



# CSR Techniques and Their Impact on Management Students

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## Abstract

This research aims to investigate business undergraduates' knowledge and perspectives regarding corporate social responsibility (CSR). Teenagers are viewed as eventual executives in companies, and corporations value their opinions on CSR. Children can help businesses grasp their obligations to diverse stakeholders. The purpose of this piece of writing is to address these difficulties. Methodology/design/approach - Following a previous literature study, a suitable scale of forty-one items was constructed to measure the aspects of CSR. Information was gathered from 294 students from some business institutions in Kolkata (Odisha). The collected data was evaluated by an exploratory analysis of factors to extract the essential elements showing how students felt about CSR.

Findings - Researchers showed that corporations ought to prioritize commitment to participants, business ethics, ethical loyalty, and social responsibility, in addition to fulfilling other duties mentioned in the investigation's eight elements.

Limitations/implications of the investigation - The present study relied on poll responses involving just a handful of students studying management in a particular area of the country. As such, generalizing the results to a broader, more accurately representative study may be challenging. This research also proposes ways for firms to incorporate CSR into their commercial operations.

Originality/value - This investigation contributes empirically to discovering the elements of management learners. Thus, the public, broadly, wants corporations to undertake in order to be recognized and considered environmentally conscious corporate citizens.

**Keywords:** CSR; initiatives; management; students; society; economy.

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## 1. Introduction

environmental and social impacts of a product or Corporate social responsibility, or CSR, is self- function."

management that integrates throughout an It includes kind activities in the arena of medical organization's strategy. Corporate obligation, treatment, such as various types of health refugee company citizenship, stable, accountable company camps, free blood donations, underprivileged (SRB), social responsibility at work, and enterprise education, disabled people's welfare, sustainable social potential are other words for them. agriculture, earnings programs, slum rehabilitation Sustainability is a philosophy in which organizations efforts, disaster relief, and more, in addition to embrace the needs of society by accepting challenging topics such as child labour, the girl child, accountability for the influence of their actions on roadway security, women wellness in order and consumers, vendors, workers, owners, populations, minority advancement.

and other stakeholders, as well as their Employers are expected to actively develop surroundings. Grey and colleagues (1996) handling methods to evaluate and verify that they characterized CSR as "communicating the stick to laws, moral codes, and global requirements within CSR. Because enterprise has a bearing on the



natural world, shoppers, workers, neighbours, university economy (e.g., growing globalization and clients, and all other members of the public sphere licensing of institutions).

also know it is their moral obligation to weigh their Present-day strong colleges stand as a testament to own needs. their willingness to stay true to their philosophy and

Firms are slated to foster the greater good by maintain their uniqueness in the face of promoting social expansion, expansion, and free considerable changes in the more comprehensive eradication of practices and impairing the public college and university finances (e.g., growing realm in the current context of the ever-degrading globalization, mercerization, and licensing of ecological conditions and medical dangers. And campuses).

insecurity frauds. CSR is the method of managing Furthermore, the emergence of many customers the expenses and rewards of corporate activity to and the practical use of effective corporate both internal (employees, investors, providers, etc.) concepts and ideas to gain a more significant and external (employees, citizens, civil society portion of the marketplace have unambiguously teams, which are competitors, etc.) stakeholders demonstrated that educational institutions are (World Bank Group, 2002). becoming known as innovative educational

Sustainability is defined as the open and institutions. The increasing focus of colleges right trustworthy conduct in which organizations now is to meet the requirements of all stakeholders. incorporate ethical, environmental, and social (e.g., learners, parents, staff member's issues within their beliefs, civilization, choice- governments, private corporations, and society) making tactics, and operations to strengthen while simultaneously grappling with an immense company practices, produce prosperity, and ecological problem.

contribute to better humanity. Most investigations in the material have discovered

