



A Study on Impact of CSR Awareness on Employee Satisfaction with special reference to DBS India Ltd Chennai

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DOI: 10.48047/ecb/2023.12.si4.1621

ABSTRACT

The aim of this paper is to investigate the impact of Corporate Social Responsibility (CSR) awareness of employees on their satisfaction level. CSR is a concept in which companies integrate social and environmental concerns in their business and stakeholders. CSR mainly involves the stakeholders of organisation; the study focuses only on employees. To employees CSR means Environmental, Social and Governance (ESG) Criteria. Primary data was collected from 50 employees of DBS India Ltd Chennai. The objective of this study is to analyse whether the employees are aware about the CSR activities initiated by the bank. It also helps to know these CSR activities create satisfaction among the employees. The overview of sustainability of DBS includes Responsible Banking, Responsible business practices and creating social impact. The bank also focuses on gender equality, affordable and clean energy decent work and economic growth, climate action, responsible consumption and production etc. It's been found that the bank is involved in various CSR activities which is beneficial to the society. The employees are aware about the activities and they feel satisfied working in a socially responsible organisation.

Keywords: CSR, stakeholders, socially responsible

INTRODUCTION

The term CSR refers to the policies and practices undertaken by the organisation in order to have a positive influence on the society. Corporate social responsibility also known as CSR, it makes clear that business is more than about profit, the value of firm goes beyond its economic aspect, although business are supposed to make huge profit but beyond that they are also called to promote sustainable development as well as environmental protection. Therefore, businesses have responsibilities to all its stakeholders such as employees, managers, owners, government, NGOS, Society and local community. The CSR implies integration of social and environmental issues in day to day business operations and interaction with their stakeholders on a voluntary basis. There are mainly four types of CSR

of business i.e. Environmental Responsibility, Ethical Responsibility, Philanthropic Responsibility, Economic Responsibility.

DBS Bank India Ltd is a wholly owned subsidiary of DBS Bank Ltd, which is headquartered in Singapore. For the study DBS India Ltd Chennai region is taken. CSR activities are undertaken by the CSR Committee, the main vision is actively contributing to social and economic development including communities the bank operates and to build a better life for weaker sections of society. The main activities include promoting education including special education, employee enhancement skill especially among women children and differently abled persons, rural development, slum area development, cleaning missions, contributions too many central government fund etc. To employees CSR means Environmental, Social and Governance (ESG) Criteria. The CSR team will provide regular report to CSR committee.

The main aim of this paper is to analyse the awareness of employees on CSR activities initiated by DBS India Ltd Chennai. It also studies about. To know the impact of CSR activities among employees, weather it creates a positive satisfaction.

RESEARCH PROBLEM

Engaging in CSR has become more important to all stakeholders and companies. When the customers know about the activities it may attract many customers about the good work investors and new talent. The CSR reports are mostly for customers and investors while employee's knowledge is not prioritized and to ensure that proper system is there to confirm the participation and awareness of employees. To investigate the impacts of CSR activities on employee's job satisfaction, this study is conducted.

OBJECTIVE

- To know whether employees are aware about CSR activities initiated by bank.
- To investigate CSR activities create impact among employees.
- To study the effect of CSR activities on employees job satisfaction at DBS India Ltd Chennai

IMPORTANCE

The importance of the study is to recognize the impacts of corporate social responsibilities of DBS India Ltd Chennai on employee's satisfaction. For the study 50 samples are taken from around 200 employees. This study is conducted to know the awareness and participation of employees in CSR activities. To check weather CSR activities create a good positive attitude among employee and to analyse employees satisfaction level increases by participating in CSR activities. This study also helps to ensure, the CSR activities of bank work in a proper manner.

METHODOLOGY

Sampling and Data Collection

Questionnaire was used for data collection, through email data was collected from employees. Data's were collected from 50 employees of these 61% are male and 40% are female. Majority of the employees lies between the age of 30 years to 40 years that's 40 percentage of respondents. Majority of the respondents are degree holders that's 70% of employees are degree holders. Finally data's are collected from surveys that include the measures of CSR awareness of employee, Job satisfaction, impact of CSR on job satisfaction and other questions include internal working condition, participation of employees in CSR activities.

Measures

Four point Likert type scale was used which include excellent, good, average and poor measures. Demographic questions were also considered at the beginning of

questionnaire in order to get the profile of the respondents such as gender, age, tenure and educational qualification.

