200 employees work on multinational companies, 128 were male employees and 72 were female employees 39.4% of the respondent companies have less than 10 years of establishment as against 12.6% have more than 40 years of duration of establishment. The respondents (41.4%) were in the age group of (26 to 30 years) followed by (29.7%) in the age group of 21-25 and (28.9%) with age group of 31 years and above. 63.7% of the respondents are male executives and 36.3% female executives. The 46.3% of the respondents are married as against the unmarried of 53.7%.The 56.3% of respondents have a degree and 43.7% have a post-graduate degree. 32% of the respondents are in the range of 3.1-5.0 years of total experience The 35.7% of the respondents have monthly self income of Rs.25,000 to 35,000 followed by 29.4% have below Rs.25,000 and (21.4%) of them coming in the range Rs.36,000 to 50,000. Only 13.5% of the respondents have more than Rs.51,000 monthly self-income.

***Keywords*---**corporate social, responsibility company, respondents.

Introduction

Corporate social obligation is that 'organizations coordinating social and ecological worries in their day by day business tasks and in their association with their partners, corporate social duty is the obligation that corporates owe to the general public and which should be reimbursed. It is all the more a social commitment with respect to how the corporate identify with their clients, representatives, providers, society and furthermore towards the earth from which they utilize different assets for their benefits.

Characterizing Corporate Social Responsibility isn't simple. This is on the grounds that Corporate Social Responsibility is a "basically challenged idea," being

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considered as esteemed "inside complex," and having moderately open guidelines of use (Moon, and Matten, 2005).Also we can say that Corporate Social Responsibility is expansive term covering with a few, and being inseparable from different originations of business-society relations (Matten and Crane, 2005). Third, it has obviously been a unique marvel (Carroll, 1999).Some other phrasing being utilized in after 1960s and 1970s decade These elective subjects included corporate social execution, partner hypothesis, and business morals hypothesis.

The general comprehension of the term, 'Corporate Social Responsibility', is that business has a commitment to society, which reaches out past its thin commitment to its proprietors or investors. There is an intriguing history related with the root of the idea and meaning of Corporate Social Responsibility. The term was begat by Howard R. Bowen in the year 1953 through his distributed book 'Social Responsibilities of Businessman'. From that point forward, the subject of corporate social duty has been investigated widely. Bowen contemplated that there would be general, social and financial advantages that would accumulate to society, if business perceived its more extensive social objectives in its choices.

Corporates cooperate with society in different manners. They put resources into offices, produce and sell items, utilize individuals and subcontract or in-source numerous exercises. They likewise affect the earth by the idea of their exercises, by utilizing significant assets, or making results, which impact the physical condition. Their collaboration with society is through their representatives and the numerous aspects of society around them. Further, corporates may act unequivocally as mindful, for either passionate reasons or business purposes.Originally, organizations were seen carefully as financial elements with the essential obligation regarding delivering products and delivering administrations required by a general public. This is the traditional view held by Milton Friedman and others. Depict it as "Corporate social obligation is past the fundamental reason for business and disregards the duty of business to its proprietors, the investors"

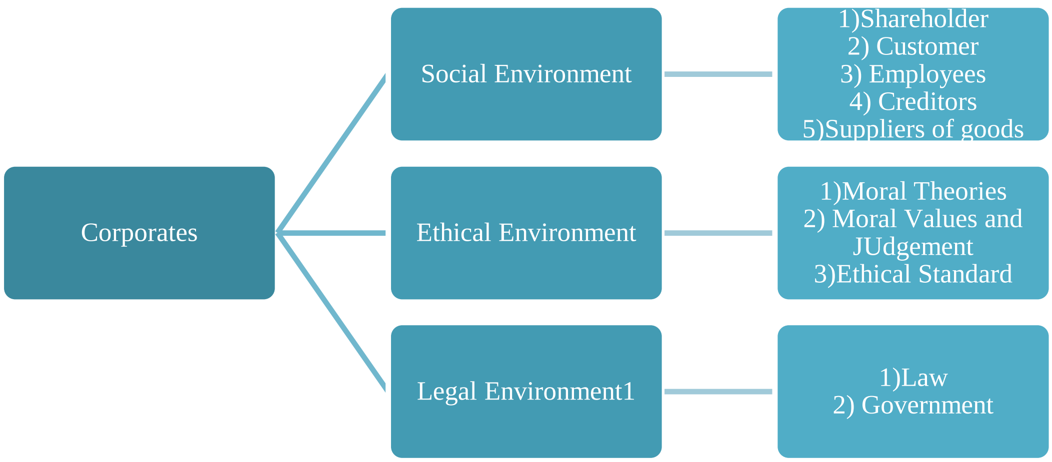

Figure:-1Organization of Corporate Social Responsibility

Review of Literature

The review of literature will reveal what research, explorations others have done and how other have dealt with similar and related research problems. Review of literature is also helpful in developing expertise in the areas toward identifying what contributions can be made and for developing and appropriate research design. While reviewing the literature it is not necessary to read each and every word of each and every reference only relevant portions of the book, article etc. should be carefully read and notes of important portions should be taken into forms of direct quotation, paragraphing or summary.

