CHAPTER-3
METHODOLOGY

CHAPTER AT GLANCE

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3.1 Introduction

Methodology refers to the process, principles, and procedures by which researcher try to approach the current research problem and seek answers through the application to how to carry out the social research. It can be considered to include multiple methods, each as applied to various facets of the whole scope of the methodology. The present chapter describes the methods and approached undertaken in this study by the researcher in detail. The different research methods adopted for this study was a mixture of both qualitative and quantitative approaches based on primary and secondary data sources, by use of interview method, serious attempts were made to evaluate the present trends, Issues and strategies of CSR and community opinion about CSR and its impact in India.

3.2 Variables Studied

The central purpose of research is to solve problems and improve the welfare of the society. To research is to search or investigate exhaustively. It is a careful or diligent search, studious inquiry or examination especially investigation or experimentation aimed at the discovery and interpretation of facts, revision of accepted theories or laws in the light of new facts or practical application of such new or revised theories or laws, it can also be the collection of information about a particular subject, Webster(1985). Research cannot be possible without taking into consideration measurable factors that are subject to change due to circumstances. Anything that can vary in research due to circumstances is called a variable. However, based on what has been learnt in the current research course, the principle aim of this paper is to explain in parts, how the types of variables, the relationship between dependent and independent variables and their importance can be used in research. There are so many variables in research that it could be impossible or extremely difficult to account for all of them due to the fact that what can be considered a variable in one study may not necessarily be a variable in another study.

Variable is a measurable characteristic that varies. It may change from group to group, person to person, or even within one person over time. Further, keeping in mind the objectives of this study, it was decided to have a vast information on various background characteristics like, (social, economic, demographic, cultural includes
attitudinal and behavioral) of the respondents. However, the variables which have been taken into account in this study were based on relevant theoretical (logical) grounds. Moreover, for a clear understanding of the nature of these variables classification was done in to different group. Further the justification for the selection of the determinants (variables) and their Hypothesized relationship is well presented. In order to test the above mentioned hypotheses quite a few societal variables were listed for the cross verification analysis and these variables are as follows:

3.2.1 Independent Variables

Demographic variables: The major demographic characteristics of the respondents which were included in present study were, the age of the respondents, gender, marital status, number of children alive, these characteristics were considered to be important to evaluate the qualitative aspects of the course.

Economic characteristics: The significant economic characteristics of the respondent were under taken for the study purpose are, occupation of the respondent, Income of the family per month, family debt, source of debt, and other related information.

Social characteristics: The major social characteristics of the respondent studied were; social status of respondent, religion, caste, type of family, education of the respondent and the other relevant information were also gathered.

3.2.2 Dependent Variable

Attitudinal variables: The major attitudinal characteristics of the respondents considered for the present study were; awareness and knowledge about CSR concept and different activities conducted through organization. These characteristics were important from the point of understanding the concept of CSR.

Behavioral Variable: The important behavioral components of the organization in a form of initiative taken on the issues like community education, health, employment, empowerment, environment and basic infrastructural development as under the umbrella of CSR.
**Computed variables:** The important computed variables based on community opinion on impact of organisations’ CSR activities were like index of CSR activities impact on Health, Education, Employment, Empowerment and Environment

### 3.2.3 Index Development

In present study the researcher has developed an index to understand the impact of organisations CSR activities in community based respondents opinion. The researcher tried to collect community respondents’ opinion on different issues like health, education, environment, employment and community infrastructure through the structured questionnaires. The respondents were asked to rate the impact of organisations CSR activity on community in three categories i.e. Low=1, Medium=2 and High=3. Each issues were included 5-6 important indicators in questionnaire to collect respondents’ opinion, such as following were the indicators included in health issues: impact of organisations CSR activity in your village in improving sanitation facilities, impact of organisations CSR activity in your village in improving safe drinking water sources, impact of organisation CSR activity in your village in controlling communicable disease, impact of organisations CSR activity in your village in improving Institutional Deliveries, impact of organisation CSR activity in your village in reducing Infant Mortality and impact of organisations CSR activity in your village in reducing Maternal Mortality. The response of all 5-6 indicators were added and developed final index based on scores. The code of high impact was assigned to the organisation if all the indicators were rated as high (three) by the respondents, medium impact code was assigned if added score was greater or equal to two multiplied by total number of indicators and anything less than medium was considered as low impact.

### 3.3 Operational Definitions

**Multi National Corporations:** Multinational companies are the organizations or enterprises that manage production or offer services in more than one country. In present study MNC means any company which is operating in more than a country either owned by Indian entrepreneur or foreign entrepreneur is called Multi National Corporation. The words Multi National organisation, Multinational companies, Multi National Company were also used as synonymously.
**Government Companies:** A Government company means those organizations or enterprises that were managed production or services owned by Government itself purely. In present study the researcher has considered the company which has been operating in India and owned by state or Central Govt. in any sector is called Govt. Company. The word Govt. organisation was used synonymously.

