

How to Cite:

Suryah, S. G., & Katta, A. K. (2022). Impression of corporate social responsibility (CSR) activities among the human resource professionals at Chennai Region. *International Journal of Health Sciences*, 6(S2), 5176–5187. <https://doi.org/10.53730/ijhs.v6nS2.6458>

Impression of corporate social responsibility (CSR) activities among the human resource professionals at Chennai Region

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Abstract---There is expanding need to build the ability of the in-house ability connected with the working of CSR. The CSR exercises incorporate charitable works and different drives which normally by coordinating the social qualities into functional and business procedures. Lately, we have perceived how ineffectively oversight advertising have made association challenging to maintain their business. Associations are to endless conclusions because of such inaction. This presents the defense to study or move toward CSR according to an alternate point of view. The result of the exploration has tossed light on specific key regions towards the various partners like the administration, the HR experts, and to the general public overall. The examination finds have fostered a desire to move quickly that the administration needs to follow up on promptly by making an interest in the practical improvement of the local area and the business. The associations can put HR experts who have the ache to investigate the areas of CSR so the organization can bank upon the characteristics of these HR experts to construct a solid association culture inside and which will help the different partners at large. Finally, the job of the government can't be disregarded since a ceaseless observation of the CSR programs completed by the association can bring about viable execution thusly will help the end clients at large. The scientist has made a real endeavor to learn about CSR in an alternate aspect by getting the impression of corporate social Responsibility exercises among Human Resource experts. This examination helps in understanding the view of HR experts since they

assume a vital part in securing the associations with the partners in conveying CSR for the business associations.

Keywords--CSR, HR, professionals impression perception, branding.

Introduction

The term Corporate Social Responsibility involves three words corporate, social and Responsibility. It includes the connection between the associations and the general public they cooperate. It additionally incorporates the obligation of both the partner and it characterizes society in a more extensive manner by including every one of the constituents who have interests in association. Partners incorporate laborers, merchants, providers, government authorities, the board, advertiser, individuals living in the adjacent region, clients, clients, climate and so on it is the obligation of the association to characterize the partner which will go under their current circumstances and focusing on them in view of their significance to their association. The view of an association looking past benefits to their part in the general public is named as a corporate social obligation. There's no need to focus on foundation except for it's a way of thinking which incorporates key direction, recruiting the accomplices, brand improvement. The accomplishment of the association's CSR relies upon how well they had the option to address the partner's concerns and effectively deal with the business. CSR go about as a device for the partners to address their necessities and receive the rewards. It altogether affects the general public overall. It is truly challenging to think associations maintain the organizations by taking advantage of the assets of the general public. It becomes significant for the association to be economical for a longer timeframe.

Indian Perspectives

The viewpoint in India as to CSR is considered as a Philanthropic movement. It is considered as a movement as a piece of the way of life and not a conscious one. It is obvious from the texture of the public person and inserted in the idea of trusteeship. India is a communist popularity-based republic that represents the value of its resident according to its constitution. The satiate go about as a government assistance office safeguarding the freedoms of its resident guaranteeing a nice way of life for its resident. There is a more prominent obligation to the partners in the Indian setting. Numerous associations in India face pressure on the consistency as well as meet the necessities from the International Standard code for work and climate in their tasks India's spending plan centers basically around the annihilation of neediness, working on the vocation of individuals. It helps poor people and deals with the government assistance of the penniless. Numerous legislatures which have governed India focussed on plans which will inspire individuals' lives, further develop medical services, sustenance, and training. In spite of the multitude of endeavors taken by the states, there is a major hole among the haves and those who lack wealth decreasing the hole is a fundamental need this is the place where CSR acquires importance. CSR drives can help individuals and accomplish the objectives of the public authority via completing different projects that will help the general public

and climate. According to the ORG-MARG study for TERI-Europe in India, the principal objective of the review was to observe the discernments and assumptions connected with the corporate obligation. The review focused on three partners, for example, the overall population, representatives who are gifted, semi-talented, un-gifted, and chiefs of the association having a place with assembling industry, corporate honchos, trade guild pioneers, enormous and medium estimated association. The result of the study uncovered that associations should effectively participate in social issues. Most of the respondents from the overall population uncovered that associations should be considered answerable for their activity where they have full control. This will incorporate giving quality items, guaranteeing the security activity which is climate amicable, fair treatment to workers nonappearance of any separation in light of orientation, rank or religion. Over 60% of the respondents in the overall population feels that association are considered answerable for diminishing the abundance hole between rich and poor, taking care of social issues, and building monetary strength.

