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HR role in delevering effective corporate social responsibility (CSR)

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Abstract---Corporate social responsibility has gained significance in the present day due to increased expectations of public and Government from the organizations especially after the outbreak of COVID 19. Now a day's customers prefer only those companies which are contributing for the well being and they are finding it proud to be associated with such company products. Thus organizations started using CSR as a means of image building, competitive edge etc. Usually CSR indicates corporation's activities towards environmental protection, pollution prevention and social wellbeing..CSR is also known as "corporate citizenship" as every corporate is considered to be a citizen of the society it which it is functioning. CSR activities involve costs that may not provide any financial benefit to the organization, but CSR activities promote positive impact in the long run. Organizations started realizing that a company cannot prosper unless the society around it is safe, healthy, and prosperous. The present study was undertaken to know the role and contribution of HR department and Manager in creating awareness and enthusiasm among employees on one side and contributing for its effectiveness both in financial and non financial terms. The research shows how the role of HR Department takes place in delivering CSR activities in the Organization. The Research is conducted by taking 160 as sample size and a survey is conducted among TCS Employees. It shows the positive results stating that HR Department plays a significant role while forming, implementing and evaluating the CSR activities and also HR Department involving the employees to involve in such activities which provides a immense satisfaction to the employees.

Keywords---corporate social responsibility, corporate citizenship, long-term survival, effectiveness, stake holders.

Introduction

Corporate social responsibility can be stated as an organization initiative towards society wellbeing or well being of stakeholders in the society. It helps to know how far an organization is responsible towards society as it is considered to be citizen of the society in which it is functioning. Environmental protection, pollution preventing. Creating social awareness and social wellbeing are part of CSR. Even though in our country CSR was made mandatory and it is a legal obligations companies are going beyond this and delivering their responsibility with positive thinking but not with a negative note of obligation. CSR is also known as "corporate citizenship" as every corporate is considered to be a citizen of the society it which it is functioning as it gets all its resources from the society and sells its products to the society, the well being of the society is the responsibility of every person whether it is individual or artificial persons i.e corporations.

Definition of CSR

Even though there are many definitions on CSR most apt definitions are two. One of which was given by Lord Holme and Richard Watts. According to them "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." Another definition was the one given by Philip Kotler and Nancy Lee. According to them CSR as "a commitment to improve community well being through discretionary business practices and contributions of corporate resources"

Emerging concept of corporate social responsibility (CSR)

In the present day the Corporate Social Responsibility (CSR) scope is increasing and the term is going beyond the old thought of providing charity to social organization. The paradigm shift covered everything that increases the well being of society and stake holders of the society. In olden days many business organization didn't considered corporate social responsibility seriously and some of them pretended as if they care for environment in what's known now as green washing. However, as public started thinking about social issues like global warming, ethical practices, they started expecting businesses organizations to take up activities for the well being of the society. From a survey in 2015 it was found that 66 percent of online consumers said they would pay more for products or services from companies that are socially and environmentally responsible. (2017 Nielsen survey). Now a day CSR is considered as a tool of image building, generating customer acceptance, employee loyalty etc.

Corporate Social Initiatives

Corporate social responsibility includes six types of corporate social initiatives

- Corporate philanthropy: company donations to charity, including cash, goods, and services, sometimes via a corporate foundation
- Community volunteering: company-organized volunteer activities, sometimes while an employee receives pay for pro-bono work on behalf of a non-profit organization
- Socially-responsible business practices: ethically produced products which appeal to a customer segment
- Cause promotions: company-funded advocacy campaigns
- Cause-related marketing: donations to charity based on product sales
- Corporate social marketing: company-funded behavior-change campaigns

Objectives and hypothesis of the study

Objectives

Corporate social responsibility is the commitment of businesses to behave ethically and to contribute to the sustainable economic development by working with all stakeholders to improve their lives in the way that are good for business and society at large. The role of HR is becoming vital in order to promote the responsibility and commitment of employees towards CSR initiatives of their organization. In this context the present research work was undertaken with the following objectives

- To study the various CSR initiatives taken up by the organization.
- To know the role of Human Resource Department in delivering the Corporate Social Responsibility from the employees' point of view.
- To know employees' awareness regarding various CSR activities undertaken by the organization.
- To know whether the CSR activities by organization helps in the improvement of the society/stake holders' interest.