Carlos alberto (2018) Finding shows transparency between companies and indicates the possible existence of aspects and values of corporate governance aspects. Data analysis enabled us to identify that Corporate Governance aspects can be contribute for companies where's which the main contributed was it to relationship for groups to commercial partnership between the Logistics Operator and Service Providers. So most with of suppliers have interest in exclusivity of long and short term supply contracts with logistic operator and intention to share profit and with did not showed different from the other groups of suppliers which as the risk tolerance, showed that both low and average values.

Jinkyung Choi (2017) This study used a scenario type of experimental study. Therefore, in real conditions, responses would not be the same. In a real situation, consumers might not read nutritional information since reading nutritional information might not be an important issue when dining out. In addition, this study used students at a university as a convenient sample. Students at a university are in their early 20s' and their subjective as well as objective knowledge in nutrition might be higher than consumers in general. Therefore, conducting a survey for consumers in a real restaurant is needed

John Lie (2016) History, power and critique are three general ideas that have been given short shrift in the master narratives that dominate discussions of contemporary global political economy. Yet it is important to remember that the problem is not mainly a matter of Eurocentric social sciences; however, much Eurocentrism in particular and ethnocentrism in general are problematic.Omer Farooq, Mariam farooq(2016). this paper demonstrates that CSR has a positive association with employees' organizational identification, loyalty boosterism, interpersonal helping, and personal industry behavior. However, CSR may induce these employee attitudes and behaviors indirectly through perceived external prestige and perceived internal respect, which are differentially catalyzed via different types of CSR activities. Indeed, our results suggest that CSR actions focused on external stakeholders (community, environment, consumer) increase perceived external prestige of the organization, while internal CSR enhances employees' perceptions of internal respect.

Filatotchev, I. & Stahl, G.K (2015) As companies become global, important changes in their approach to global integration and local adaptation often become necessary. In addition, their success also rests on fostering and sustaining CSR activities, which, in turn, requires increased managerial accountability and new incentives that enable executives to learn new skills and develop new capabilities.

Various CSR approaches provide opportunities or barriers for companies to convert their resources and knowledge into products, goods and services that create wealth not only for their investors but also local communities and wider stakeholders. This paper shows that governance factors such as control systems and managerial incentives can work in concert influencing MNCs' CSR. Further, organizational dynamics associated with changes in balance between strategic and financial controls may underpin the firm's transitions from one CSR model to another.

Result

Characteristics and Distribution of Sample

The data for the present study was obtained from 350 software engineers and executives working in small, large and multinational Information Technology companies in Bangalore City.

Table :- Distribution of respondents according to Types of Company and Gender

Type of Company	*Male*	*Female*	*Total*
Small	*30*	*20*	*50*
Large	*65*	*35*	*100*
Multinational	*128*	*72*	*200*
Total	*223*	*127*	*350*

The table 1 Data represents the distribution of respondents (IT employees/executives) according to types of company and gender. From the table it is clear that out of 350 respondents, 50 employees belong to small companies, 100 belong to large companies and 200 belong to multinational companies of Information Technology industry. Out of 50 employees of small companies, 30 were male employees and 20 were female employees. Out of 100 employees of large companies, 65 were male employees and 35 were female employees. Out of 200 employees of multinational companies, 128 were male employees and 72 were female employees.

Nature of Distribution of the Respondents

This section presents the nature of distribution of respondents among the types of companies of the study such as small, large and multinationals of Information Technology Industry. The classification of respondents by Duration of establishment of the company, Age, Gender, Marital Status, Education, Experience in the present organization, Total experience, Self-income and Family income of the employees have been presented. The sample details are also represented graphically. Chi-square Analysis has been used to identify the variation of the characteristics of the respondents.

Table :-2 Classification of Respondents by duration of Establishment of the company

Duration of establishment (years)	Sample Respondents								x^2 Value
	Small		Large		MNC		Combined		
	N	%	N	%	N	%	N	%	
Below 10	36	72.0	50	50.0	52	26.0	138	39.4	81.67*
10-19	11	22.0	41	41.0	48	24.0	100	28.6	
20-39	3	6.0	3	3.0	62	31.0	68	19.4	
Above 40	0	0.0	6	6.0	38	19.0	44	12.6	
Total	50	100.0	100	100.0	200	100.0	350	100.0	

* Significant at 5% Level, x2 (0.05,6df) = 12.592

The table 2 and Figure-2 show the classification of respondents by duration of establishment. The result shows that 72% of the small companies and 50% of the large companies have less than 10 years of duration of establishment. However, in the case of multinational companies 31% of them were found in the range of 20-39 years of establishment. The combined result shows that 39.4% of the respondent companies have less than 10 years of establishment as against 12.6% have more than 40 years of duration of establishment. However, the chi-square analysis reveals that there is a significant variation in the duration of establishment among small, large and multinational companies of Information Technology industry (x2 =81.67*).