Goodbye Consultancy Service Ltd a Major IT organization is a piece of Tata bunch they have made the TCS Foundation CSR arm in 2015. They are associated with many activities which are reasonable locally. Goodbye Affirmative Action Program is one such program that is focused on Education, Employability and the upgrade of business. This undertaking is completed in certain states with ITIs and other Academic establishments are executing accomplices which take care of the employability of the understudies who are from hindered part of the general public.

Reviews

Amit Kumar Srivastava et al (2017) has directed a concentrate on "Corporate Social Responsibility (A Literature Review)". The scientists have completed a theoretical report which tosses light on the past audits on the areas of CSR exercises done by the associations. The analysts have expressed the verifiable foundation for the development of the idea of CSR and the conceptualization of Corporate Social Responsibility. The analysts have expressed the manner by which CSR is executed in a coordinated vital way and the job of CSR in association with the authority of the business firms. The analysts have outlined the goals to be specific: to recognize the past examination holes in the space of CSR, to concentrate on the connection between business and society as far as CSR. At last, the analyst closes by expressing that there exists a connection between business firms and the general public overall.

Priyanka Single (2016) has directed an examination on "corporate social obligation with maintainability". The analyst has completed the review in a theoretical way, where the scientist has made an endeavor to learn about CSR and maintainability. The review has tossed light on how organizations can utilize CSR exercises for manageability. Through this paper, the analyst has squeezed the significance of having CSR and doing CSR so that it leads have a maintainable turn of events. The analyst has tossed light on the critical drivers on CSR that assume a fundamental part as far as doing it. The scientist has expressed the key drivers to be specific expanded prosperity, environmental maintainability,

globalization, and free progression of data, the force of the brand, populace, and test. A scientist has expressed that it is complicated and it is the interrelated reality wherein business associations comprehend the significance of completing the CSR exercises. By the approach to completing CSR exercises it makes supportability for those associations. Through this concentration on the analyst has expressed the different drives as corporate social obligation headed by every association, for this concentration on the specialist has taken the accompanying organizations dependence, goodbye, and Infosys. At long last the specialist finishes up by expressing that the business associations needs to do CSR exercises as not a simple fulfillment or an obligatory strategy, the CSR exercises ought to be done in a sympathetically way.

Bhawna Rajput et al. (2015) have directed a concentrated on the "Situation of Corporate Social Responsibility in India". The analysts have completed the examination in such a way that the hotspots for the review are gotten from optional information like sites, diaries, news stories and friends records. Through the review the specialists have acquired insights concerning the legitimate necessities that are related with the organization as for their spending the base measure of CSR financial sum. The review has tossed lights on the punishment subtleties where it expresses that its deserving of the method of fine and the fine sum isn't not as much as rupees 50,000 and it goes up to 25 lakh rupees. In the review did by the analysts, they demand that the organizations ought not think about CSR exercises as one of the required lawful arrangements. At last the scientists close by expressing that the presentation of CSR arrangement by the public authority of India under the Companies Act is to construct and advance the embodiment of organizations undertaking the social obligation.

Mobin Fatma et al. (2014) has directed a concentrate on "Buyer point of view on CSR writing survey and future examination plan". The analysts have done an applied report on the above-said point. With reference to the subject, the specialists have concentrated on the audits and gotten the ideas in the article. The scientists have done the examination wherein the reason for the review is to introduce a taxonomical characterization of various audits of writing that spotlights on the buyer's points of view towards the CSR exercises of the associations. For the examination reason, the scientists have utilized the auxiliary information that was gathered from different diaries. To be exact the scientists have utilized 61 exploration diaries that learn regarding CSR exercises of the associations in various aspects. The analysts have introduced the discoveries of the review is that the development example of the exploration during the examination length concentrates on that there is a significant hole between the current writing and the ground reality. The specialists have advanced the restriction for the review is that the audits are gathered from not many chose diaries and thus it can't be summed up to every one of the areas.

Saad Bin Azhar et al. (2014) have directed concentrated on "Towards Corporate Social Responsibility: Green Practices in Automobile Sector in India". The scientists have done a theoretical report which tosses light on the areas of CSR and Green practices, which are to be considered as significant ideas for the government assistance of the general public. The review is completed in the elucidating research plan and it depends on the basic audit of the current writing.

The scientists have expressed that the Indian Automobile area is encountering various degrees of issues connected with society and climate because of numerous issues like contamination, a worldwide temperature alteration and so on, these issues are viewed as superb variables to do their CSR exercises. Through the review, the specialists express that CSR is vital for the general public and it influences straightforwardly or in a roundabout way to our current circumstances and human existence. Consequently, it is vital to involve rehearses characterized by the climate managing organizations for limiting the gamble on the general public. At long last the scientists finish up by expressing that the proposed study can be applied to have a superior hypothetical and exact comprehension of CSR and Green practices or for both.

