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CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	ROLE OF TRAINING FOR MAINTAINING AN ISO 9001 SYSTEM <i>DR. VINOD N. SAYANKAR</i>	1
2.	AN ANALYSIS OF THE ROLE OF SMALL SCALES INDUSTRIES' SECTOR IN INDIA <i>SONIKA CHOUDHARY & DR. M. L. GUPTA</i>	4
3.	REDUCING PATH CONGESTION AND FAILURE IN AN INTERACTIVE NETWORK APPLICATIONS <i>S. SATHYAPRIYA, A. KUMARESAN & K. VIJAYAKUMAR</i>	7
4.	SEGMENTING THE SHOPPERS OF GREEN FASHION PRODUCTS ON THEIR SHOPPING BEHAVIOUR <i>DR. MANOJ KUMAR</i>	11
5.	SEARCHING THE CAUSES OF ORGANIZATIONAL FAILURE IN CONTROLLING DRUG ADDICTION IN THE PERSPECTIVE OF SOME RELEVANT VARIABLES IN BANGLADESH WITH SPECIAL REFERENCE TO SYLHET <i>ABDUL LATIF & SARUAR AHMED</i>	14
6.	AN ASSESSMENT OF QUALITY OF SERVICE DELIVERY IN ETHIOPIAN PUBLIC HIGHER EDUCATION INSTITUTIONS <i>DR. SOLOMON LEMMA LODESSO</i>	20
7.	A STUDY OF THE EFFECTS OF INSUFFICIENT SLEEP, CHANGES IN THE SLEEPING AND FOOD HABITS OF NIGHT SHIFT WORKERS <i>CHHAYA P. PATEL</i>	26
8.	ELECTRONIC COMMERCE ADOPTION BY MICRO, SMALL AND MEDIUM SIZED ENTERPRISES <i>BISWAJIT SAHA</i>	47
9.	THE WORKING CAPITAL ANALYSIS OF DISTRICT CENTRAL COOPERATIVE BANKS IN TIRUNELVELI REGION, TAMILNADU <i>DR. A. MAHENDRAN & R. AMBIKA</i>	50
10.	QUANTIFICATION OF QUALITY AS PER USER PERSPECTIVE IN SOFTWARE DEVELOPMENT <i>SHABINA GHAFIR & MAMTA SHARMA</i>	58
11.	A STUDY ON CORPORATE SOCIAL RESPONSIBILITY <i>M. UMREZ, B. SWATHI & K. LAVANYA</i>	65
12.	COMPUTERIZED ACCOUNTING INFORMATION SYSTEMS AND SYSTEM RISK MANAGEMENT IN NIGERIAN BANKS <i>DR. DAFERIGHE, EMMANUEL EMEAKPONUZO & DR. UDIH, MONEY</i>	67
13.	EVALUATION OF CUSTOMER SATISFACTION ON BROADBAND INTERNET SERVICE USERS OF ETHIO TELECOM <i>ADEM MOHAMMED HABIB & YIBELTAL NIGUSSIE AYELE</i>	73
14.	EXPERIMENTATION IN OSPF MULTIPATH ENVIRONMENT WITH OPTIMAL INTERFACE TIMERS <i>KULDEEP DESHMUKH</i>	80
15.	FINANCIAL INDICATORS FOR BUY BACK OF SHARES <i>PRERNA SEHGAL & DIMPY HANDA</i>	86
	REQUEST FOR FEEDBACK & DISCLAIMER	90

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A STUDY ON CORPORATE SOCIAL RESPONSIBILITY

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ABSTRACT

This paper considers the motivations for and nature of business contributions to sustainable development through the medium of corporate social responsibility (CSR). It compares CSR with sustainable development, given that they are both 'essentially contested concepts'; it introduces CSR's changing meaning and it explains why there has been a recent increase in CSR with reference to the increasing socialization of markets as a result of narrow market drivers, along with other social, governmental and globalization drivers. It uses Hart's 'A natural-resource-based view of the firm' to explain the way in which these drivers give rise to sustainable development agendas in companies and provides illustration of these.

KEYWORDS

CSR, Sustainable development, New companies Act, 2013.

INTRODUCTION

Businesses can no longer limit themselves to using resources to engage in activities that increase their profits. They have to be socially responsible corporate citizens and also contribute to the social good. Corporate Social Responsibility (CSR) is about integrating economic, environmental and social objectives with a company's operations and growth. Many consider CSR philanthropy, but that is a limited definition. An organization can accomplish sustainable development if CSR becomes an integral part of its business process. CSR impacts almost every area of operations: governance and ethics; employee hiring, providing opportunity; stakeholders benefit sharing and energy usage and environment protection.