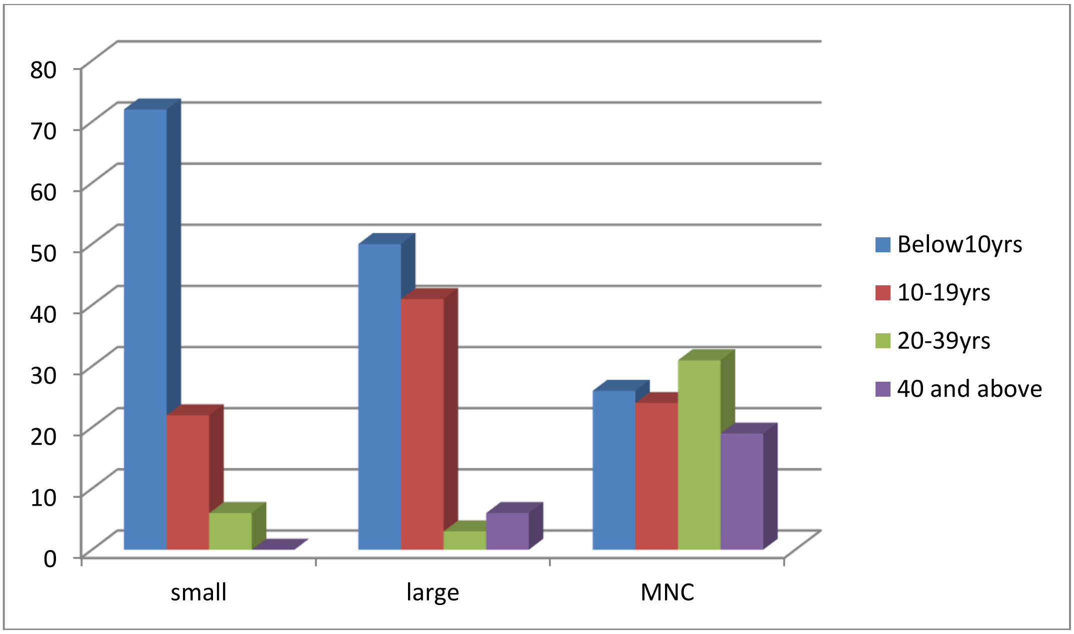

Figure :-2 Classification of Respondents by Duration of establishment of Companies

Table :-3 Classification of Respondents by Age

AgeGroup (Years)	Small N	Small %	Large N	Large %	MNC N	MNC %	Combined N	Combined %	x^2 Value
	Sample Respondents								
21-25	9	18.0	30	30.0	65		32.5	104	8.50
26-30	19		38.0	46		46.0	80		NS
31 and above	22		44.0	24		24.0	55		
Total			100.						
	50		0	100		100.0	200		

NS : Non-Significant, x2 (0.05,4df) = 9.488

The table 3 and Figure 3 exhibit the classification of respondents by age group. From the table it can be seen that 44% of the respondents of small companies belonged to 31 and above years of age group. However, 46% and 40% of the respondents respectively from large and multinational companies were noticed in the age group of 26 to 30 years. The combined result shows that the maximum number of respondents (41.4%) were in the age group of (26 to 30 years) followed by (29.7%) in the age group of 21-25 and (28.9%) with age group of 31 years and above. However there is no significant variation among the small, large and multinational companies of Information Technology industry with the age of the respondents (x2 =8.50NS).

