



INDIAN PRIVATE MULTINATIONAL CORPORATIONS' CORPORATE SOCIAL RESPONSIBILITY

Rakesh Wadhwa¹, Dr. Neeraja Johri²

¹Research Scholar, North East Frontier Technical University, Aalo, West Siang district,
Arunachal Pradesh

²Research Supervisor, North East Frontier Technical University, Aalo, West Siang district,
Arunachal Pradesh

ABSTRACT

At least in India, the general idea of csr is limited to philanthropy. It is a known fact that csr is regarded as a determining factor of sustainable business. However, there are difficulties in creating an innovative and robust csr framework. The results, analysis, and interpretation of primary data obtained through the use of a questionnaire are presented in this chapter. This study analyzes both quantitative and qualitative data. It also comprehends and elaborates the technical and commercial context in which the firm operated in terms of environmental certainty-uncertainty, stability, and resource munificence. Indian private multinational corporations' corporate social responsibility this study also examines government intervention in implementing corporate social responsibility. Transactions designed and executed outside of a country's borders serve to fulfill the goals of both individuals and organizations.

KEYWORDSCSR Practice, Banking Sector, Public Bank, Private Bank, CSR Area.

INTRODUCTION

At least in India, the general idea of CSR is limited to philanthropy. Even highly educated professionals employed by large corporations are ignorant of CSR's scope beyond philanthropy. The idea of corporate social responsibility, or CSR for short, has gained importance and significance throughout the years. It has generated a lot of discussion, analysis, theory development, and study. Despite the continuous discussions about what it means and what it accepts, it has grown and changed in academic and professional circles all over the world. As we learn more about the theory and practices of CSR, we see that it is similar to the proverb "Old wine in new bottles," which has been increasingly popular in the European Union and throughout the world. Additionally, we noted that CSR has improved as a business practice since the industrial revolution and has done so even more so since globalization.

The obvious practices adopted by industrialists in developed countries were improving working conditions for employees, spending on community development and welfare, and making charitable donations. Even in a nation like India, businesses like Tata, Birla, Hindustan Unilever, etc., were renowned for their ethical business methods, which included charitable work for local involvement. Although CSR programs and practices may not be as recent as we like to claim, they have unquestionably become more organized, thorough, and professional.

Transactions that are planned and executed across international boundaries in order to meet the goals of individuals and organizations are referred to as international business. Importing, exporting, and direct foreign investment are the main forms of international business activity. Licenses, franchising, management contracts, and other forms of international business activity are other sorts. Both the nature of rivalry and the wave of globalization that has been tearing across markets have significantly changed the corporate environment in recent years. Companies are extending their reach beyond the nation of their origin to the developing countries' evolving marketplaces, often known as emerging markets.

REVIEW OF LITRATURE

RabinarayanSamantara et.al (2020)It is true that, according to Josiah Charles Stamp, a former director of the Bank of England, "It is easy to evade our obligations, but we cannot dodge the consequences of doing so." Businesses must be conscious of their actions in our contemporary, digitalized world, both in terms of what they do and how they do it. The reputation of a corporation is based not only on the caliber of the goods it sells to consumers, but also on how its operations as a whole affect society, the environment, and the economy. In a congested market, their feeling of social responsibility gives them an advantage over rival businesses. CSR is a comprehensive and integrated management concept that enables businesses to combine their social and environmental goals with their commercial goals. It employs a "triple bottom line" strategy, meaning that all of its stakeholders' expectations are met as the company concentrates on the three Ps: profit, planet, and people.

Varun Garg et.al (2020)Through corporate philanthropic initiatives known as Corporate Social Responsibility (CSR), businesses have demonstrated social responsibility to their stakeholders. The objectives of these initiatives are to meet societal demands and maximize stakeholder wellbeing. When it required some businesses to spend money on CSR initiatives on a mandatory basis in 2013, the parent legislation for Indian corporations, the Companies Act, brought about a paradigm shift. Since then, there have been numerous adjustments and clarifications to the CSR legislation. In the past two years, during COVID-19, a number of changes to CSR policies were made, including the transfer of CSR monies to COVID-19 relief funds, the carrying over of excessive CSR expenditure, and a 100% tax deduction on COVID-19-related activities. This has had an impact on how businesses deploy their CSR budgets.

