

Role of Corporate Social Responsibility in Employer Branding: An Empirical Study

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Abstract

In India, a large number of people are completely impoverished and the most malnourished children, even if the percentage of the population that lives in poverty has declined. On the one hand, India is a major actor in the new international order and has one of the greatest economies in the world. What emerges is a picture of unfair wealth distribution, which many believe is the primary cause of societal unrest. As more individuals become conscious of their demands, needs, and the differences between the affluent and the poor, so has the idea of social responsibility. Many businesses recognize the need for social responsibility, yet some only take action when forced to. The Indian government has also controlled several rules and processes to ensure equality so that any high-profit corporation may benefit society. Large corporations must also bear social burdens in order to fulfill their social obligations.

Keywords: Corporate Social Responsibility, Social Welfare, Sustainable Development Goals, Brand Value, Companies Act 2013

Introduction

In India, corporate social responsibility has long been seen as an act of kindness. It was a job that was performed without conscious thinking in accordance with Hindu tradition. Because of this, it is difficult to get information regarding specific acts related to this idea. It is clear and evident the idea of corporate social responsibility in India is as old as its independence. CSR in Indian context still comes within the philanthropic category, as many observers have noticed, but via many efforts, it has changed from institutional building to community development. However, it appears that while CSR continues to largely focus on community development, it is shifting from being altruistic to being more strategic. Several companies are making efforts in the area of social welfare and also publishing them on various channels to make people aware about the fulfillment of corporate social responsibility. These actions improve the company's reputation overall and foster consumer trust. Corporate social responsibility (CSR) is a company's continual commitment to advance economic development while improving the quality of life for its workers, their dependents, the society, and the nation as a whole. (Singh, & Delios, 2017 and Mishra, Sinha, & Singh, 2013).

While talking about Corporate Social Responsibility sustainable development is often considered as an important aspect. CSR often focuses on what happens to earnings once they are earned in India. Contrarily, sustainability entails considering the communal, societal and environmental impressions of business activities or the means by which profits are produced. Due to this the contribution of India in respect to CSR is very important part of sustainable and reliable business, which is a larger notion, as is evident from several sustainability frameworks. As far as social responsibility is concerned it involves various elements. Supporting and upholding the defense of human rights entails making sure that business is not involved in violations of such rights. Protecting labor rights entails upholding the right to free association, effectively recognizing the right to collective bargaining, eliminating all types of forced and mandatory labor, effectively ending child labor, and doing away with classifications in regard to job and vocation. Environment means encouraging the development of environmentally friendly technologies encourage better commitment to the environment, and advocate a cautious approach to environmental concerns. Governance entails fighting corruption in all of its manifestations, including extortion and bribery. (Tiware, and Kumar, 2018).

In order to increase the value of business and reputation there is a need to establish a approach towards the development of the society. Governments, investors, and consumers are some of the major stakeholders that affect company behavior

in addition to internal factors like principles and ethos. As India a diverse country and people of different cultural values, languages and beliefs live on single landmass, sometimes it becomes very difficult for the companies to establish or expand their business. The reason is that many communities resist accepting them at their place. Many businesses have realized that the authority of granting permission onto only relies with the government, the people of particular area also plays an equal role in granting it. It is important for the businesses to make and implement such plan that not only fulfill its objective but also satisfy the goals of the people and don't hurt their sentiments. Here it should be noted that there is a connection between social goals of the company its employees. Social goals encourage the employee in the active participation. There are several new, creative CSR programs that include businesses investing in improving community livelihood by integrating them into their distribution network. Communities have benefited from this and seen a rise in income levels, and it has given these businesses access to a new, safe supply chain. (Elalfy, Palaschuk, El-Bassiouny, Wilson, & Weber, 2020).

Literature Review

According to a research, corporate social responsibility aims to improve community development with material allocations from businesses and autonomous business operations. Many organizations fulfill their responsibility towards society in order to address the problems and issues faced by them. If the history on the development of CSR is taken it can be noted that generosity was its only driving force up until the 1990s. Businesses frequently limited themselves to one-time cash grants and did not dedicate their resources to such projects since they saw CSR as a kind of charity. Also, firms seldom planned for such activities with the stakeholder in mind, which decreased the effectiveness and productivity of CSR projects. The idea of CSR has evolved, nevertheless, during the past few years. The business sector has only recently realized its potential to contribute to the solutions of the issues CSR addresses. The private sector has endorsed social responsibility and shown that it agrees with the government's commitment to provide the underprivileged more economic possibilities (Patel, 2020 and Singh, & Verma, 2014).