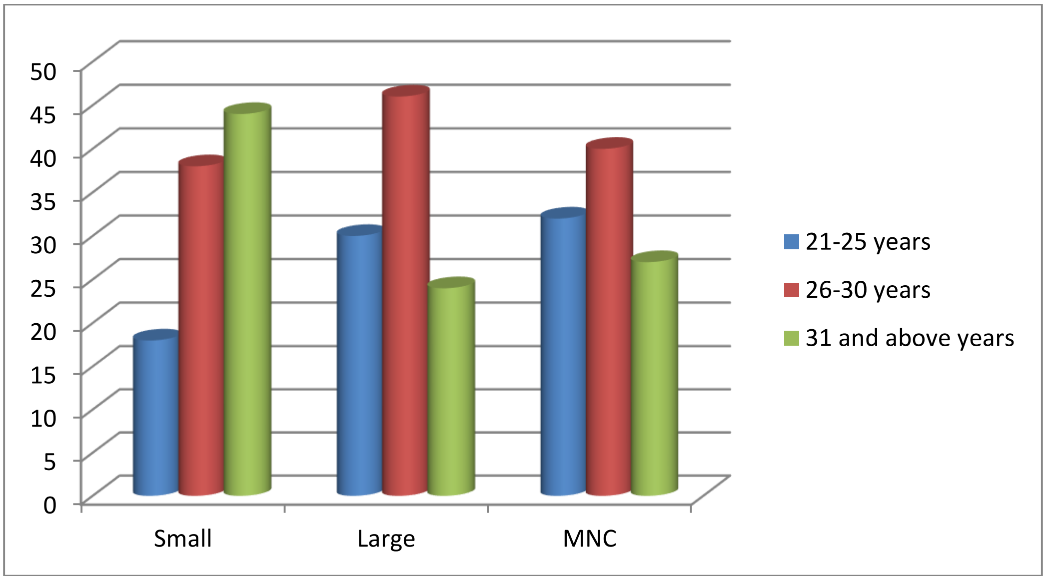

Figure :-3 Classification of Respondents by Age and Companies

Table :-4 Classifications of Respondents by Gender

Gender	Small N	Small %	Large N	Large %	MNC N	MNC %	Combined N	Combined %	x^2 Value
	Sample Respondents								
Male	30	60.0	65	65.0	128	64.0	223	63.7	0.38

Female	20	40.0	35	35.0	72	36.0	127	36.3	N
Total	50	100.0	100	100.0	200	100.0	350	100.0	

NS: Non-Significant, x2 (0.05, 2df) = 5.991

The table 4 and Figure 4 show the classification of respondents by Gender. The table reveals that 60%, 65% and 64% of the respondents are male executives and 40%, 35% and 36% are female executives from small, large and multinational companies respectively. The combined result of the analysis shows that 63.7% of the respondents are male executives and 36.3% female executives. It shows that majority of the executives in all the three types of companies have male dominations in the study sample. However, the chi-square analysis shows that male and female respondents composition is not significantly different among small, large and multinational companies of Information Technology industry (x2=0.38NS).

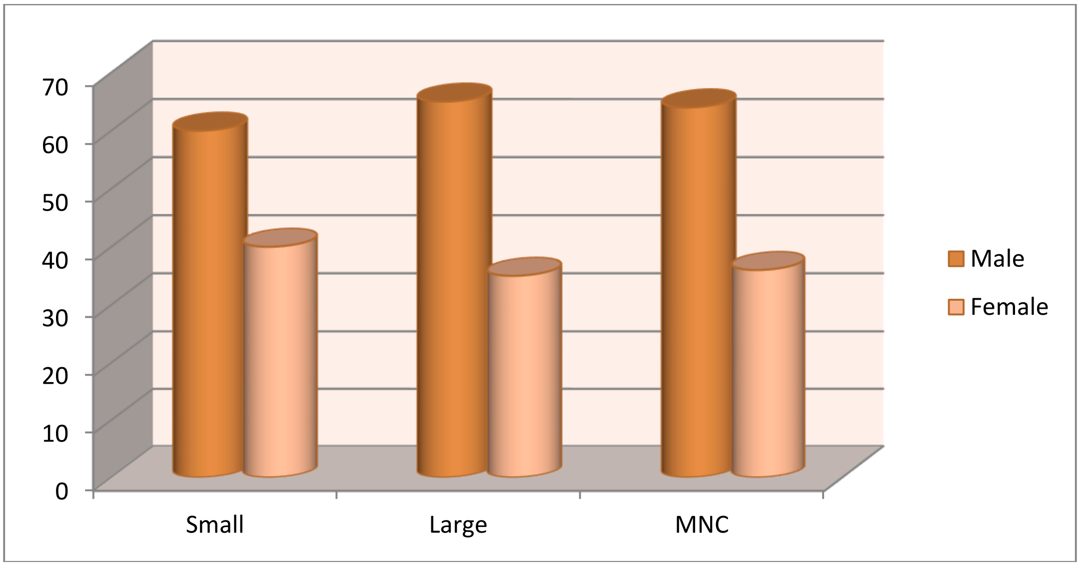

Figure :-4 Classification of Respondents by Gender in respective Companies

Table :-5 Classification of Respondents by Marital Status

	Sample Respondents								x^2 Value
	Small		Large		MNC		Combined		
Marital status	N	%	N	%	N	%	N	%	
Married	27	54.0	47	47.0	88	44.0	162	46.3	1.64
Single	23	46.0	53	53.0	112	56.0	188	53.7	NS
Total	50	100.0	100	100.0	200	100.0	350	100.0	

NS: Non-Significant, x2 (0.05, 2df) = 5.991

The table 5 and Figure 5 show the classification of respondents by marital status. The table shows that 54%, 47% and 44% of the respondents of small, large and multinational companies respectively are married. The combined result of the analysis shows that 46.3% of the respondents are married as against the unmarried of 53.7%. However, it observes that married and unmarried respondents do not have any significant variation among the small, large and multinational companies (x2=1.64NS).