Eliza Sharma et.al (2020)The study seeks to quantify the relationship between CSR and economic expansion. This study looks into the sustainability of a rising country like India by examining the CSR expenditures reported by the banks. The human development index of India and its indicators, the GDP growth rate of India and state-level GDP for the years 2014-2015 to 2017-2018, the CSR spending of 21 commercial banks on nine economic

development areas in India, as well as the human development index of India and its indicators, have all been used as secondary data for this study. The case analysis method, correlation, and descriptive analysis are the research methodologies used. In developing countries like India, where the majority of institutions are involved in such activities to win accolades and attract investors from around the world, the report indicates that CSR activities are more of a fantasy and a remote prospect.

Sritam Das et.al (2019) CSR is a widely discussed and misunderstood topic in every country. The business community has a proverb that goes, "Business is business, and nothing else." Profit is the sole and overriding goal of the company because it is essential to its operation and expansion. There has been a significant shift in the objectivity and importance of business over time. The company has evolved from a commercial entity to a social one with corporate citizenship. CSR is quickly evolving into a more important company strategy on a national and international level. The Companies Act of 2013 added a statutory requirement requiring every Indian company and foreign entity with a presence in India to spend 2% of their average net profits from the three most recent financial years in accordance with their corporate social responsibility policies, giving CSR practices in India a significant boost. Companies have different perspectives on social issues, and they have different CSR policies and practices.

VirendraBalon et.al (2020) This study investigates how required corporate social responsibility investment requirements affect firm performance in emerging economies like India by drawing on theoretical insights from Mike W. Peng's institution-based view. Thus, we begin by going over an overview of the statutory rules and disclosure requirements for corporate social responsibility in India, which took effect with the start of the 2014–2015 fiscal year. We then propose a contingency framework of the impact of mandatory corporate social responsibility investment on a firm's overall performance, including firm-specific advantages, financial outcome, and competitive advantage, because in the emerging economy, formal institutional environments such as the rule of law greatly influence a firm's strategic decisions and performance. In this way, we also investigate how third-party contractual provisions will mediate the interaction between the social investment objectives and performance of the focal firm and intermediary organizations implementing corporate social responsibility.

MATHODOLOGY

Corporate Social Responsibility of Indian Private Multinational Corporations and the inventive and distinctive approaches used to improve the lives of clients, employees, and society at large. Therefore, it was determined to employ an explorative and descriptive design that matches the investigational paradigm.

Collection of Data

- The main information: A thorough CSR questionnaire was evaluated. Investigations were made into how CSR affected customer loyalty, purchasing patterns, and a company's reputation. The researcher herself gave the questionnaire. A small number of surveys were also taken by email.

- Secondary data: The annual reports and sustainability reports of the chosen companies were where secondary data was gathered. Additionally, research articles, journals, websites, newspapers, etc. were used to gather the data.

The Annual and Sustainability Reports from 2007 through 2015, or for 8 years, were consulted for secondary data. The primary data was gathered over more than 11 months, from January 2014 to November 2014.

The present studies contain a sample of 246 senior, middle, and lower management executives from Infosys, TATA Power, TATA Motors, Titan Industries, WIPRO, TCS, Tech Mahindra, and ITC.

Table 1: Sampling Population

Organization	Top Management Executives		Middle Management Executives		Lower Management executives		Total	
	Number	%	Number	%	Number	%	Number	%
ITC	1	1%	19	26%	53	73%	73	100%
TCS	1	3%	24	65%	12	32%	37	100%
INFOSYS	1	3%	20	65%	10	32%	31	100%
TITAN	2	11%	16	89%	-		18	100%
TATA POWER	2	7%	15	54%	11	39%	28	100%
TATA MOTORS	-	-	4	57%	3	43%	7	100%
TECH MAHINDRA	-	-	8	100%	-		8	100%
WIPRO	-	-	18	41%	26	59%	44	100%
Total	7	3%	124	50%	115	47%	246	

Analysis of the Results

The qualitative and quantitative examination of the responses was the main emphasis of the current study.

- The majority of the data has been tabulated, and a master table has been created.
- The fundamental instrument for the analysis has been percentage analysis.
- The data was also examined using MS Excel and SPSS software.

The following statistical programs were utilized for the analysis:

- a. Sample Analysis b. Regression c. Percentage Analysis d. Chi-Square test e. ANOVA

DATA ANALYSIS

Impact of CSR on Employee Behavior:

Job satisfaction among employees and CSR activities

Table 2: Results

Scale	No of Respondents	Percentage
Strongly Disagree	10	4.1
Disagree	24	9.8
Neither Agree nor Disagree	95	38.6
Agree	78	31.7
Strongly Agree	39	15.9
Total	246	100.0

Only 48% of respondents—as shown in table 2—agree that CSR activities improve job satisfaction, while only 14% disagree with the association between the two.

