Corporate Social Responsibility the Need of the Hour

P. Sivasankari

Abstract: *Corporate Social Responsibility (CSR) is a process of managing the cost and benefits of business activity to both internal (workers, shareholders, investors) and external (institutions of public governance, community members, civil society groups, other enterprises) stake holder, corporate social responsibility is defined as the serious attempt to solve social problems caused wholly or in part by the corporation.*

Keywords: CSR, government regulations cost of production, conflicting responsibility

1. Introduction

Many social critics have noted the corporations to behave in socially responsible ways but few have taken the next important step, which is the specification of a problem solving approach suitable to achieve level of corporate responsibility desired by the society in which these corporations thrive. Society depends on corporations for employment and income and supports them by continuing to purchase their goods and services.

Achievement of desired levels of corporate responsibility will in many instances add to the cost of production of these goods and services and these costs will ultimately be borne by the society in the form of higher taxes, higher prices, lower returns to corporate investors or some combination of these factors.

2. Role of CSR

Even among those who advocate a social responsibility for business, there remains disagreement about the meaning and implications of social responsibility. In what sense can business have "Social responsibilities"? How can a company have responsibility. If someone were to ask what your responsibility would require decisions to prioritize competing and conflicting responsibilities. We might say that a business is very responsible in providing good customer service. A second meaning of responsible involves attributing something as a cause for an event or action. Law regarding product safety and liability involve many of these meanings of being responsible.

Proportion of companies with dedicated CSR Report

India	CSR Report
South Korea	2%
Thailand	8%
Singapore	0%
Malaysia	2%
Philippines	4%
Indonesia	0%
Japan	90%
United Kingdom	64%

Steps that an organization can take for corporate social responsibility

First step is to analyze each job separately along with its accident history. By studying records and interviewing workers and supervisors, the behavior analyst identifies for each job a set of specific "Unsafe" behaviours which increase the probability of an accident and a set of probability of an accident and a set of "safe" behaviours which decrease the probability of an accident. Two unsafe behaviours for a grinder operator for example, would be standing directly in front of the wheel during startup and not wearing safety glasses or goggles.

Safe behaviour in this illustrative example would include standing to the side of the grinder during start-up when an exploding wheel is more probable and wearing safety glasses during all operations with the wheel. The analyst would then gather "baseline" data on the existing frequencies of these safe behaviours on the shop floor by careful and reliable direct observation using carefully documented methods.

In the experimental group the observer (who may be a researcher or later, supervisor) will provide an immediate positive reinforcement when either of the previously mentioned "safe" behaviour is observed. This reinforcement may be supplied every time the safe behaviour is observed or only on an intermittent basis. The latter procedure has some technical advantages in ensuring persistence of these safe behaviours.
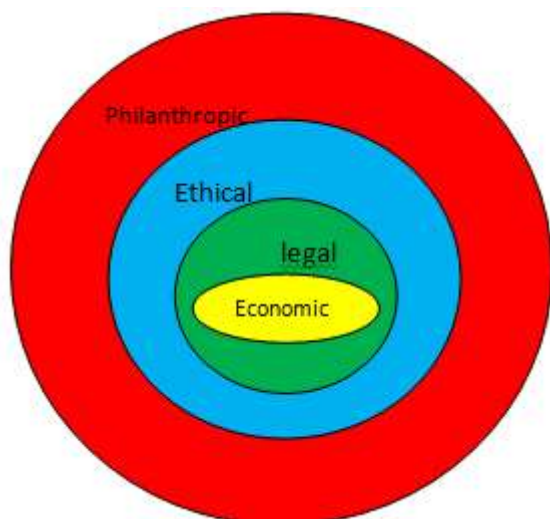
a. Pyramid
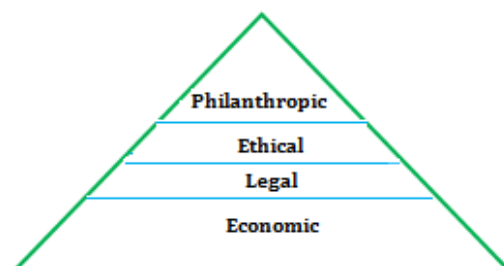
b. Intersecting circles

C. Concentric Circles

Three models of corporate Social Responsibility, Interrelationships between Theory, Research. The diagram indicates the corporate should take four levels of responsibility ie) Economic, legal, Ethical, Philanthropic.

3. Conclusion

Corporations can achieve social responsibility if they attempt to identify and solve those social problems in which they are intimately involved and when the possibility of profit is available as an incentive. They may also be able to prevent future social problems by careful goal setting in to society and by the careful analysis of the consequences of their social responsibility goals. Corporations are perhaps the most effective problem solving organizations in a capitalist society and play a major role in holistic development of the society.

References

[1] Beatty R and C.E. Schneier. Training the Hard-core unemployed through positive Reinforcement, Human Resource Management.
[2] Becker, Howard S.Social problems A modern Approach (New York, wiley) 1966.
[3] Bernard Jessie, social problems at midcentury (Hinsdale III, The Dryden press, 1957)
[4] Dentler, Robert A major social problems 2nd ed (New York, Rand Mc Nally, 1972)