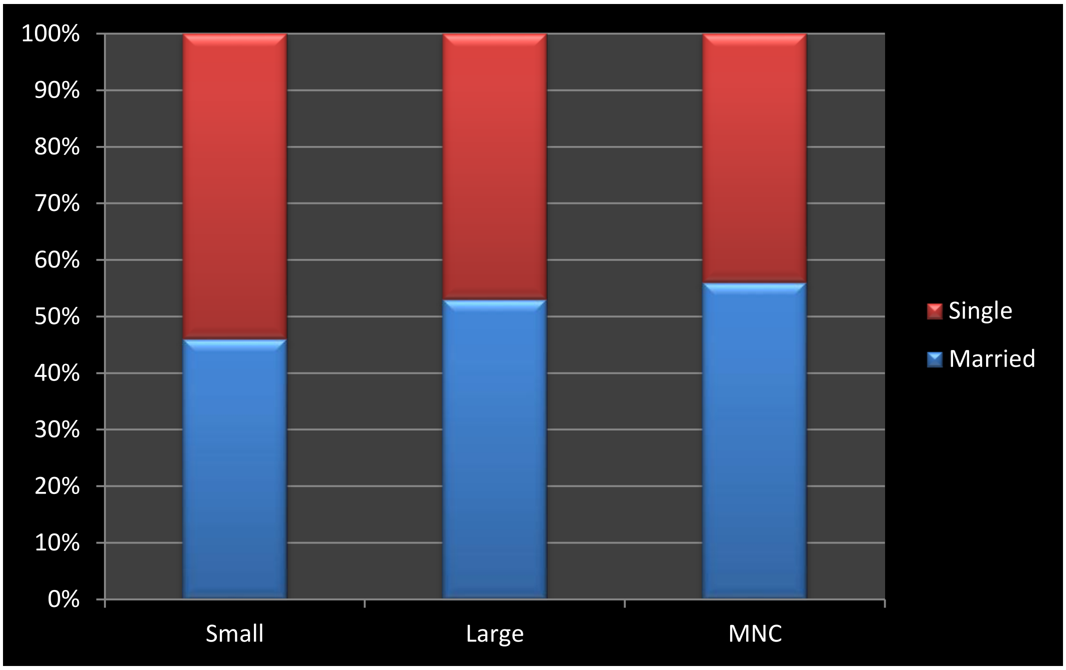

Figure :-5 Classification of Respondents by Marital status and Companies

Table :-6 Classifications of Respondents by Education

Educational Background	Sample Respondents								x^2 Value
	Small		Large		MNC		Combined		
	N	%	N	%	N	%	N	%	
Degree	31	62.0	59	59.0	107	53.5	197	56.3	1.59
Post Graduation	19	38.0	41	41.0	93	46.5	153	43.7	NS
Total	50	100.0	100	100.0	200	100.0	350	100.0	

NS: Non-Significant, x2 (0.05, 2df) = 5.991

The table 6 and Figure 6 show the classification of respondents by educational background. From the above result, it observes that 62%, 59% and 53.5% of the respondents respectively from small, large and multinational companies are with degree. The combined result of the study reveals that 56.3% of respondents have a degree and 43.7% have a post-graduate degree. The table further reveals that there is not much variation in the educational background of the respondents of small, large and multinational companies of Information Technology industry (x2=1.59NS).

