AN ANALYSIS OF CORPORATE SOCIAL RESPONSIBILITIES PRACTICES OF SOFTWARE COMPANIES IN CHENNAI

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Abstract

The practice of corporate social responsibility, or CSR, is a company's ongoing endeavor to act responsibly in order to improve economic success while also enhancing the lives of its employees, their families, and the community as a whole.

In the context of social responsibility as a whole in an organization, this study focuses on the concept of "Employee Perception of the Corporate Social Responsibility Practises of Software Companies."

There are several levels of employee satisfaction. The ultimate goal of businesses was to improve local communities and society's quality of life while also making a positive economic contribution. These improvements were then used to boost business performance and help the organisation achieve its goals and objectives. Finally, a standardized questionnaire was used to analyze the study and determine how the employees felt about the Corporate Social Responsibilities policies of software businesses.

The workers of software businesses were polled using a simple random sampling technique. 150 employees were included in the sample size drawn from the population. Various methods, including chi-square, correlation, ANOVA, regression, factor analysis, and reliability analysis, were used to collect the data and analyze it. The findings were analyzed, once the results were provided, and recommendations for further enhancing software businesses' CSR practices were made.

Keywords: Corporate Social Responsibility, Green Management, environmental sustainability, and the IT Sector are just a few examples.

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1. INTRODUCTION:

Corporate social responsibility, or CSR, is a company's ongoing endeavor to act responsibly in order to improve economic success while also enhancing the lives of its employees, their families, and the community as a whole.

A company's influence on society is carefully considered as part of its corporate social responsibility (CSR). It mandates that the business evaluate the implications of its actions throughout the whole social system and be held accountable for those repercussions. CSR has a dual connotation as a result. On the one hand, it demonstrates the moral conduct a company engages in with both its internal and external stakeholders (customers and workers). On the other hand, it stands for a company's commitment to the neighbourhood and environment in which it operates.

Businesses cannot continue to misuse environmental resources and avoid their obligations by acting as separate entities, regardless of the best interests of society. Organizations are progressively realizing the importance of reorienting themselves to societal concerns.

Being socially conscious must come from the inside out. CSR refers to a variety of volunteer activities in which businesses participate in the goodwill of society. It entails bringing fresh approaches to societal and environmental problems. The majority of organizations think that becoming socially responsible will benefit them. Employees tend to believe that a firm would be devoted to their welfare as well as to social issues if it were committed to social causes.

REVIEW OF LITERATURE:

The many reasons that businesses adopt CSR have been discussed in the literature on corporate social responsibility. It is "orgo-centered" in that the majority of the literature concentrates on internal processes, relationships between enterprises, and their placement within social limits. On the external factors that influence the adoption of CSR in a particular nation or sector - a "population of organizations" - very little has been published.

This project will advance knowledge of the strategies for developing a wide societal framework to support corporate social responsibility.

Carroll created a four-part paradigm of CSR including components for the economy, law, ethics, and philanthropy. The economic duty, which includes maximizing profitability and maintaining a strong competitive position, is the basis for all company obligations according to this paradigm. Respecting rules and regulations is a part of legal obligations. Moral obligations represent society expectations, conventions, and standards that are not expressly codified. Last but not least, philanthropic obligations cover deeds that satisfy society's demand that corporations behave honorably. These differ from ethical obligations in that they are benevolent in character, and as a result, a firm is not seen as unethical if it does not provide them **(Carroll, 1991) "The Pyramid of Social Responsibility in Business: Towards the Ethical Management of Organisational Stakeholders."**

Businesses must account for two parts of their operations: the calibre of their management and the scope of their social influence in diverse sectors. It's not a requirement that all the more successful businesses give back to society equally A corporation may be viewed as better if it is effectively managed, doesn't negatively impact the environment, and supports the area in which it operates. Due to its integration with society, the firm cannot avoid social difficulties. Society provides both clients and resources in order for corporate businesses to accomplish their commercial objectives. A key element of CSR is how companies interact with their stakeholders both inside and outside the company, such as staff members, clients, neighbours, nonprofit organisations, public authorities, etc. The Debate over Social Responsibility in Business, 2007 **(Cheney George, Steven Mayk, & Roper Juliet).**

Economic, environmental, and social responsibility are all three areas of duty for sustainable businesses. Corporate social responsibility (CSR), focuses on incorporating workplace, human rights, community, and market concerns into fundamental company strategy, is essential to managing this duty. However, it is strongly disputed how big of an issue CSR solves and what advantages it has to provide an organization. **(CSR Europe online, 2002).**

Currently, it is not possible for an organization to focus only on its clients and personnel. Businesses have a significant impact on society, thus it is important for organizations to address the problems that have a negative impact. They should endeavor to make millions of people's lives better and contribute to the creation of a world that is stable and less dangerous. CSR gives businesses a platform to support the welfare and economic advancement of underprivileged individuals. Despite the fact that businesses publish vast amounts of literature on the contributions they make to society's well-being, in actuality many businesses define their commitments in a far more constrained way. **(Porter Michael E., and Prahalad C. K. Harvard Business Review on Corporate Responsibility, 2003).**

OBJECTIVES OF THE STUDY:

Primary Objectives:

To analyze the corporate social responsibilities practices of Software companies in Chennai.

Secondary Objectives:

The objectives of this project are as follows:
1. Studying the establishment and execution of CSR policies in software companies.
2. To gauge how eager the employees are to support upcoming CSR initiatives and how satisfied they are with prior CSR efforts.
3. To determine if software businesses comply with all applicable legal and environmental regulations.
4. To determine if software businesses take actions to promote the interests of all relevant parties.
5. To offer ideas for improving the present CSR initiatives.