Methodology

Objectives

1. To concentrate on the impression (Perception) of Human Resource experts towards CSR Activities.
2. To concentrate on the connection between Awareness, comprehension of CSR with worker relations, boss marking, top administration, and society.
3. To concentrate on the connection between worker relations, boss marking, top administration, and society with the training of CSR at work.

Hypothesis

H0: There is no critical connection between Awareness, comprehension of CSR with representative relations, manager marking, top administration, and society.

H0: There is no association between representative relations, boss marking, top administration, and society with the training of CSR at work.

H0: There is no critical effect of worker relations, business marking, top administration, and society on the act of CSR at work.

Research Design

The specialist has involved an exploratory plan for the current review. The analyst has utilized an exploratory plan by the method of individual examination and field interviews with those Human Resource Employees, who had and who are right now associated with the most common way of doing CSR for their association that assisted with including all conceivable down to earth parts of the examination issue. An exploratory plan has been applied by the scientist to direct and learn about the examination issue when there are not many or no prior investigations to allude to.

Information Used for the Research

The specialist in the current examination work has utilized both Primary and Secondary Data. The Primary information was gathered from the respondents through a very much planned Structured and Pre-Tested Questionnaire. The Secondary information was gathered from Published Books, Journals, News Papers, Magazines, Websites, and so forth

Pilot Study

To convey the examination work the specialist has directed the pilot study to approve the poll that has been outlined and to affirm the dependability of the exploration that has been completed. For the pilot study, the scientist has used 57 filled-in polls. The gathered polls were investigated for the standards of Cronbach's Alpha worth by the analyst. As per the estimation for Cronbach's alpha dependability coefficient, in view of the equation $= rk/[1 + (k - 1) r]$ where k is the number of things considered and r is the mean of the between thing relationships the size of not set in stone by both the number of things in the scale and the mean between thing connections. The result of the Cronbach's alpha unwavering quality test was viewed as Cronbach's Alpha worth = 0.825 since the worth recommend that the information gathered was phenomenal for the scientific piece of the review. The outcomes picture that the examination instrument is all around organized by the scientist and the outcomes gave a positive consolation to the specialist to additional do his exploration work.

Data Collection Method

To do the information assortment for the current examination work, the scientist has gathered information through an organized survey. In light of the information given by the respondents, the analyst has broken down to know the different parts of the examination issue.

Target Population of the Study

The specialist has designated the Human Resource Employees who had and who are right now engaged with the most common way of completing CSR in the interest of their bosses/associations. Through the basis done by the analyst 725 Human Resources experts who are straightforwardly and in a roundabout way engaged with CSR exercises in the association. Where in the topographical area of the above-said organizations is supposed to be situated at Chennai Region.

Sampling Unit

For the current examination work, the scientist has involved a purposive overview technique for the current review. Regarding Chennai Region, there are organizations working with a background of Manufacturing, IT/ITES, Retail, Banking, and different sorts are engaged in doing CSR exercises. The analyst has designated 725 human asset experts who are straightforwardly or straightforwardly engaged with doing CSR exercises for the business/organization.

Sample Size

The analyst has considered the whole HR experts who have previous experience and the respondents managing CSR as of now. In this association, the specialist has coursed surveys to all the 725 Human Resource experts and the analyst has gotten 628 filled polls. At last subsequent to separating the imperfect polls, the

specialist has considered 412 respondents as the example size for the current review.

Materials and Methods

Table-1

Personal profile of the Respondents

Particulars	Classification	Number of Respondents	Percentage
Gender	Male	219	53.2
	Female	193	46.8
Age (in years)	20-25	61	14.8
	26- 35	102	24.8
	36- 45	143	34.7
	46-55	68	16.5
	Above 55	38	9.2
Marital status	Married	213	51.7
	Unmarried	199	48.3
Birth place	Village	111	26.9
	Town	176	42.7
	City	125	30.4
Community	General	146	35.4
	B.C/ OBC	178	43.2
	SC/ST	88	21.4
Education	MBA (HR)	137	33.3
	MSW(HR)	185	44.9
	Others	90	21.8

Source: Primary data

Out of 412 chose respondents, 53.2% of them are male and the excess 46.8% of them are female. 34.7% of the chose respondents are in the age gathering of 36-45 years, while 24.8% of them have a place with the age gathering of 26-35 years, another 16.5% of them falls in 46 to 55 years age bunch, 14.8% of the chose respondents have a place with 20 to 25 years age and 9.2% of the respondents are in the age gathering of over 55 years. In the above table, 51.7% of the chosen respondents utilized as HR callings different associations in Chennai were hitched and staying 48.3% of the respondents are unmarried.