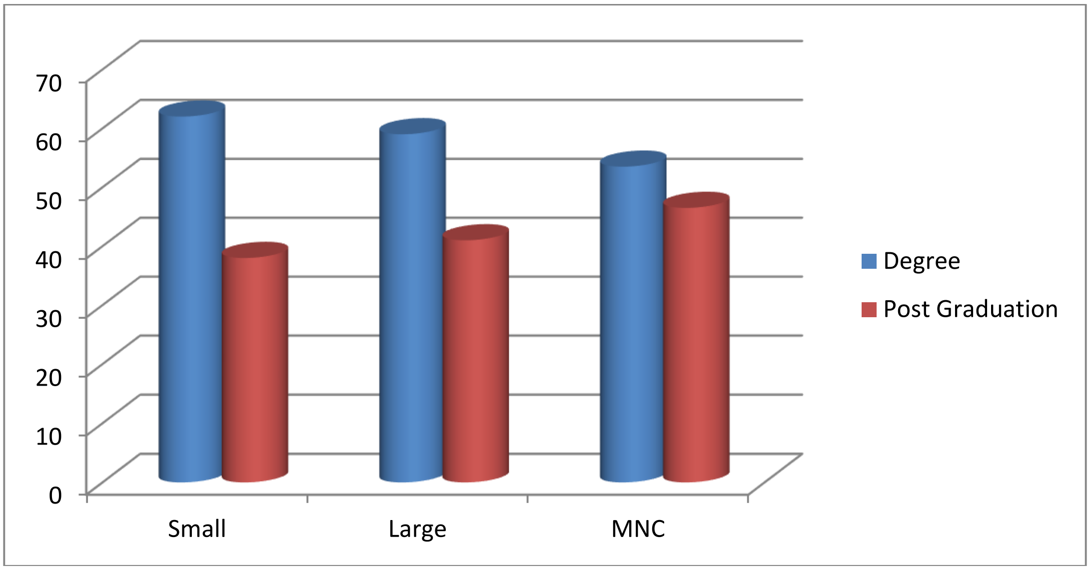

Figure :-6 Classification of Respondents by Education and Companies

Table :-7 Classifications of Respondents by Total Experience

Total Experience (years)	Sample Respondents								x^2 Value
	Small		Large		MNC		Combined		
	N	%	N	%	N	%	N	%	
2.1-3.0	8	16.0	23	23.0	61	30.5	92	26.3	18.15*
3.1-5.0	11	22.0	38	38.0	63	31.0	112	32.0	
5.1-9.0	12	24.0	25	25.0	42	21.0	79	22.6	
Above 9.0	19	38.0	14	14.0	34	17.0	67	19.1	
Total	50	100.0	100	100.0	200	100.0	350	100.0	

*Significant at 5 % Level, x2 (0.05,6df)=12.592

The table 7 and Figure 7 show the classification of respondents by total experience. From the result it is observed that (38%) of the respondents from small companies have above 9 years of experience. At the same time large companies (38%) multinational companies (31.5%) of the respondents have 3 to 5 years of experience. The combined result further reveals that 32% of the respondents are in the range of 3.1-5.0 years of total experience. The table clearly indicates that total experiences of the respondents from small, large and multinational companies of Information Technology industry are significantly varied. (x2=18.15*)

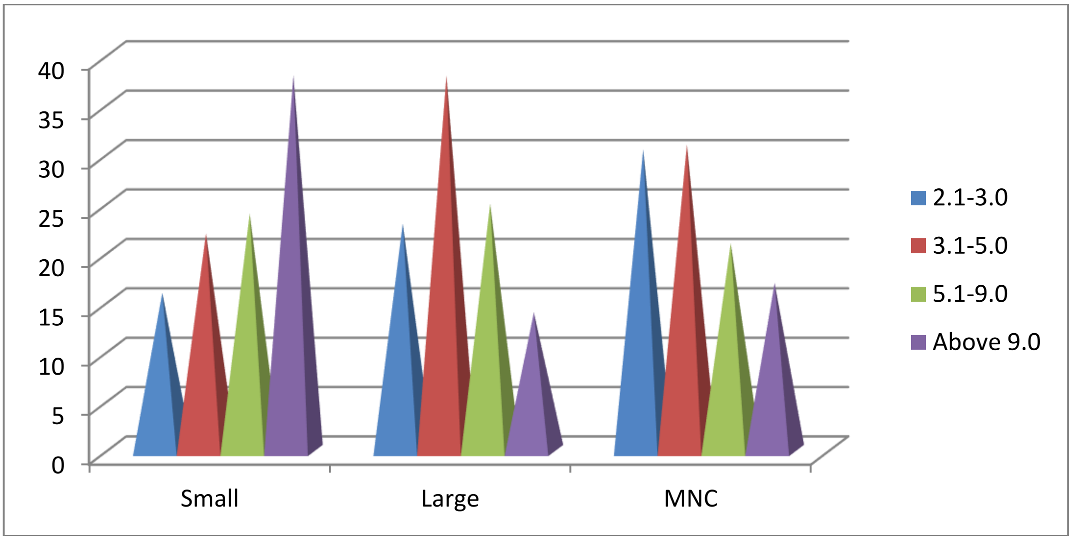

Figure:-7 Classification of Respondents by Total experience and Companies

Table :-8 Classifications of Respondents by Experience in Present Organization

Experience In present Organization	Sample Respondents								x^2 Value
	Small		Large		MNC		Combined		
	N	%	N	%	N	%	N	%	
1.0-2.0	15	30.0	38	38.0	63	31.5	116	33.2	7.68
2.1-3.0	23	46.0	29	29.0	81	40.5	133	35.0	NS
3.1-5.0	9	18.0	16	16.0	29	14.5	54	15.4	
Above 5.0	3	6.0	17	17.0	27	13.5	47	13.4	
Total	50	100.0	100	100.0	200	100.0	350	100.0	

NS: Non-Significant, x2 (0.05, 6df) = 12.592

The table 8 and Figure8 depict the classification of respondents by experience in Present Organization. From the above table it is observed that 46% of the respondents from small companies have 2 to 3 years of experience followed by 38% of respondents of the large companies have less than 2 years of experience and multinational companies 40.5% of the respondents have 2 to 3 years of experience in the present organization. However the table further shows that experience in the present organization of the respondents does not have much variation among small, large and multinational companies of Information Technology industry (x2=7.68NS).

