CHAPTER V: RATIONALE OF CORPORATE SOCIAL RESPONSIBILITY

Hypothesis I - Eclectic Model
(Before 1770) - Investment Model
(1770 onwards) - Household Model
(1900 onwards) - Vendor Model
(1900 onwards) - Civic and Artistic Model
(1940 onwards) - Towards Comprehensive Responsibility
(1960 onwards) - Realisation

Hypothesis II - Profit Maximisation
Goal - Manager Utility Maximisation
Goal - Sales Maximisation
Goal - Wealth Maximisation
Goal - Social Values
Goal - Social Responsibility
Goal - Reconciliation

CHAPTER VI: DESIGNING SOCIAL PERFORMANCE SYSTEM

Need for Systematisation - Evolving Performance System - intelligence system - planning system - organisational system - controlling system

CHAPTER VII: SOCIAL AUDITING

Concept of Social Audit - Semantics
trouble - Growth of Social Audit
Significance of Social Audit - Scope and Methods - inventory/checklist approach - input analysis approach - cost benefit method - comprehensive audit - Making Social Auditing Effective - Difficulties - Principles - Conclusion.

CHAPTER VIII: SOCIAL RESPONSIBILITY MOVEMENT IN INDIA

An Ancient Concept - The Revival
The Rise of Public Sector - Efforts of Voluntary Institutions - Exhortations by Leaders - Managerial Attitudes - Public Criticism and Expectations - Conclusion.