In a study it was observed that organizational business operations, distribution networks, and choice processes incorporate a complete set of CSR policies, practices, and initiatives. It restores harmony between society expectations and corporate profit motivations by addressing the legal, moral, and business concerns associated to firm activities. Priorities can be given to achieving business success while protecting moral standards and environment by the implementation of effective CSR. As a result, it encompasses business ethics, sustainability, corporate governance, and corporate social responsibility. In the past ten years, CSR has grown in significance as businesses try to make sure that every employee is treated equally and with respect. CSR has grown to take into account both commercial and humanitarian concerns. This includes socio-economic and interpersonal as well as cultural and the ecological interest. Companies are increasingly reporting their financial performance publicly as a result of demand from numerous stakeholders. It is possible for businesses, customers, workers, communities, investors, and the environment to act morally and responsibly. The business has begun mentioning its CSR endeavors in its yearly report. CSR is a technique for businesses to comprehend social concerns and take action that will help their bottom line. The need to preserve the planet and the concerns of participants is a crucial factor (Mittal, 2013). In the era of Marketing 3.0, the CSR and socially responsible activities have taken place very rapidly in the banking, financial and all other sectors (Srivastav & Mittal, 2021).

In a study it was analyzed that CSR is a crucial component of company strategy in industries where conflict might occur over problems of justice or between profitability and social ideals. There are a variety of social sectors where corporations may contribute significantly to CSR and generate social goods for their community. According to him, a CSR programs can be beneficial to a company's strategy by lowering risk assessment, creating brand awareness, establishing communication with regulatory agencies, lowering capital costs, improving employee productivity and interpersonal society, and maintaining long - term relationships that are crucial to protracted revenue growth. Corporate strategy includes CSR heavily. CSR is becoming a new area of study in management research. Several businesses in India have implemented CSR programs to address a range of social concerns. Improving brand image has to do with what the company represents to consumers. From the standpoint of the external market, branding entails building a perceptual map in the target audience's mind to arrange the knowledge regarding the product/brand/organization.

Companies can add socially responsible elements to their offerings in addition to the standard procedures of product or service enhancement for enhanced brand reputation (Kumar, 2021 and Shyam, 2016).

According to a study, consumers are more knowledgeable than ever about brands and the products they sell, and they are more responsive to negative than positive CSR information. It should be noted that image is a challenging topic, but CSR may assist the organization develop its image if effectively conveyed with a planned approach. It is easier to gain customer image of a business or brand than to maintain it over time. As a result, CEOs may encounter both a big challenge and a tremendous opportunity when trying to explain their CSR activities to customers. Consumer loyalty develops as a result of the company's prior performance and proactive problem-solving. This shows that customers don't actively seek out rivals and aren't disposed to accept their offers of goods and/or services when they are made. It indicates that customers are prepared to invest the time and energy necessary to keep in touch with the business in order to forge stronger bonds. Loyal clients are individuals who feel that there is a relationship that extends beyond a simple buying-selling relationship and who are receiving the goods and/or services they want (Nareeman & Hassan, 2013).

In a study it was revealed that brand value includes an image of the business for moral behavior, which includes its honesty while dealing with stakeholders. So, the brand value of a corporation may benefit from how consumers perceive its CSR efforts. CSR initiatives enhance the performance of brands. Even at premium prices, consumers would rather purchase a brand name than a specific item or service. Brand value is the additional revenue a business may get from the goods or services it offers under its brand name. The firm's position and activities in relation to its societal responsibilities are commonly referred to as CSR activities. Good CSR communications not only increase purchase intentions but also improve opinions of the firm, brand, recently introduced product, and other items in its range. By the mediating effects of customer happiness and business reputation, consumer perception of CSR efforts positively affects brand equity. For any organization to build great and unforgettable brand recognition it is very important to draw an effective and rightful CSR strategy. This strategy will the organization in building a permanent and valuable customer base (Seth, & Mahenthiran, 2022).