42.7% of the chosen respondents' origination is town, while 30.4% of them origination are city and 26.9% of the respondents utilized as HR proficient in different organizations origination are town. The vast majority of the chosen respondents (43.2%) filling in as HR experts in the different organizations have a place with BC/OBC classification, 35.4% of the respondents are going under the overall classification and the leftover 21.4% of them have a place with SC/ST class. Table 1 additionally portrays the chosen respondent's schooling level. 44.9% of them are having MSW (HR), while 33.3% of the respondents have an MBA degree in HR discipline and 21.8% of them are having another instructive capability.

Table 2
Respondents' perception about Awareness about the CSR

Statement	Mean	SD
I am thoroughly aware of CSR policy of my organization	3.73	1.272
I am aware about the different CSR activities carried out by my organization	3.75	1.117
I know that CSR falls under Statutory Compliance	3.74	1.043
I am ware about the budget allocation of the CSR	3.84	1.015
My team is fully aware about the job responsibilities involved in doing CSR activities	3.25	1.070
I take prior approval from my seniors when implementing the CSR activities	3.56	1.077

Source: Primary data

Table 2 uncovers the HR experts' discernment toward Awareness regarding CSR. The mean insight given by the respondents towards the factors is: I am completely mindful of the CSR strategy of my association is 3.73, I am mindful of the different CSR exercises did by my association is 3.75, I realize that CSR falls under Statutory Compliance is 3.74, I am product about the financial plan assignment of the CSR is 3.84, My group is completely mindful with regards to the gig obligations associated with doing CSR exercises is 3.25 and I take earlier endorsement from my seniors while carrying out the CSR exercises 3.56. Mindfulness about the designation of financial plan for the CSR exercises is the imperative part of the HR expert's mindfulness regarding the CSR exercises. HR experts concurred that they know about different CSR exercises did by their Organization, mindful with regards to CSR falls under Statutory Compliance and mindful of CSR strategy of their association. It is additionally noticed that the respondents are very much aware with regards to taking earlier endorsement from their seniors while executing the CSR exercises and their group is completely mindful with regards to the gig obligations associated with doing CSR exercises.

Table 3
Respondents' perception about Understanding of CSR

Statement	Mean	SD
I know that CSR is an economic responsibility of an Business organization	3.15	1.026
I know that CSR is an legal responsibility of an Business organization	3.66	1.048
I am convinced that CSR is an ethical responsibility of an Business Organisation	2.65	1.008
I know that CSR is an Philanthropic responsibility of an business organization	2.95	1.222
I am aware about the purpose of the CSR in my organization	3.25	1.265
I believe the need assessment should be done before implementation	3.55	1.362
My organisation has SOP for CSR	2.98	1.057
The HR Dept is given more ownership in running the CSR Programmes	3.61	1.066

Source: Primary data

The HR experts' discernment towards Understanding of CSR. The mean discernment given by the respondents towards the factors are: I realize that CSR is a financial obligation of a Business association is 3.15, I realize that CSR is a legitimate liability of a Business association is 3.66, I am persuaded that CSR is a moral obligation of a Business Organization is 2.65. I realize that CSR is a Philanthropic obligation of a business association is 2.95. I'm mindful with regards to the motivation behind the CSR in my association is 3.25, I accept the need evaluation ought to be done before execution is 3.55, My association has SOP for CSR is 2.98 and The HR division is given more proprietorship in running the CSR Programs is 3.61. Respondents comprehension of CSR are lawful obligation of a Business association is the indispensable part of comprehension of CSR. HR experts concurred that their parent division is given more possession in running the CSR Programs, they accept that the need appraisal ought to be done before execution of CSR exercises, they know about the motivation behind the CSR in their association and they are notable regarding CSR as a financial obligation of a Business association. Anyway the HR experts are not persuaded with CSR as moral obligation or Philanthropic obligation of a Business Organization and besides their associations doesn't have any legitimate SOP for CSR.

