Synopsis on

“A study of CSR activities in selected companies of Gujarat.”

In Partial Fulfillment of the Requirements for the Ph.D. Program in Management

Gujarat Technology University

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A) **Abstract:**

*Corporate Social Responsibility* is a bridge to join the corporate and the community. This research work provides a developmental history of the corporate social responsibility till Modern Era and different definitions of the corporate social responsibility. The purpose of a business is obvious to make a profit whereby, the business can flourish better as well. Business is expected to run betterment of society in which it operates.

Standing to the factual consideration regarding the importance of CSR, the research has been undertaken on it for five years, which is presented into the form of thesis on corporate social responsibility. The doctoral thesis consists of the focus area of companies with respect to corporate social responsibility activities undertaken by them and measuring attitude of managers towards practicing and implementation of CSR.

Key Words: CSR, Focus area, Attitude

B) **Brief description on the state of the art of the research topic**

Various literature reviews has been studied to study the gap and motivation for my doctoral work

*Duangkaew Chaisurivirat (2009)* has examined the effect of consumers’ persuasion knowledge, based on the Persuasion Knowledge Model (PKM), as one variable that can affect consumers’ attitudes toward CSR initiatives and brands. A post-test only experiment was conducted using stimulus materials derived from Starbuck Coffee Company.

*Bhargav Joshi (2009)* has studied the CSR activities undertaken by nifty and non-nifty companies and have measured attitude of managers towards CSR.

*Sklair, Leslie; Miller David (2010)* outlines how the twin crises of capitalist globalization of class polarization and ecological unsustainability combine to produce the
need for Corporate Social Responsibility (CSR) to attempt to bridge the gap between the rhetoric and reality of corporate conduct.

Saeed Khan (2010) has checked FMCG companies CSR performance, Karmayog Rating is taken. The rating gives good insight on CSR ratings of major FMCG companies of India. The method of calculating the rating also discussed.

Kim, Jong-Keun (2011) has focused on the role of the corporate ability of stakeholder management has become more important in the overall performance of corporations. One of the most effective tools for managing various stakeholder groups is corporate social responsibility (CSR).

Naom Noked (2011) in his blog in Harvard law school forum on corporate governance and financial regulation has come up with a multi-faceted customer value of CSR. An effective model to examine the potential customer value creation of CSR activities

Mr Kevin Russell ADAMS (2011) has investigated senior management of Australian companies’ perceptions of which stakeholder group’s influence, and what are the major motivations for, social information disclosures in organisations in Australia and whether current financial reporting practices are sufficient to capture the impact of an organisation’s activities.

Ray, Dr. Sarbapriya; Aditya Ray, Ishita (2012) has made an attempt to make an objective evaluation of the Corporate Social Responsibility and related ethical business practices that are being adopted by large corporate houses in India.

According to Aghashahi, Betsabeh; Abdul Rasid, Siti Zaleha; Sarli, Majid; Ah Mand, Abdollah (2013) examines the extent and tendency of corporate social responsibility (CSR) reporting of the large corporations of Food & Beverages industry. The authors has investigate how information is being reported, and what is being reported in comparison with indicators outlined in the Global Reporting Initiative (GRI) guidelines.
Angel A Jaun (2014) discusses on how Corporate Social Responsibility (CSR) can be promoted in Logistics and Transportation (L&T) companies by means of Horizontal Cooperation (HC) practices. The L&T sector is experiencing important changes because of new trends in markets and society.

Many more literature has been review where it was found that there is lot of research in the field of CSR, which has focused on various aspects of CSR.

The gap has been identified from the above literature review that research has not been undertaken to study CSR activities of companies by using Text analytics to generate high quality information, and their has not been any research done on comparison of attitude of managers towards CSR with special context to Oil & Gas sector and Textile sector.

C) Definition of Problem:

1) Companies highlight CSR activities undertaken by them but do really companies follow it and what is the focus area of companies in doing corporate social responsibility.