FINDINGS

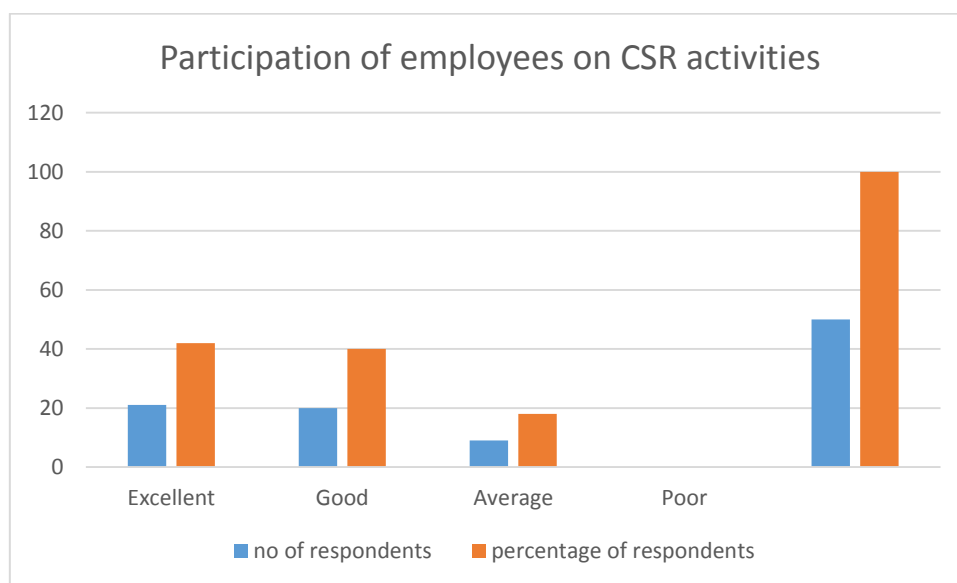
CSR awareness of employees

From the data collected its understood that 70% of employees are aware about various CSR activities initiated by bank,26% have good awareness and 4% have average awareness.

Participation of employees on CSR activities

From the data collected its understood that most of the employees participated on CSR activities (I, e42%).And 40% of employees have good participation, 18% have Average participation

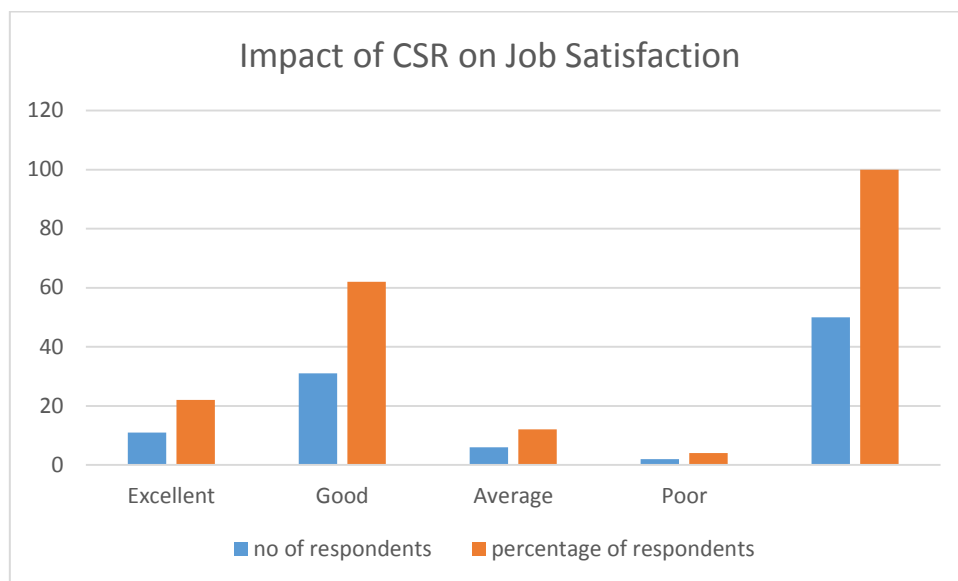
Participation of employees on CSR Activities	No.of respondents	Percentage of Respondents
Excellent	21	42
Good	20	40
Average	9	18
Poor	0	0
Total	50	100



Impact of CSR on job satisfaction

From the data collected its understood that most of employees respond that they have good impact (ie 62%) on job satisfaction through CSR activities initiated by Bank .22% responded they have excellent impact,12% have average impact and 4% have poor impact.

Impact of CSR On Job Satisfaction	No.of Respondents	Percentage of Respondents
Excellent	11	22
Good	31	62
Average	6	12
Poor	2	4
Total	50	100



SUGGESTIONS

From the study the below suggestions are recommended:

- The organisation should introduce more attractive ways to engage employees in CSR activities.
- Employees should be given proper hands on training.
- Organisation should take initiatives to include family members in these CSR activities.
- Organisation should work for 100 percent awareness of employees.

CONCLUSION

Bank plays an important role in development of country. This study helps to know the general practices being followed by bank. From finding its understood that DBS India Ltd is working to create a relationship between the organisation and society. Bank is building customer loyalty, reputation, employee motivation, brand value and employee retention by CSR activities. CSR involves the psychological needs of employees such as balancing private life and work , career development ,and growth ,which are the great factors of job satisfactions. CSR and Job satisfaction will allows to understand how CSR strengthens the relationship between employees and their Organizations.

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