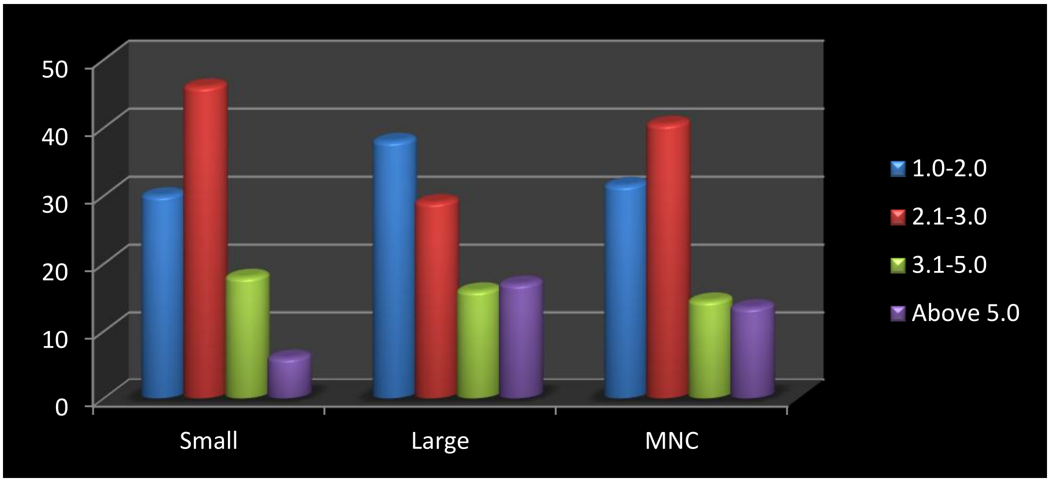

Figure :- 8 Classification of Respondents by Experience and Companies

Table :-9 Classifications of Respondents by Self-Income

Self Income/month	Sample Respondents								x^2 Value
	Small		Large		MNC		Combined		
	N	%	N	%	N	%	N	%	
Below Rs.25,000	18	36.0	31	31.0	54	27.0	103	29.4	2.95 NS
Rs.25,000-35,000	18	36.0	36	36.0	81	35.5	125	35.7	
Rs.36,000-50,000	10	20.0	20	20.0	45	22.5	75	21.4	
Above Rs.51,000	4	8.0	13	13.0	30	15.0	47	13.5	
Total	50	100.0	100	100.0	200	100.0	350	100.0	

NS : Non-Significant, x2 (0.05,6df) = 12.952

The table 9 and Figure 9 show the classification of respondents by self-income. The table reveals that 36% and 35.5% of the large and multinational companies respectively have monthly income of Rs.25,000 to 35,000. The small companies (36%) show the self-income less than Rs. 25000 only. The combined result indicates that 35.7% of the respondents have monthly self income of Rs.25,000 to 35,000 followed by 29.4% have below Rs.25,000 and (21.4%) of them coming in the range Rs.36,000 to 50,000. Only 13.5% of the respondents have more than Rs.51,000 monthly self-income. However, there is not much variation in the monthly income of the respondents between the types of companies (x2=2.95NS).