DEFINITION

"Social responsibility (is the) responsibility of an organization for the impacts of its decisions and activities on society and the environment through transparent and ethical behavior that is consistent with sustainable development and the welfare of society; takes into account the expectations of stakeholders; is in compliance with applicable law and consistent with international norms of behavior; and is integrated throughout the organization."

As Wood puts it, "the basic idea of corporate social responsibility is that business and society are interwoven rather than distinct entities; therefore, society has certain expectations for appropriate business behavior and outcomes" (Wood, 1991).

Working definition, ISO 26000 Working Group on Social Responsibility, Sydney, February 2007

The World Business Council for Sustainable Development has described CSR as the business contribution to sustainable economic development. Building on a base of compliance with legislation and regulations, CSR typically includes "beyond law" commitments and activities pertaining to:

- corporate governance and ethics;
- health and safety;
- environmental stewardship;
- human rights (including core labor rights);
- sustainable development;
- conditions of work (including safety and health, hours of work, wages);
- industrial relations;
- community involvement, development and investment;
- involvement of and respect for diverse cultures and disadvantaged peoples;
- corporate philanthropy and employee volunteering;
- customer satisfaction and adherence to principles of fair competition;
- anti-bribery and anti-corruption measures;
- accountability, transparency and performance reporting; and
- Supplier relations, for both domestic and international supply chains.

A growing body of evidence asserts that corporations can do well by doing good. Well-known companies have already proven that they can differentiate their brands and reputations as well as their products and services if they take responsibility for the well-being of the societies and environments in which they operate. These companies are practicing Corporate Social Responsibility (CSR) in a manner that generates significant returns to their business.

CSR- NEW COMPANIES ACT 2013

"CSR Spending Likely to be Rs.27,000 Cr in a Year"

According to the Indian Institute of Corporate Affairs, of the 1.3 million companies in our country, about 6,000-7,000 companies are covered under the new CSR rule as it is applicable only to companies that have a minimum net worth of Rs. 500 Cr, turnover of Rs.1,000 Cr or net profit of Rs 5 Cr.

The new Companies Act, 2013, clause 135, which proposes that 2% of profits earned by a certain class of companies must be spent on corporate social responsibility (CSR) activities, would mean an estimated Rs.27,000 Cr will flow into grassroots development and social enterprise sectors every year. It is currently estimated that the average CSR spend currently is 1-1.25% of profits, while the Companies Act, 2013, prescribes 2%. While the new Act does not make this kind of a CSR spending compulsory, it mandates reporting any failure in meeting this target, creating social pressure on companies.

CSR- SUSTAINABLE DEVELOPMENT

"Sustainability is about living and working in ways that meet and integrate existing environmental, economical and social needs without compromising the well-being of future generations. The transition to sustainable development benefits today's society and builds a more secure future for our children."

The origin of the term SD lies in the 18th century and was actually used in forestry. In those times, it was only allowed to cut down a certain number of trees so that a long-lasting protection of the tree population was guaranteed.

Whereas the term SD has mainly started to be used in the 1980's, the framework of CSR has already been established in the 1950's and 60's. Bowen defined CSR in 1953 - as one of the first - as "... an obligation to pursue policies to make decisions and to follow lines of action which are compatible with the objectives and values of society" (Douglas et al., 2004).

Sustainable development: United Nations' (UN) studies and many others have underlined the fact that humankind is using natural resources at a faster rate than they are being replaced. If this continues, future generations will not have the resources they need for their development. In this sense, much of current development is unsustainable—it can't be continued for both practical and moral reasons. Related issues include the need for greater attention to poverty alleviation and respect for human rights. *CSR is an entry point for understanding sustainable development issues and responding to them in a firm's business strategy.*

Businesses are recognizing that adopting an effective approach to CSR can reduce the risk of business disruptions, open up new opportunities, drive innovation, enhance brand and company reputation and even improve efficiency.

In the world's largest CEO study on sustainability to date, more than 1,000 top executives from 27 industries across 103 countries assess the past, present and future of sustainable business.

CSR SURVEY

According to the 10th PricewaterhouseCoopers Annual Global CEO Survey, 81 per cent of CEOs surveyed (between September and December 2006) agreed or agreed strongly with the statement: *"My company's development programme focuses increasingly on equipping leaders to take a role in creating a sustainable business environment."* A similar percentage of respondents in a U.S. Chamber of Commerce survey conducted in late 2005 agreed that companies need to make corporate citizenship a priority.¹⁰

The IBM's global survey conducted on more than 250 business executives worldwide to gauge just how deeply the CSR issue has penetrated the core of the corporation – its strategies and operations. The report has led three dynamics that companies should understand and act upon in dealing with CSR. These dynamics are:

- Impact for business – From cost to growth
- Information – From visibility to transparency
- Relationships – From containment to engagement.

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