Philosophies capable of influencing and winning the acceptance of great masses of people are indispensable verbal cement holding the fabric of any society together. Mankind is struggling ever since the dawn of the civilisation to find an appropriate philosophy for creating a society that would guarantee political freedom, economic self-sufficiency and spiritual enlightenment to its members. Utilising the broad spectrum of ideas ranging from the \textit{leisure-faire} capitalism to the state controlled communism, man has experimented and endeavoured to transform the order of the world but the goal still eludes him.

The industrial revolution and the growth of industrial organisations to the commanding heights of the economy is the overt manifestation of the realisation of the need to make economic progress a driving force for human betterment and justice. It paved way for the emergence of a new dominant class 'the managerial elite' which many today regard as the most powerful and competitive group against the political class. As such, next to the philosophy of the Government and the ruling political class, the philosophy of industry and operating managers is looked upon with great interest.
Industry and managers were criticised in the advanced countries for pursuing the profit maximisation goal with a little or no concern for the society. This trend is visible in India also. The failure of the business to respond to social demands is more due to lack of a theory that can guide business behaviour that their willingness to be responsive. As Max Ways puts it, while the amount of information about society has grown explosively, knowledge of social relationships has not risen anywhere near as much. Much as we need it, we lack adequate theories or models of the intricate relationships between the different aspects of any society. This is a fact of special importance often overlooked in every developing country.

This is the contextual setting for this study. The study makes a modest attempt to develop the theory of Corporate Social Responsibility and to evaluate the responsiveness of the top and middle level managers in large scale enterprises in India. Being first of its kind in India, the study has to rely more on American literature and research. The light has come mainly from the writings and research studies of George A. Steiner, Lyman E. Ostuland, Frederick D. Sturdivant and S. Prakash Sethi.

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