Table 4
Respondents' perception about Employer branding

Statement	Mean	SD
I think CSR brings more favourable public image	3.70	1.082
CSR activities are more aligned with vision of the organization	3.45	1.323
CSR activities addresses the values of the organization	3.30	1.241
CSR has the potential to attract the prospective employees to the organization	3.38	1.203
CSR - Nature of activities increases the trustworthiness of the organization	3.12	1.252
The impact of CSR on the society can bring pride to the employees	3.32	1.218
I think CSR activities brings the good will and reputation for the organization	3.80	1.005
Impact of CSR helps in the reducing the attrition of the employees	2.95	1.067
The CSR activities/Programmes are thoroughly publicized	3.63	1.034
I think CSR activities play a vital role in expanding the organization's image towards the end users.	3.71	1.041
I think CSR activities play a vital role in expanding the organization's image in the eyes of investors/stake holders.	3.85	1.243
I think CSR activities play a vital role in expanding the organization's image in the eyes of government	3.41	1.206

Source: Primary data

Table no 4 uncovers the HR experts' insight towards Employer marking. The mean insight given by the respondents towards the factors are: I think CSR brings better open picture is 3.70, CSR exercises are more lined up with vision of the association is 3.45, CSR exercises tends to the upsides of the association is 3.30, CSR can possibly draw in the imminent representatives to the association is 3.38, CSR - Nature of exercises builds the dependability of the association is 3.12, The effect of CSR on the general public can carry pride to the workers is 3.32, I think CSR exercises brings the kindness and notoriety for the association is 3.80, Impact of CSR helps in the decreasing the whittling down of the representatives is 2.95, The CSR exercises/Programs are totally pitched is 3.63, I think CSR exercises assume an indispensable part in extending the association's picture towards the end clients is 3.71, I think CSR exercises.

Table 5
Regression analysis for practice of CSR in work

Independent Variables	R ²	Beta	F-statistics	t- value
(Constant)		0.388		7.959**
Awareness about the CSR	0.725	0.249	77.073**	5.321**
Understanding of CSR		0.214		4.983**
Understanding the Stakeholders				
	Adjusted R ²	0.157		4.223**
Employee relations		0.146		2.614**
Employer branding		0.118		2.166*
Top management	0.721	0.086		1.615
Society		0.163		3.843**
Obstacles		-0.056		1.001

* Significant at 5% level ** Significant at 1% level

From the Table 5 it is derived that the F-worth of the relapse model 77.073 is critical at 1% degree of importance. The invalid theory H016(a) is dismissed. The relapse model's coefficient of assurance R² = 0.725 shows 72.5% of the inconstancy and changed R² = 0.721 is likewise great. It is noticed that every one of the reliant variables: Awareness about the CSR, Understanding of CSR and Understanding the Stakeholders fundamentally predicts the act of CSR in work. Free factors; Employee relations, Employer marking and Society likewise fills in as huge indicators for training of CSR in work. Single unit increment of ward factors: Awareness about the CSR, Understanding of CSR and Understanding the Stakeholders have improves practice of CSR in work by 0.249, 0.214 and 0.157 units individually. One unit expansion in the autonomous elements: Employee relations, Employer marking and Society creates practice of CSR in work by 0.146, 0.118 and 0.163 units separately. Anyway the autonomous elements; CSR sway on Top administration, and Obstacles are not filling in as indicator factors for training of CSR in work. The relapse condition of effect of reliant and free factors that impact CSR exercises on Practice of CSR in work is:

$$\text{Practice of CSR} = 0.388 + 0.249 (\text{Awareness about the CSR}) + 0.214 (\text{Understanding of CSR}) + 0.157 (\text{Understanding the Stakeholders}) + 0.146 (\text{Employee relations}) + 0.118 (\text{Employer marking}) + 0.163 (\text{Society})$$

Henceforth Awareness about the CSR, Understanding of CSR, Understanding the Stakeholders, Employee relations, Employer marking and Society fills in as huge indicators for training of CSR in work. Mindfulness about the CSR followed by Understanding of CSR and effect of CSR on Society predicts Practice of CSR more.

Conclusion

In the new days the manner by which business firm works its business tasks have changed undeniably. The business associations have fired assume up its liability by stretching out its region to all corner. The business firms have begun to relook the manner in which they will quite often reward the general public where their business activities capacities. They have acknowledged and begun to perceive that incorporation with social, natural and moral practices is presently not a casual arrangement however it's more than that. Much appreciated, to the Indian government by executing Law that demand the organizations to do the CSR as a compulsory one according to the organizations Act 2013. Presently the manner by which the CSR is been completed has massively changed, which consequently gets a sense for the business associations to participate in CSR exercises effectively and assembles a favorable environment for advancing solid biological systems, social comprehensiveness and value in the general public through which feasible development of their business in the long haul is guaranteed and they become normal decision for the clients. Alongside this the CSR programs must be executed to follow guidelines, make a brand picture, and fabricate certainty among the general public individuals and so forth are new difficulties looked by numerous organisations.

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