Objectives of the study:

To review the role of Corporate Social Responsibility in employer Branding

Research Methodology:

This study is empirical in nature. In this study 180 respondents were contacted to review the role of Corporate Social Responsibility among employers of India. The data analysis was done with the help of the frequency distribution.

Data Analysis and Interpretation:

Table 1 Incorporating CSR into employer branding can help to create a positive image of the company as a responsible and ethical employer

Particulars	Agree	Disagree	Can't Say	Total
Respondents	159	21	15	180
% Age	88.33	11.67	8.33	100

Table and Figure 1 presents that with the statement Incorporating CSR into employer branding can help to create a positive image of the company as a responsible and ethical employer, it is found that 88.33% of the respondents agree with this statement.

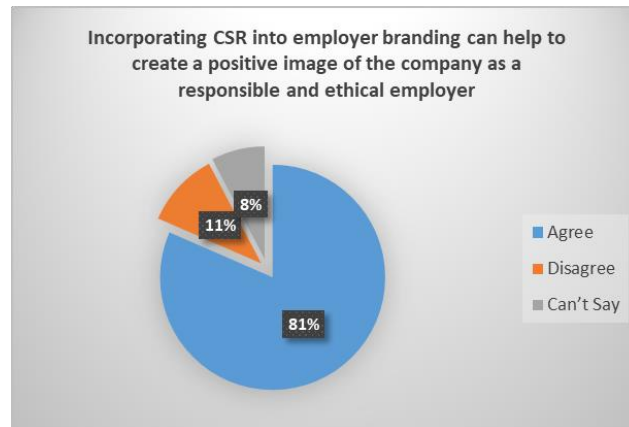


Figure 1 Incorporating CSR into employer branding can help to create a positive image of the company as a responsible and ethical employer

Table 2 When employees are proud to work for a company that engages in CSR initiatives, they are more likely to be loyal to the brand

Particulars	Agree	Disagree	Can't Say	Total
Respondents	157	23	17	180
% Age	87.22	12.78	9.44	100

Table and Figure 2 presents that with the statement When employees are proud to work for a company that engages in CSR initiatives, they are more likely to be loyal to the brand, it is found that 87.22% of the respondents agree with this statement.

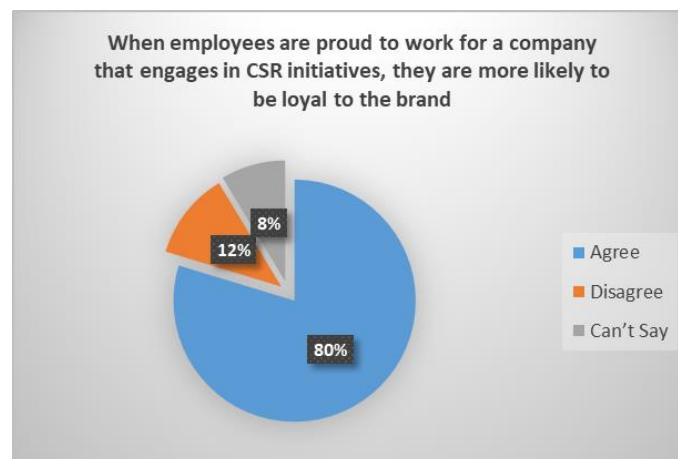


Figure 2 When employees are proud to work for a company that engages in CSR initiatives, they are more likely to be loyal to the brand

Table 3 CSR initiatives can also help improve employee engagement by giving employees a sense of purpose

Particulars	Agree	Disagree	Can't Say	Total
Respondents	155	25	13	180
% Age	86.11	13.89	7.22	100

Table and Figure 3 presents that with the statement CSR initiatives can also help improve employee engagement by giving employees a sense of purpose , it is found that 86.11% of the respondents agree with this statement.