## 2. Review of literature

A notion of societal obligation arose due to the organizational advantages. Whenever we discuss extensive involvement/engagement of nonprofit lowering direct expenditures, enhancing labour organizations, businesses, and governments all over productivity, managing risks, improving images, or the globe with community-related issues. managing the environment, the value and Throughout the recent past, the societal duty for implementation of the idea of CSR in the strategy public and private entities has become the topic of and actions of any organization is evident.

intense discussions, activities, and studies The pursuit of the subject in Bucharest began conducted by scholars. Researchers and scholars timidly, although gradually gained force. Lungu et conceptualize the concept of CSR in a variety of al. (2009) integrated studies on social and ecological ways. Generally, CSR covers three duties an reporting in Europe and worldwide, as well as the organization must fulfil: financial, social, and reporting of finances endure with this area; Endroiu ecological. et al. described EMA values in Romanian entities as

In recent decades, higher educational organizations, Crisan-Mitra examines a setting involving Romanian such as universities in particular, have seen organizations ought to employ social and reporting extensive modifications caused by socio- on environmental subjects.

demographic, partisan, and financial variables. According to Kanter (1997), firms should Because educational institutions evolved into an concentrate on the human factor to survive. A firm's incredibly aggressive "mature enterprise" and broad human resources must be evaluated and developed sector, institutes needed to reinvent business as regularly in addition to the organization's design, they responded to forthcoming issues and machinery, and utensils.

possibilities. According to Kanter (1997), it is crucial to

The present-day excellent schools stand out for reevaluate the concepts and paraphernalia that their capacity to stay true to their purpose and have shaped and controlled our thinking, including maintain their uniqueness in the face of power, framework, hierarchy, ownership, and considerable changes in the wider college and incentives. Therefore, having the proper managers

in place is crucial to guide the company towards knowledge to produce exceptional outcomes, which expansion. With a clear understanding of the goals, makes him a successful manager(Gupta et al., 2022; objectives, or outcomes that must be achieved, it Ma et al., 2022; Al et al., 2022).

may be easier to highlight the achievements that According to YuklMcCali and Combarido (1989), a lead to those results. All orientation and thought sense of self-worth, courage, responsibility, mental will instead be focused on actions that barelythrow maturity, tolerance for stress, and conviction into achieving the desired effects. Businesses can through the interior locus of impact, relating define overall performance in an organizational interests and values, are the traits that consistently environment using various methods.

link to managerial performance. They believe A competency- or trait-centered approach holds successful administrators are typically helpful and that effectiveness depends on employees' relatively driven by results and enjoy persuading activities constant abilities or traits. Their general success is requiring initiative and problem-solving. Great the ability to think of personality featurescritical for human resource managers know how to connect the work. This approach is predicated on the idea with, inspire, and lead their people while getting the that employees with the necessary competencies most out of them.

would perform better than those lacking or less Kotter (1987) found that the paramount supervisors competent. depletedapexvalue time socializing with people,

The study findings on the relationship between having crisp discussions about occupations and in competencies and the intended function-related addition discussing topics unconnected to behaviours are highly supported by McClelland and outcomes. They did this through assessments, Boyatzis (1980). However, even seemingly interviews, historical records, and, most

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comparable management tasks might differ importantly, 500 hours of unswerving observation depending on the company and the situation, of 15 primary administrators. Establishing this according to Currie and Roger (1995). According to "network" of cooperative associations gave these Bagchi (2010), this strategy would be effective when managers the power to persuade people and there is a delay in your tasks and outcomes or if advance their objectives. Mathur and Yadav (1987) other factors impact the products outside your looked at the relationship between management control. In agencies, where various elements affect presentation and headship models in 100 mid-level the connections between the tasks accomplished in administrators in Indian govt sector organizations. the division and the organizational outcomes, it They found that managerial performance is strongly pays to measure the administrative achievements in associated with the leadership models of the gathering and staff properties equivalent to those subjects. Managers must be effective since they are of agencies. The works or advantages declared in responsible for overseeing the general productivity the organization may also be used to evaluate of other people (Henri & Sun, 2020).