Alternative Hypothesis of the Study

1. CSR activities of the company are contributing for the well being of stake holders/society
2. HR Department is contributing effectively for board decisions regarding CSR Formulation.
3. HR Department is playing vital role in creating positive opinion towards CSR among employees

Methodology

Data Collection

The primary data of this study are collected from the sample questionnaire filled by the employees of TCS. Additional information was gathered through interaction with the higher officials. The secondary data required for the study are collected from company annual reports, records brouchers, journals, books, and websites

Questionnaire

After thoroughly evaluating the various concepts to be examined in the present study questionnaire were designed. The questionnaires covered all aspects to meet the objectives with which this research work has been initiated. The part 1 of the questionnaire is all about the demographic profile of the employees. The part 2 of the questionnaire is all about various CSR activities implemented by the business. The part 3 of the questionnaire is all about role of HR in designing and implementing CSR activities.

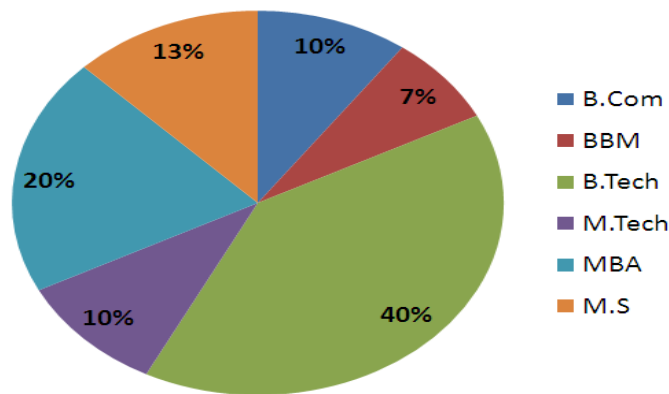
Sampling

160 employees of selected organization covering all levels are considered to be the appropriate sample size for the present study

Results and Discussion

General Information

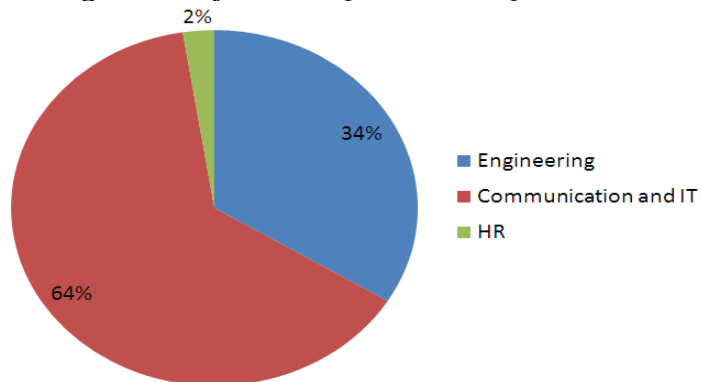
Fig 4.1 Analysis of respondent's qualification



Source: Developed for this research

From the analysis it was found that 40% of the respondent's qualification is B.Tech. and only few Employees belong to the Qualifications B.com, BBM, M.tech, MBA and M.S.

Fig 4.2 Analysis of respondent's department



Source: Developed for this research

It was found that 64 % of respondents are belongs to communication and IT department.

Hypothesis Test Analysis

Hypothesis 1

H₀- CSR activities of the company are not contributing for the well being of stake holders/society

H₁-CSR activities of the company are contributing for the well being of stake holders/society

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
CSR activities * contribution of CSR	160	100.0%	0	0.0%	160	100.0%

CSR activities * contribution of CSR Crosstabulation						
Count						
		contribution of CSR				Total
		a	B	c	D	
CSR activities	a	0	11	1	0	12
	b	0	4	0	0	4
	c	4	0	0	0	4
	d	6	2	5	0	13
	e	57	65	0	3	125
	f	0	0	1	0	1
	o	0	0	1	0	1

Total	67	82	8	3	160
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Chi-Square Tests			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	96.235 ^a	18	.000
Likelihood Ratio	67.949	18	.000
N of Valid Cases	160		
a. 21 cells (75.0%) have expected count less than 5. The minimum expected count is .02.			