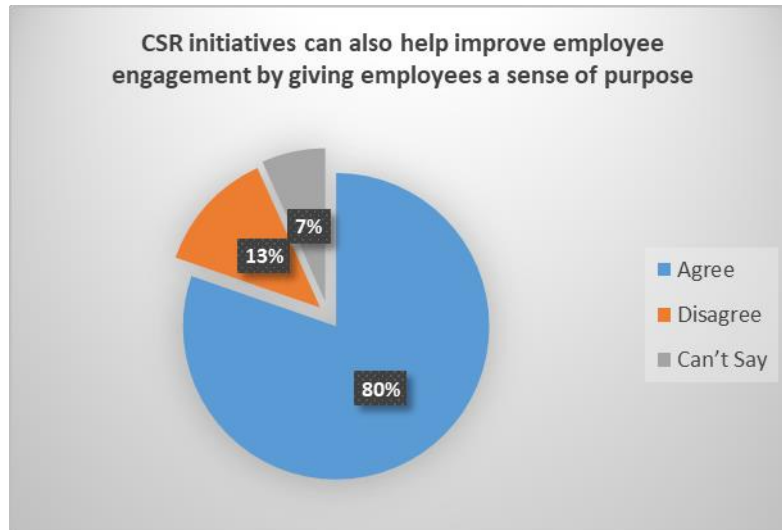


Figure 3 CSR initiatives can also help improve employee engagement by giving employees a sense of purpose

Table 4 Employees, particularly millennials and Gen Z, are increasingly interested in working for companies that have a positive impact on society and the environment

Particulars	Agree	Disagree	Can't Say	Total
Respondents	151	16	13	180
% Age	83.89	8.89	7.22	100

Table and Figure 4 presents that with the statement employees, particularly millennials and Gen Z, are increasingly interested in working for companies that have a positive impact on society and the environment, it is found that 83.89% of the respondents agree with this statement.

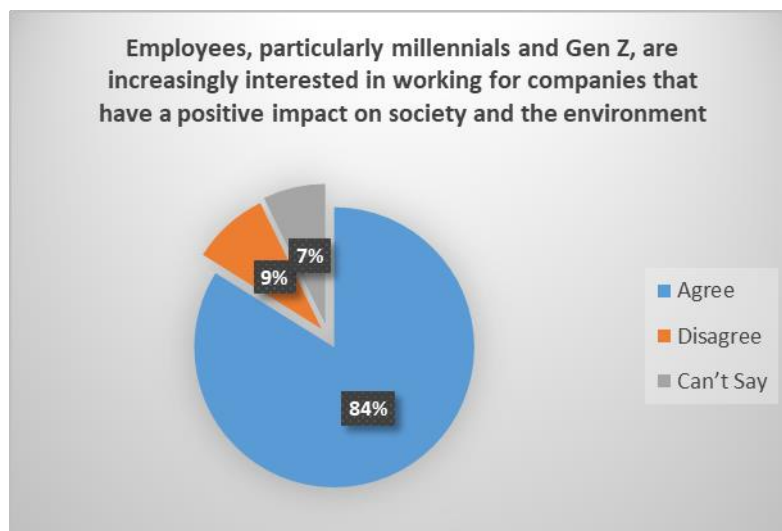


Figure 4 Employees, particularly millennials and Gen Z, are increasingly interested in working for companies that have a positive impact on society and the environment

Conclusion

The concept of operating a company in a way that benefits society in a sustainable fashion is known as corporate social responsibility (CSR). This necessitates active participation in a variety of sectors, including as development, human resources, clients, suppliers, and other actors, as well as partnership with the government, support for environmental protection, and volunteer work. It is concluded from the above research that many businesses organization willingly contribute to benefit the society while for some the government has come up with many obligation to perform their duty towards society. The corporate social responsibility not only benefits the society but in return it provides numerous privileges to the companies. These include attraction and retention of more, loyal and permanent customers. This is the biggest profit any corporate organization can get. The other benefit any company could gain is form of its reputation. The corporate social responsibility helps the organization is establishing a prestigious reputation in the eyes of its customer. In order to build the brand reputation, the old methods do not work anymore. The companies now need to implement and manage such initiatives that are beneficial for the company as well as the society. This makes it possible for companies to project an image of being morally upright. Various laws are enacted by the government which obliges the companies to perform social responsibility. The industry has responded well to the government's reform initiatives, demonstrating broad interest from the public and commercial sectors as well as from Indian and foreign enterprises. The CSR method is comprehensive and integrated with the main business plan for addressing the social and environmental elements of enterprises. CSR asks that all stakeholders, not only the company's investors, have their needs satisfied. CSR, which is actually a much larger collection of activities with strategic business implications, has very little philanthropic activity.

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