managerial effectiveness. The outcome-based Might and Kruger (1988) suggested that approach does not consider the staff's abilities, administrators adhere to various empowerment traits, or duties currently being carried out. principles: self-control, honesty, administrative

The issue of management performance is crucial partnership, and communiqué. Analyzing the when a resource-constrained manufacturing nation findings from the three studies and eleven like India is involved. If effective managers are in programmes, the authors conducted between 1983 charge of institutions, advancement would and 1985 reveals that managerial success gradually grow. Recognizing the factors that predict necessitates using every circumstance as an management effectiveness is therefore necessary. opportunity to achieve peak performance.

Although all great managers have unique Managers must be willing to accept the ideas personality traits, they all share certain traits in presented here as valid in order to learn from them, common, such as success in whatever they do and apply what they learn to their development, and wherever they are. Only a supervisor with a strong improve their ability to interact with others at character can use his intelligence, creativity, and work(Akbar et al., 2021; Ali et al., 2021)



Many studies in the content have shown a training might be increased by 10 to 70%, according correlation between CSR initiatives and broad to content programme assessments of the system, company benefits. While addressing reduced which showed that persons at six and twelve operational expenses, increasing workforce months had demonstrated using an individual-efficiency, managing dangers, improving brand focused modelling approach. recognition, or governance of the environment, the Similarly, Nwachuku (1989) talked about the right benefit of the execution of the concept of CSR in the skill mix that seems crucial for management strategy and activities of every sort of firm is effectiveness and to deal with the volatility in obvious (Arora et al., 2021; Bansal et al., 2022). organizational marketplace demand. Knowledge of The exploration of this topic in Budapest management techniques like directing, controlling, commenced cautiously but quickly acquired vigour. and planning is optional at lower levels. However, at Lungu et al. (2009) carried out research from the senior threshold, conceptual ability is most environmental and social environmental submitting pertinent.

in Europe throughout the globe, alongside financial **3. Research Objectives**

statements in this area; Endroi et al. described The concepts above give rise to two related EMA values in Romanian entities; and Crisan-Mitra inquiries about which universities in Romania investigated the conditions in which Romanian need more data. These include:

- organizations should use communal and environmental reporting on the environment
- How do students see the university's SR initiatives?
- (Bhalla & Bansal; 2014; Gaidhani et al., 2019; Singh • What effect do a university's SR initiatives have on its students?
- et al., 2020).

More excellent marketing/sales knowledge, an The methodological technique used to gather improved readiness to weigh risk, and a greater information for these questions was based on a capacity for confusion for the SBU primary sociological questionnaire.

supervisor helped boost the efficacy of "build" Our paper's objectives are to briefly discuss the SBUs. Still, they hindered it concerning "harvest" value of institutional social responsibility and SBUs, according to data gathered by Gupta and analyze a study's findings on how students Govindarajan (1984) from 58 intended sections. perceive a university's SR initiatives. In order to Administrative efficiency is a skill that must be assess a set of three hypotheses, we used primary learned and refined through practice; it is not a data from a survey centred on a questionnaire.

fundamental degree of quality. Hall and Cockburn The study's technique is covered in full in the first (1990) developed a training programme for section of the publication. In the second section, managers consisting of a 4-phase unit based on the the conclusions are examined and discussed with action-learning approach to improving skills. The the key issues that guided our investigation. effectiveness of standard administrative skills

**4. Hypothesis Testing & Results**

**Null hypothesis:** Organizational CSR activities have no impact on University students.

*Correlations*

		commitment	CSR
Spearman's Rho	commitment	Correlation Coefficient	1.00071
		Sig.(2-tailed)	.00



	CSR	Correlation coefficient	.71	.000
		(2-tailed)	.00	.00
		N	100	100

*Analysis*  
*Chi-Square Tests*

	Value		df	Asymp. Sig. (2-sided)
<b>Pearson Chi-Square</b>	7.06(a)			.008
<b>Likelihood Ratio</b>	4.691			.030
<b>Linear-by-Linear Association</b>	5.743			.009
<b>N of Valid Cases</b>	100			

*Analysis*

The chi-square p-value from the above is less than the alpha value. Repudiate the null hypothesis, then. As a result, there is a significant impact of organizational commitment and CSR on the learners, who are aware of the various activities conducted by the organization.