Chi Square Test Results

Dependant Variable	Independent Variable	Test Stats	P-Value	Remarks
Job Satisfaction of the employees	CSR Activities	105.748	0.012	Reject H_0

The association between job satisfaction and CSR activities was supported by 117 respondents out of 246 respondents, whereas 34 respondents disagreed with the idea that CSR activities may have any influence on job satisfaction.

To investigate the relationship between CSR activities and employee job satisfaction, a Chi-Square test of independence was run. Significant correlation existed between these variables ($2, N=246$) = 105.748, P 0.05. CSR initiatives do affect employees' job happiness.

Willingness to work in the organization and CSR

Table 3: Result

Scale	No of Respondents	Percentage
Strongly Disagree	1	.4
Disagree	30	12.2
Neither Agree nor Disagree	38	15.4
Agree	112	45.5
Strongly Agree	65	26.4
Total	246	100.0

It's extremely interesting to observe that just 47% of respondents agreed that CSR will affect job satisfaction, although 72% of respondents agreed and 13% disagreed when asked whether they wanted to work for a socially responsible organization Job happiness is thought to require a number of other influencing factors, but CSR clearly increases employee desire due to the organization's perceived social responsibility.

Chi Square Test Results

Dependant Variable	Independent Variable	Test Stats	P-Value	Remarks
Willingness to work in the organization	CSR Activities	142.496	0	Reject H ₀

Out of 246 respondents, 31 were opposed to the idea that CSR initiatives might have any influence on job satisfaction, 38 were unable to take a position, and 177 were in favor of the idea that CSR initiatives and employees' motivation to work for the company go hand in hand. It was noted that staff take pride in the organization's reputation as a socially conscious business.

To investigate the relationship between CSR activities and organizational willingness to work, a Chi-Square test of independence was used. Significant correlation existed between these variables (2, N=246) = 142.496, P 0.05. CSR initiatives do have an impact on employees' willingness to work for the company.

CSR and willingness to purchase attitude

CSR and buying behavior of the customer

Table 4: Results

Scale	No of Respondents	Percentage
Strongly Disagree	11	4.5
Disagree	21	8.5
Neither Agree nor Disagree	40	16.3
Agree	104	42.3
Strongly Agree	70	28.5
Total	246	100.0

In table 4, a percentage analysis is displayed. 17. Eighty percent of respondents agreed with the assertion that CSR performance will affect attitudes about desire to buy, nine percent disagreed, and sixteen percent were undecided.

Chi Square Test Results

Dependant Variable	Independent Variable	Test Stats	P-Value	Remarks
Willingness to purchase attitude	CSR Activities	136.236	0.00	Reject H ₀

Out of 246 respondents, 32 were opposed to the idea that CSR activities may have any influence on the customer's propensity to buy, 40 were unable to express an opinion, and 174 were in favor of the idea that CSR performance and consumer purchasing behavior are related. It is believed that CSR has a significant impact on consumers' propensity to buy attitudes. During the discussion, a sizable portion of the respondents stated that cause-related marketing and cause promotion via advertising significantly alter consumer behavior.

To investigate the relationship between the company's CSR performance and employee motivation, a Chi-Square test of independence was run. There is a positive correlation between customer buying behavior and CSR (2, N=246) =136.236, P 0.05. The association between these variables was significant. Regression Analysis is used to test the hypothesis and improve the argument.

Regression Analysis Results: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.839 ^a	.704	.703	.588

Dependent Variable (X): CSR initiatives alter consumer behavior and eventually boost a company's sales success.

Independent Variable (Y):Our business practices social responsibility.

R, the correlation coefficient, indicates how many points fall on the regression line in the model summary above. The r value is.839, which indicates that the x-values account for 83% of the variation in y-values around the mean. In other words, the model explained 70% of the values. CSR initiatives have a favorable impact on consumers' purchasing decisions.

CSR and Customer Loyalty

Table 5: Results

Scale	No of Respondents	Percentage
Strongly Disagree	19	7.7
Disagree	42	17.1
Neither Agree nor Disagree	61	24.8
Agree	92	37.4
Strongly Agree	32	13.0
Total	246	100.0

Table 5percentage analysis reveals that while more than 50% of respondents agreed with the idea that CSR will affect consumer loyalty, 25% of respondents disagreed, and 24.8% were unable to make up their minds. Studies done in industrialized countries have consistently supported the idea that CSR increases customer loyalty.This phenomenon was carefully leveraged by numerous enterprises. This study highlights the fact that consumer awareness is rising in India, and a consumer with a social conscience would choose to purchase goods from a company that practices social responsibility.