2) What is the attitude of managers towards practicing CSR?

D) Objective of the study

1) To study the CSR activities adopted by selected companies.

2) To study the focus area of CSR done by selected companies.

3) To develop systematic information about attitude of managers towards accepting need for and rational of social responsibility.

4) To know the attitude of managers towards approaches for practicing social responsibility.

5) To know the attitude of managers towards implementation and practicing social responsibility.

Scope of the study

The scope for the study is in two sectors namely Oil & Gas and Textile sector under which 4 units per sector were taken.
For qualitative analysis of CSR Practices in these selected companies, text mining and text analytics of sustainability and annual reports was resorted to.

For quantitative analysis Chi-square independence test was used to test various hypothesis for measuring attitude of manager. Where by attitude of managers is measured sector wise and hierarchy wise towards various aspects of implementation and practicing corporate social responsibility and their approaches for practicing social responsibility.

E) Original contribution by the Thesis

The CSR activities of the selected companies are studied by doing text analytics of sustainability reports and annual reports of the selected companies in both sector (Oil & Gas sector and Textile sector). The focus area of CSR activities are identified by text analytics and comparison is made based on it between the sectors.

Another aspect of the research is based on measuring attitude of managers towards CSR. Attitude of managers is measured sector wise and hierarchy wise both based on which comparison is done to arrive at a conclusion.

- The original contribution is shown by various national and international publications by the author which is emerged out from the thesis.
- Term paper on “Holistic View of Corporate social responsibility: A case study of Indian Oil Corporation” has been published in peer review International Journal of Asia Pacific journal of management & Entrepreneurship research (APJMER), 2012.
- The paper “Mapping of personal social responsibility quotient of employees of an organisation and its linkage with CSR and government social initiative “was awarded the best paper award in the International conference organized by GTU at 6-7th February 2015.
- A research paper “A comparative study on measuring attitude of managers towards CSR special context with Textile and Oil and Gas sector has been presented in National
conference at DBIM (Department of Business Management), Surat on 3rd December, 2016.

- From the above sub sectional study the research tries to unfold the penetration level of CSR implementation in its true spirit in the sector taken for the studies.

F) **Methodology of Research**

**Research design** used is descriptive research design as detail study of various activities of CSR is done and attitude of managers towards CSR are measured in detail.

**Sampling method** used is non probability sampling method. Whereby snowball sampling method is used.

**Area of sampling** is Gujarat state.

**Sample of unit:**

1) Oil and Gas Sector companies: BPCL, IOCL, ONGC, Reliance industries petroleum Limited.
2) Textile sector companies: Alok Industries ltd, Welspun Private limited, Raymond private limited and Reliance Textiles Limited.

**Sample Size:** Total 104 managers are taken as a sample size out of which 16 top level managers and 88 middle level managers.

**Instrument of data collection:** Structured Questionnaire.

**Method of data collection:** Personal and E-mail interview for primary data and secondary data has been collected from annual reports, sustainability reports, research papers and articles.

**Type of data:** Primary and Secondary data
Data Analysis is divided into qualitative and quantitative analysis

Qualitative analysis is done for study CSR Activities: Data is analyzed qualitatively by the information collected from Annual reports, sustainability reports, various sources and personal interview of managers for CSR activities.

As qualitative data from reports are in the form of text, text analytics by using text mining was resorted to for deriving high quality information from the reports. Following is the method for getting HQI.

• Identify Source document - corpus
• Stop word elimination – removing a, the, an & so on..
• Stemming – reduction by combining words of same root
• Tokenizing – counting the word counts of unique words
• Extraction of Relevant terms from tokens
• High Quality Information from the report

Quantitative analysis is done for Measuring attitude of managers towards CSR: Another part of the research is about measuring attitude of managers towards CSR is analyzed by percentage. This is cross tabulated and analyzed with respect to sector and hierarchy wise.

Hypothesis

There are major three hypotheses.