The research found that business school students expect Indian firms to adhere to worldwide CSR standards. According to the educational community's opinion, regional company organizations are less socially conscious than their international counterparts. Therefore, domestic firms should aim to compare their CSR programmes to those of the major international players.

Even though a lack of resources and other contextual variations would be obstacles, future managers would have a favourable impression of the firms after engaging in this benchmarking. Because the company's regular business operations substantially impact the value chain's social implications, "accountability towards constituents" has become crucial in the current study. According to the respondents, a company's obligations to several stakeholders, such as its workers, communities, and customers, are significant. An organization may be undertaking several projects by its CSR policies. However, if those initiatives are kept a secret, the general public must know about the many philanthropic endeavours. To reach the most

significant number of people, a suitable disclosure method might be developed (such as publishing different efforts in significant print/electronic media on a biannual basis). This would enhance the company's reputation generally.

In other words, companies should take steps in a method that guarantees long-term financial presentation by nonparticipation from deeds that have unconstructive social or environmental effects in a shorter period. Overall, businesses should consider future managers' perspectives while developing their CSR policies. Companies should include the eight aspects described above in their CSR plan to successfully satisfy the demands of their management students (future managers). The businesses should understand that the youth are now sufficiently aware of CSR. Thus, they are forced to be careless in this regard. According to a critical literature analysis (Mishra et al., 2021), commercial organizations in India should perceive CSR as an utterly distinct activity. A set percentage of the profit or revenue is allocated to charitable endeavours, which serves to demonstrate the company's social responsibility. CSR is, therefore, viewed as something other than an essential component of the business. This may be due to business entities' need to clarify their stakeholder obligations. The genuine significance of socially accountable business citizenship might be justified if businesses close



the gap between shareholder accountability and CSR initiatives. The two components of responsive CSR include acting as an excellent corporate citizen, being aware of stakeholders' changing societal issues, and minimizing any current or future negative consequences from business operations. CSR can only exist with good citizenship; businesses must do it properly (Umer et al., 2021; Bansal et al., 2022; Singh et al., 2020).

## 5. Conclusion

The current CSR initiatives must be more cohesive and related to business and strategy. As a result, the organization can reveal many chances to advance society. The findings of this study provide a fresh viewpoint on how companies and civilization interact that does not view business achievement and social well-being as a zero-sum game. Instead, firms can use the strategic intent that drives their fundamental business decisions to examine their potential for social responsibility. As a result, it would become clear that CSR may be more than just a burden, a restriction, or a philanthropic act. Instead, it can also be a source of chances, innovation, and profitable growth (Lund & Pollman, 2021).

This study sheds light on how future managers anticipate that businesses should operate. While maximizing wealth is a business's primary goal, the public interest should always be addressed. CSR is essential to business value development because it balances financial development by increasing individual, standard, and social resources, giving the corporation a long-term potential and ensuring that it always serves a bigger purpose. It is a charitable endeavour that ultimately results in financial gain. Future managers, who are management students, argue that in addition to carrying out their other duties outlined in the study's eight components, businesses also need to be accountable to their stakeholders, corporate governance, and ethical commitments. By incorporating these elements, a healthy business will contribute to creating a healthy society and environment and its long-term viability. Therefore, businesses ought to start working on it right now. When viewed strategically, CSR may contribute significantly to

social progress as businesses use their vast resources, knowledge, and insights to engage in initiatives that benefit the community.

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