2. RESEARCH METHODOLOGY:

The study's research methodology is descriptive. Data are gathered directly from those who are directly involved in the topic under discussion. The primary and secondary data are used in the research. 110 workers from various Chennai IT organizations were the main source of data. Convenience sampling with non-probability sampling is the sampling strategy used for The investigation. The respondents were chosen for this study because of their accessibility and closeness to the researcher. To analyze and interpret the data, many analytical techniques like correlation, simple percentage analysis, anova analysis, and chi-square test were utilized.

DATA ANALYSIS AND RESULTS:

CHI- SQUARE TEST I – (ψ^2)

Chi-square is calculated as the product of the squared variance between the observed data (o) and the anticipated information (e), also known as the deviation (d), and divided by the anticipated data over all conceivable categories.

Null hypothesis (Ho):
The age of participants in CSR activities does not significantly affect their goals.

Alternate hypothesis (H1):

The age of participants and the goals of CSR initiatives are significantly correlated.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
AGE * OBJECTIVESOFCSRACTIVITIES	110	100.0%	0	.0%	110	100.0%

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AGE * OBJECTIVES OF CSR ACTIVITIES Crosstabulation

		OBJECTIVESOFCSRACTIVITIES				
		Supporting Societal Development	Safety, Health & Environment Protection	Enhance Employee Commitment	Strengthening Of The Corporate Culture	Total
AGE20 to 25 Years	Count	15	0	0	0	15
	% within AGE	100.0%	.0%	.0%	.0%	100.0%
	% within OBJECTIVESOFCSRACTIVITIES	46.9%	.0%	.0%	.0%	13.6%
	% of Total	13.6%	.0%	.0%	.0%	13.6%
s26 to 30 years	Count	17	13	9	0	39
	% within AGE	43.6%	33.3%	23.1%	.0%	100.0%
	% within OBJECTIVESOFCSRACTIVITIES	53.1%	100.0%	22.5%	.0%	35.5%
	% of Total	15.5%	11.8%	8.2%	.0%	35.5%
Above 30 years	Count	0	0	31	25	56
	% within AGE	.0%	.0%	55.4%	44.6%	100.0%
	% within OBJECTIVESOFCSRACTIVITIES	.0%	.0%	77.5%	100.0%	50.9%
	% of Total	.0%	.0%	28.2%	22.7%	50.9%
Total	Count	32	13	40	25	110
	% within AGE	29.1%	11.8%	36.4%	22.7%	100.0%
	% within OBJECTIVESOFCSRACTIVITIES	100.0%	100.0%	100.0%	100.0%	100.0%
	% of Total	29.1%	11.8%	36.4%	22.7%	100.0%

Chi-Square Test

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	105.713[a]	6	.000
Likelihood Ratio	129.378	6	.000
Linear-by-Linear Association	76.535	1	.000
N of Valid Cases	110		

a. 4 cells (33.3%) have expected count less than 5. The minimum expected count is 1.77.

INTERPREATATION:
According to the study, there is no significant correlation between the age and the goals of CSR activities, and the computed value is bigger than the tabulated value, therefore we accept the null assumption and reject the alternative hypothesis.
ONE-WAY ANOVA CLASSIFICATION:

Null hypothesis (Ho):
   The CSR report on performance and giving money to the poor don't differ significantly from one another.
Alternate hypothesis (H1):
   The CSR evaluation and giving money to those in need are very different from one another.

Descriptives

A CSR PERFORMANCE REPORT

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Strongly agree	2	1.00	.000	.000	1.00	1.00	1	1
Agree	108	1.16	.366	.035	1.09	1.23	1	2
Total	110	1.15	.363	.035	1.09	1.22	1	2

Test of Homogeneity of Variances

A CSR PERFORMANCE REPORT

Levene Statistic	df1	df2	Sig.
2.219	1	108	.139

ANOVA

A CSR PERFORMANCE REPORT

21	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	.049	1	.049	.367	.546
Within Groups	14.324	108	.133		
Total	14.373	109			

INTERPREATATION:

The study shows that the computed value of F exceeds the tabulated value. As a result, we accept the alternative hypothesis and come to the conclusion that there is a big difference between publishing a CSR report on performance and giving money to those in need.

LIMITATIONS OF THE STUDY:

1. The bulk of respondent's information may be partial or erroneous.
2. One of the main factors limiting efficient data collection is time.
3. Data gathering from all software company workers is not always possible.
4. Because there were only 110 participants in the study, the sample might not be completely true to the population.
5. The analysis's correctness and reliability are determined by how honest and open the respondent was with each questionnaire question.
6. The scope of this analysis is exclusively the Chennai-based software firms.

3. CONCLUSION:

Understanding its underlying causes, prospects, and economics, CSR is essential to a company's entire strategy. CSR initiatives must benefit the company and its workers, and the business in the market, and have a good societal effect in order to be sustainable.

To target particular stakeholder groups, CSR messaging must be customized. Companies may increase community awareness and establish strong relationships with stakeholders by identifying target audiences—investors, communities, government agencies, workers, and potential recruits—and devising a plan to engage them. Continual communication with stakeholders enables businesses to modify and enhance their CSR initiatives. Every company's ultimate CSR objective should be to improve via involvement and communication. A positive CSR cycle will have been established if the communication process moves from awareness to a corporate action plan, and then from there to employee and stakeholder participation and action that really changes the world.

Where the law stops, CSR starts. Businesses must uphold their corporate social responsibility by conducting themselves ethically. Therefore, every corporate organization should give back a portion of its profits to the communities they operate in.

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