Chi Square Test Results

Dependant Variable	Independent Variable	Test Stats	P-Value	Remarks
Customer Loyalty	CSR Activities	65.667	0.00	Reject H ₀

Only 26 of the 246 respondents disagreed that CSR activities could have any bearing on employee motivation, and 36 respondents were unable to take a position on this issue. In contrast, 181 respondents agreed that there is a correlation between CSR performance and a desire to work for a company that is socially responsible.

To investigate the relationship between the company's CSR performance and employee motivation, a Chi-Square test of independence was run. Significant correlation existed

between these variables (2, N=246) =136.236, P 0.05. CSR and customer purchasing behavior are positively correlated.

Regression Analysis Results: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.760 ^a	.577	.575	.738

Dependent Variable (X): CSR will increase client loyalty.

Independent Variable (Y): Our firm is a socially responsible firm

CSR and employee behavior:

On segmented levels of designation, a one-way ANOVA analysis was carried out with a 95% level of confidence. In Table 6, the findings are presented. The number of respondents was as follows: Degrees in Designation: 115 from lower management, 124 from middle management, and 7 from top management.

Table 6 - ANOVA Profile between levels of designation

Variable Code	Dependant Variable	Independent Variable	Test Statistics	P Valve
CSREB1	Job Satisfaction	Levels of Designation	265.505	.004
CSREB2	Willingness to work with the firm	Levels of Designation	122.298	.004
CSREB3	Employee Retention	Levels of Designation	211.015	.035
CSREB4	Willingness to join the firm	Levels of Designation	268.420	.0045
CSREB5	Employee Motivation	Levels of Designation	115.503	.022

Analysis and Interpretation

In order to determine whether respondents' opinions on CSR & employee behavior differed based on their levels of designation, a one-way analysis of variance was carried out. Top Management (M=18.00, SD=.000, N=7), Middle Management (M=17.66, SD=.649, N=124), and Lower Management (M=19.34, SD=.475, N=115) are the three groups represented by the independent variable CSREB1. CSREB2 - Levels of designation are the independent variable, and there are three groups: Top Management (M=19.00, SD=.000, N=7), Middle Management (M=18.19, SD=.830, N=124), and Lower Management (M=19.5, SD=.498, N=115). CSREB3 - The independent variable, designation levels, is broken down into three groups: Top Management (M=17.0, SD=.000, N=7), Middle Management (M=16.49%, SD=.502, N=124), and Lower Management (M=18.5, SD=.994, N=115). Top Management (M=18.00, SD=.000, N=7), Middle Management (M=18.98, SD=.737, N=124), and Lower Management (M=18.98, SD=.662, N=115) are the three groups represented by the independent variable, levels of classification. Top Management (M=19.00, SD=.000, N=7), Middle Management (M=18.19, SD=.985, N=124), and Lower Management (M=19.70, SD=.458, N=115) are the three groupings represented by the independent variable, levels of classification.

As all the "P" values were less than 0.05, it was clear that respondents' perceptions of CSR and employee conduct varied significantly according to their level of classification.

CSR and employee behavior: ANOVA as per Years of experience

At a 95% level of confidence, a one-way ANOVA analysis was performed on segmented levels of designation. The findings are reported in Table 7 There were as follows in terms of respondents: Years of experience: fewer than five years—48; five to ten years—52; ten to fifteen years—41; fifteen to twenty years—78; and more than twenty years—27.

Table 7 - ANOVA Profile between years of experience:

Variable Code	Dependant Variable	Independent Variable	Test Statistics	P Value
CSREB1	Job Satisfaction	Years of Experience	291.507	.0013
CSREB2	Willingness to work with the firm	Years of Experience	245.540	.0069
CSREB3	Employee Retention	Years of Experience	359.129	.0014
CSREB4	Willingness to join the firm	Years of Experience	817.044	.0089
CSREB5	Employee Motivation	Years of Experience	226.357	.0011

CONCLUSION

Despite the continuous discussions about what it means and what it accepts, it has grown and changed in academic and professional circles all over the world. \ CSR aims to align corporate strategy, culture, and daily decision-making with the demands of stakeholders by incorporating moral business conduct and the principle of social good. No matter how you feel about it, you cannot ignore it. Regardless of size or industry, CSR must be practiced by Indian businesses. CSR initiatives benefit all parties involved, including businesses, consumers, and other stakeholders. Both the nature of rivalry and the wave of globalization that has been tearing across markets have significantly changed the corporate environment in recent years.

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