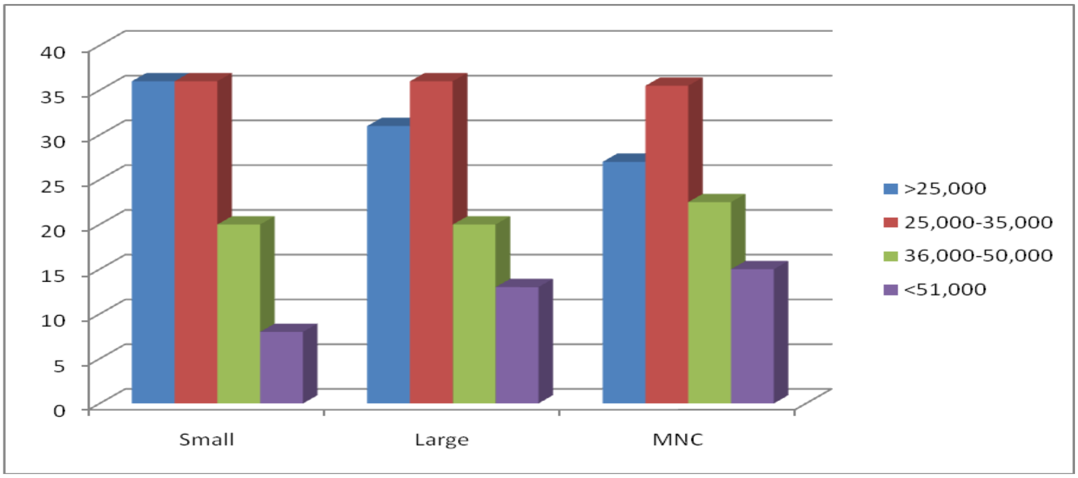

Figure :-9 Classification of Respondents by Self income and Companies

Table :-10 Classification of Respondents by Family Income

Family Income/month	Sample Respondents								x^2 Value
	Small		Large		MNC		Combined		
	N	%	N	%	N	%	N	%	
Below Rs.30,000	13	26.0	36	36.0	70	35.0	119	34.0	4.13 NS
Rs.30,000-45,000	17	34.0	23	23.0	48	24.0	88	25.1	
Rs.46,000-70,000	12	24.0	24	24.0	41	20.5	77	22.0	
Above Rs.70,000	8	16.0	17	17.0	41	20.5	66	18.9	
Total	50	100.0	100	100.0	200	100.0	350	100.0	

NS : Non-Significant, x2 (0.05,6df) = 12.952

The table 10 and Figure 10 show the classification of respondents by family income. The result indicates that 34% of respondents monthly family income comes below Rs.30,000 followed by 25.1% in the range of Rs.30,000 to 45,000 and only 18.9% have above 70,000. The table further reveals that there is not much variation in the monthly family income of the respondents among the types of companies (x2=4.13NS).

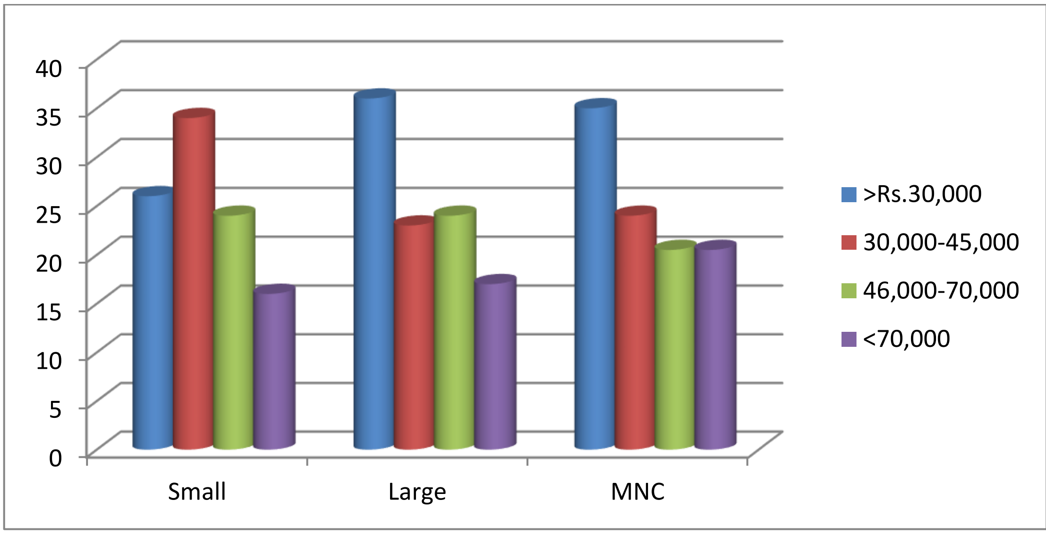

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Figure :-10 Classification of Respondents by Family Income and Companies

Conclusion

The distribution of respondents (IT employees/executives) according to types of company and gender. 200 employees work on multinational companies, 128 were male employees and 72 were female employees 39.4% of the respondent companies have less than 10 years of establishment as against 12.6% have more than 40 years of duration of establishment. The respondents (41.4%) were in the age group of (26 to 30 years) followed by (29.7%) in the age group of 21-25 and (28.9%) with age group of 31 years and above. 63.7% of the respondents are male executives and 36.3% female executives. The 46.3% of the respondents are married as against the unmarried of 53.7%.

The 56.3% of respondents have a degree and 43.7% have a post-graduate degree. 32% of the respondents are in the range of 3.1-5.0 years of total experience. The 35.7% of the respondents have monthly self income of Rs.25,000 to 35,000 followed by 29.4% have below Rs.25,000 and (21.4%) of them coming in the range Rs.36,000 to 50,000. Only 13.5% of the respondents have more than Rs.51,000 monthly self-income.

Conflict of Interest

The authors declare that they have no conflict of interest.

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