

An Understanding of Concept of Corporate Social Responsibility

Shivani Shekhar

BBA.LLB- 4TH YEAR, ITM UNIVERSITY RAIPUR(C.G)

DOI: 10.29322/IJSRP.10.04.2020.p100100

<http://dx.doi.org/10.29322/IJSRP.10.04.2020.p100100>

Abstract- The present study was carried out to understand the concept of CSR. It is not simple to understand because, various concept and themes overlaps this term. The studying inferred that most of the author integrate social environment and interaction within there stakeholders.

Index Terms- Corporate social responsibility understanding, concept.

I. INTRODUCTION

Corporate social responsibility (CSR) in India has traditionally been seen as a philanthropy activity but there is limited documentation on specific activities related to this concept. Although the roots of CSR lie in philanthropic activities of corporation, globally its concept has evolved and now encompass all the related concept such as triple bottom line, corporate citizenship, philanthropic strategic, shared value, corporate sustainability and business responsibility. There may be no single accepted universally accepted definition it is all theoretical statement. Actually business return will always win this is or me - first word "greedy corporate" etc. There are plenty of examples in this in actions to be able to say that it is a genuine factor, although also a reality that it doesn't currently get spread widely nor deeply enough. In fact due to its wide range of responsibility create confusions among the planners. To popularize CSR an effort to be made to develop a clear understanding to wind up gap between theoretical interpretation and actually practice. Keeping in view the study was undertaken an "An understanding concept of CSR".

Objective

To develop an understanding of concept of Corporate Social Responsibility.

Methodology

The research paper is an attempt of expiatory research, based on the secondary sources from journals,magazines,articles,news papers and media report.

CSR defined

CSR has been defined by many authors and organizations as given below:-

1. European Commission (EC) stated "CSR as a concept whereby companies integrate social and environmental concern in

their business operation and their stakeholder on a voluntary basis".

2. Kotler and lee defined CSR as "corporate social responsibility is a commitment to improve community well-being through discretionary,business practice and contribution if corporate resources.corporate social initiatives are major activities undertaken by a corporation to support social causes and to fulfill commitments to corporate social responsibility".

3. Corporate Social initiatives are major activities undertaken by a corporation to support social cause and fulfill commitments to corporate social responsibility.

4. Lord Holame and Richard stated that "CSR is commitment by business to behave ethnically and contribute development by improving the quality of the workforce and their families as well as the local community and society at large".

5. WBCSD defines "CSR the continuing commitment by business to contribute to economic development while improving the quality of life of workforce and their families as of the community and society at large".

6. Maller barker stated that "CSR is how company manage there business progress to produce an overall positive impact on society".

7. According to UNIDO "CSR is a management concept whereby companies integrate social and environmental concerns in their business operation and interaction with their stakeholder".

8. Mc williams stated that "CSR as situation where the firms goes beyond compliance and engages in action that appears to further some social good, beyond the interest of the firm and that which is required by law".

9. Ruppelt squiring from many researches asserted that "CSR has been conceptualize as activity decision or policies that organize engage into effect positive social change and environmental sustainability".

10. Culderon, asserted that "CSR include a variety of activity to reach the broad area of competency from environmental issues era-diction of poverty, employment creation and labour practices, experimental protection, education and human development among other".

11. International finance corporation(IFC) , "CSR is often defined as corporate responsibility, corporate citizenship, social enterprise, sustainable development, triple bottom line, corporate ethics and in some cases corporate governance".

12. Carrol,A.B.,(1979) "Business comprises of economic, legal, ethical and discretionary expectations that society has of organizations at a given point".

Discussion

Corporate social responsibility is an type of international private business self regulation that aims to contribute to social goals of philanthropic,activist,or charitable nature of by energy in support of volunteering or ethically oriented practices.

Corporate social responsibility is a self regulating business model that helps a company by socially accountable to itself,as stakeholders as public.

By prove fessing corporate social responsibility,also called corporate citizenship,companies can be conscious of the kind of impact they are having on all aspects of social environmental.for a company to be socially responsible,it first need to be accountable to itself and its shareholders.often companies that also programme having grown their business to the point where they can give back to society. Thus CSR is primarily a strategy of large corporation.also the more visible and successful a corporation is the more responsible it has set standards.

Conclusion

1. CSR is a broad subject which leads to a variety of opinion and can be interpret in a number of different ways.
2. Companies that have adopt CSR programme have grown their business in such a way that they can give back to the society.
3. Companies contribute to economic development, improving the quality of life of the work force, legal community and environmental sustainability.

Thus, CSR is a management concept to bring about economic progress, social progress and environmental sustainability for the present and future generation through business operation.

REFERENCES

- [1] Carrol,A.B.,(1979). A three dimension conceptual of corporate social performance; Academy of Management Review,4,497-505
- [2] Kotlar,P.,and Lee,N,(2005). CSR,Hoboker, johnWilag and sons,2.P3.
- [3] Lord Holmes and Richard Walt.(2000).CSR situation where the firm goes beyond making good business sense. World bushiness council for sustainable development.
- [4] Mc Williams and Siegal,D.(2006) “corporate social responsibility intellectual prospective”. working papers in economics no.604, department of CSR, rensselare poly technique substitute 108 street, Trog.
- [5] MC Williams A. and Siegal, ,(2000) CSR and financial performance correlation or miss specification strategic management journal;21(5),PP603-609.
- [6] Ruppelt(2006) . “employees relation to CSR: and organizational justice framework”, journal of organizational behaviour, vol. 27,PP537-543.

Website

- [1] <http://www.internationalfinance.com>
- [2] <http://www.europa.eu>
- [3] <http://www.wbcsd.org/workprograme/businessrole/previouswork/corporate-social-responsibility.aspx>.
- [4] <http://www.unido.org/what-we-do/trade/csr/what-is-csr.h6m/#pp//g//o/>
- [5] <http://www.net.reciindia.nic.in/doranliad/DPE-guide-lines-CSR-sust.pdf>.

AUTHORS

First Author –SHIVANI SHEKHAR, BBA.LLB- 4TH YEAR,
ITM UNIVERSITY RAIPUR(C.G),
shivani.shekhar@itmuniiversity.org