○ H1: There is no significance difference between CSR activities of Oil and Gas Sector and Textile sector companies
H2: There is no significance difference between attitude of managers of Oil and Gas Sector and Textile sector companies.

H3: There is no significance difference between the attitude of top level managers and middle level managers with corporate social responsibility.

Hypothesis is tested with respect to chi-square independent test.

G) Achievement with respect to objectives

Part I: A study of CSR activities of Oil and Gas sector and Textile sector companies

All CSR activities has been studied by using text analytics

Key focus areas which emerged out of the sustainability reports and annual reports

<table>
<thead>
<tr>
<th>Name of the sector</th>
<th>Textile sector</th>
<th>Oil and Gas sector</th>
</tr>
</thead>
<tbody>
<tr>
<td>Key Focus Area</td>
<td>1. Energy</td>
<td>1. Development</td>
</tr>
<tr>
<td></td>
<td>2. Water</td>
<td>2. Economic</td>
</tr>
<tr>
<td></td>
<td>3. Development</td>
<td>3. Employees</td>
</tr>
<tr>
<td></td>
<td>4. Economic</td>
<td>4. Energy</td>
</tr>
<tr>
<td></td>
<td>5. Initiatives</td>
<td>5. Safety</td>
</tr>
<tr>
<td></td>
<td>7. Social</td>
<td>7. Water</td>
</tr>
<tr>
<td></td>
<td>8. Sustainability</td>
<td>8. Environmental</td>
</tr>
<tr>
<td></td>
<td>15. Efficiency</td>
<td>15. Social</td>
</tr>
</tbody>
</table>
All CSR activities are compared with respect to two sectors companies. It was derived that the difference between two sector companies is with respect to their key areas are community, education, foundation, leadership, natural, policy, rights, stakeholders and transformational. Common focus area are Energy, Water, Development, Economic, Initiatives, Safety, Social, Sustainability, Training, Value, Community, Education, Efficiency, Employees, Environment, Growth, Health, Human, Innovative, Waste.

**Part II : Measuring attitude of managers towards CSR**

Various variables have been identified for measuring attitude of managers. Hypothesis is framed based on the variables and it is tested by chi-independent test. The findings are as follows.