Source: Developed for this research

Above analysis indicates that CSR activities of the company are contributing for the well being of stake holders/society which was supported by statistical analysis. As per chi square if the p-value is 0.05% we accept alternate hypothesis. . So here it is 0.000 we accept alternate hypothesis by rejecting null hypothesis which shows a positive result

Hypothesis 2

H₀- HR Department is not included board decisions regarding CSR Formulation

H ₁ HR Department is included board decisions regarding CSR Formulation						
Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
consideration of CSR in board level decisions * Involvement of HR in CSR formulation	160	100.0%	0	0.0%	160	100.0%

consideration of CSR in board level decisions * Involvement of HR in CSR formulation						
Crosstabulation						
Count						
		Involvement of HR in CSR formulation				Total
		A	b	c	d	
consideration of CSR in board level decisions	a	2	1	1	3	7
	b	10	12	2	3	27
	c	50	0	0	0	50
	d	3	2	3	0	8
	e	0	4	0	63	67
	f	0	0	0	1	1
Total		65	19	6	70	160

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)

Pearson Chi-Square	207.856 ^a	15	.000
Likelihood Ratio	224.788	15	.000
N of Valid Cases	160		
a. 16 cells (66.7%) have expected count less than 5. The minimum expected count is .04.			

Source: Developed for this research

As per chi square if the p-value is 0.05% we accept alternate hypothesis. So here it is 0.000 we accept alternate hypothesis by rejecting null hypothesis which indicates that as per the opinion of employees and management the HR department of this organization is contributing effectively for board decisions regarding CSR Formulation

Hypothesis 3

H₀ - HR Department is not playing vital role in creating positive opinion towards CSR among employees

H₁-HR Department is playing vital role in creating positive opinion towards CSR among employees

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
HR initiatives to support CSR * Employees feeling on being part of CSR	160	100.0%	0	0.0%	160	100.0%

HR initiatives to support CSR * Employees feeling on being part of CSR Crosstabulation						
Count						
		Employees feeling on being part of CSR				Total
		A	b	C	d	
HR initiatives to support CSR	a	74	7	9	1	91
	b	1	48	3	0	52
	c	2	3	4	2	11
	d	3	3	0	0	6
Total		80	61	16	3	160

Chi-Square Tests			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	132.984 ^a	9	.000
Likelihood Ratio	138.362	9	.000
N of Valid Cases	160		
a. 9 cells (56.3%) have expected count less than 5. The minimum expected count is .11.			

Source: Developed for this research

Based on the above analysis the alternate hypothesis was accepted and hence it can be stated that in this organization HR Department is playing vital role in creating positive opinion towards CSR among employees

Findings

From the analysis it was found that 77% of employees strongly agree that HR Department contribution is vital to embed CSR in organization. 79% of the employees believe that CSR activities have its sense of responsibility for its impact on society in general. 77.5% of employees believe that Activities covered under CSR in organization is related to environment protection.. 51% of employees believe that CSR activities contribute for the well being of the employees. 61% of the employees are highly satisfied with the CSR activities in the organization. 60% of the employees feel proud being a part of CSR activities. 45% of employees believe that incentives or rewards are used to embed CSR in the organization. 52% of employees believe that CSR is considered to be an additional activity taken up at regular intervals. Few employees believe in HR Department has a responsibility for implementing the CSR strategy and HR Department has a responsibility for internal communication about CSR..51% of employees think that CSR activities contribute for pollution prevention Only few employees believe that it has impact on the economy, customer satisfaction, maximizing shareholder value, and the local environment. 56% of the employees are strongly believed that the organization will have CSR activities. No employee thinks that there is no definite plan of action for CSR.

Conclusion

It can be concluded that, in present era business organizations are showing more interest towards CSR activities which benefits to all its stake holders and in turn provide many benefits towards organization. The research shows how the role of HR Department takes place in delivering CSR activities in the Organization. The Research is conducted by taking 160 as sample size and a survey is conducted among TCS Employees. It shows the positive results stating that HR Department plays a significant role while forming, implementing and evaluating the CSR activities and also HR Department involving the employees to involve in such activities which provides a immense satisfaction to the employees.

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