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Null Hypothesis frame (Sector wise)</th>
<th>Chi-square</th>
<th>Null hypothesis Accepted/</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>There is no significant difference between the attitude of managers in textile sector and Oil &amp; Gas Sector towards criticisms against industry.</td>
<td>value</td>
<td>rejected</td>
</tr>
<tr>
<td>---</td>
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</tr>
<tr>
<td>1</td>
<td>There is no significant difference between the attitudes of managers sector wise about the demand of public for socially responsible behavior by industry is on increase.</td>
<td>0.02</td>
<td>Rejected</td>
</tr>
<tr>
<td>2</td>
<td>There is no significant difference between the attitudes of managers towards the expectations of society from industry.</td>
<td>0.06</td>
<td>Accepted</td>
</tr>
<tr>
<td>3</td>
<td>There is no significant difference between the attitudes of managers sector wise in favor of social responsibility.</td>
<td>0.140</td>
<td>Accepted</td>
</tr>
<tr>
<td>4</td>
<td>There is no significant difference between the Opinions of managers sector wise against favor of social responsibility.</td>
<td>0.0437</td>
<td>Rejected</td>
</tr>
<tr>
<td>5</td>
<td>There is no significant difference between the attitudes of managers sector wise with respect to views on social areas of effort.</td>
<td>0.1204</td>
<td>Accepted</td>
</tr>
<tr>
<td>6</td>
<td>There is no significant difference between the attitudes of managers sector wise with respect to the outside hurdles in actively involving in social action programs.</td>
<td>0.1358</td>
<td>Accepted</td>
</tr>
<tr>
<td>7</td>
<td>There is no significant difference between the attitudes of managers sector wise with respect to the inside hurdles in actively involving in social action</td>
<td>0.1541</td>
<td>Accepted</td>
</tr>
<tr>
<td>8</td>
<td>There is no significant difference between the attitudes of managers sector wise</td>
<td>0.0097</td>
<td>Rejected</td>
</tr>
<tr>
<td>Sr. No.</td>
<td>Null Hypothesis frame (hierarchy wise)</td>
<td>Chi-square value</td>
<td>Accepted/rejected</td>
</tr>
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</tr>
<tr>
<td>9</td>
<td>There is no significant difference between the attitudes of managers’ hierarchy wise towards criticisms against industry.</td>
<td>0.411</td>
<td>Accepted</td>
</tr>
<tr>
<td>10</td>
<td>There is no significant difference between the attitudes of managers hierarchy wise about the demand of public for socially responsible behavior by industry is on increase.</td>
<td>0.417</td>
<td>Accepted</td>
</tr>
<tr>
<td>11</td>
<td>There is no significant difference between the attitudes of managers hierarchy wise towards the expectations of society from industry.</td>
<td>0.458</td>
<td>Accepted</td>
</tr>
<tr>
<td>12</td>
<td>There is no significant difference between the managers hierarchy wise in favor of social responsibility.</td>
<td>0.524</td>
<td>Accepted</td>
</tr>
<tr>
<td>13</td>
<td>There is no significant difference between the Opinions of manager’s hierarchy wise against favor of social responsibility.</td>
<td>0.465</td>
<td>Accepted</td>
</tr>
<tr>
<td>14</td>
<td>There is no significant difference between the attitudes of manager’s hierarchy wise with respect to views on social areas of effort.</td>
<td>0.405</td>
<td>Accepted</td>
</tr>
<tr>
<td>15</td>
<td>There is no significant difference between the attitudes of manager’s hierarchy wise with respect to the outside hurdles in actively involving in social programs.</td>
<td>0.527</td>
<td>Accepted</td>
</tr>
<tr>
<td></td>
<td>action programs.</td>
<td></td>
<td>0.317</td>
</tr>
<tr>
<td>---</td>
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<td>-------</td>
</tr>
<tr>
<td>16</td>
<td>There is no significant difference between the attitudes of manager’s hierarchy wise with respect to the inside hurdles in actively involving in social action programs.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**H) Conclusion**

From the above analysis, it could be concluded that all companies perform various CSR activities in one or other way. All activities are compared with respect to two sectors companies. It was derived that the difference between two sector companies with respect to their key areas are community, education foundation, leadership, natural, policy, rights, stakeholders and transformational. Common focus area are Energy, Water, Development, Economic, Initiatives, Safety, Social, Sustainability, Training, Value, Community, Education, Efficiency, Employees, Environment, Growth, Health, Human, Innovative, Waste.

Still in India, companies do not follow any standards for institutionalization of CSR. Another part of the research is on measuring attitude of managers towards CSR whereby, it was observed that Attitude of both sectors and top level and middle level managers are similar with respect to accepting need for and rational of social responsibility; towards approach of the practice of social responsibility; towards implementation and practicing social responsibility they differ sector wise with respect to Criticism against Industry for social responsibility and towards favoring social responsibility where as they differ with respect to Criticism against Industry for social responsibility sector Wise. It was observed that managers have similar attitude towards CSR irrespective of the hierarchy so, it could be concluded that sector has impact on attitude of managers on above points.

**I) Copies of papers published from the thesis**

- Term paper on “Holistic View of Corporate social responsibility: A case study of Indian Oil Corporation” has been published in peer review International Journal of Asia Pacific journal of management & Entrepreneurship research (APJMER).
- Bagged the best paper award on “Mapping of personal social responsibility quotient of employees of an organisation and its linkage with CSR and government social initiative” presented at international conference on business ethics for good governance at GTU. Published in sankalp journal.
- A research paper “A comparative study on measuring attitude of managers towards CSR special context with Textile and Oil and Gas sector” has been presented in National conference at DBIM (Department of Business Management), Surat on 3rd December, 2016.

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