**Private Companies:** Private companies are the organizations or enterprises that manage production or services owned by private entrepreneur, those are based in India. In present study the researcher has considered any company which is operating in India and owned by private entrepreneur. It could be working in any sector. The word Private organisation was used as synonymously.

**Beneficiary:** A beneficiary in the broadest sense is a natural person or other legal entity who receives money or other benefits from a benefactor. In present study beneficiary means an individual who is living in village or community surrounding to study organisation.

**Organisation:** An organization (or organisation) is a social entity that has a collective goal and is linked to an external environment. In present study organisation means the company or firm involved in production or services and conducting CSR activity.

**Strategies:** Strategy is a high level plan to achieve one or more goals under conditions of uncertainty. Strategy is important because the resources available to achieve these goals are usually limited. In present study strategy is plan of organisation to implement the goals or objective of organisation related to CSR.

**Impact:** Impact is change due to any act or activity. In present study also impact is any change in community due to organisation’s CSR activities.

**Issues:** Issues is an important topic or problem for debate or discussion. In present study the term issue is also used for the area the organisations have been working in community apart from above definition.
**Trend:** Trend refers to a measurable change in behavior that develops among a population of individuals or tendencies of certain elemental characteristics to increase or decrease as one progresses along a row or column of the periodic table of elements. In present study trend refers to change in investment or strategies over a period.

### 3.4 Instrument of Data collection/Interview Schedule

In order to understand trends, Issues and Strategies of CSR clearly, two separate well structured questionnaires were prepared; one for CSR managers and another one for CSR beneficiaries. The questionnaire was prepared in two different languages i.e. English and Kannada, keeping in view that the spoken languages of the study population was Kannada and there were many people staying surrounding to organisation, who doesn’t understand the Kannada.

**The standardized management questionnaire consists of twelve sections and those were as following:**

1. Personal information of the CSR managers
2. Information on Organisation.
3. Manager opinion about CSR.
4. CSR within firm
5. Information on management of CSR
6. Activities undertaken by organisation on Environment
7. Activities undertaken by organisation for Customers Care
8. Activities undertaken by organisation towards Employees
9. Activities undertaken by organisation on Community
10. Strategies of CSR implementation in community
11. Information on Budgeting
12. Opinion, Suggestions and Observation

The above mentioned were major sections in management questionnaire, apart from that the questionnaire was printed with cover page and identification section. To meet the study objectives and to collect the quality of information the researcher kept open ended, close ended and descriptive types of questions in questionnaire. In the
pre-test the respondents were expressed that in some of the questions they were not comfortable to answer yes or no questions, hence the researcher used the five points Likert Scale to capture the opinion of respondents in management questionnaire.

The standardized Beneficiaries questionnaire consists of twelve main sections and those were as following:

1. Personal information of the beneficiaries or respondents.
2. Information on awareness and knowledge of CSR.
3. Respondents opinion about health related activities of organisation
4. Respondents opinion about educational activities of organisation
5. Respondents opinion about employment related activities of organisation
6. Respondents opinion about empowerment related activities of organisation
7. Respondents opinion about infrastructure development of organisation
8. Respondents opinion about environment related activities of organisation
9. Respondents opinion about health related activities of organisation
10. Respondents opinion implementation strategies
11. Expectation respondents from CSR implementing organisations
12. Suggestion of respondents to CSR implementing organisations

The above mentioned were major sections in community questionnaire, apart from that the questionnaire was printed with cover page and identification section. To meet the study objectives and to collect the quality of information the researcher kept open ended and close ended questions in questionnaire.

3.5 Validity & Reliability of Questionnaire

Kirk and Miller (1986) amongst others claim that reliability as well as validity shall be separated into internal and external concepts. The amount of internal reliability can be considered to be high when two or more researches have agreed on in what way to interpret their empirical findings (Bryman & Bell 2005; Kirk & Miller 1986). Partiality is less like to appear in this research since there is more than one author and that all decision regarding methodology, theory and interviews have been discussed between the authors before performing each task. Furthermore, the same authors (Bryman & Bell 2005; Kirk & Miller 1986) and Thyer (2001) argue that
external reliability is about to what degree two similar researches with the same type of collected data roughly can gain same transcript material to generate similar results.

The topic CSR in India is a relatively new concept and it was a new attempt to study both the parties of CSR, thereby it is hard to find similar researches for the authors to make comparisons. All steps in this particular research have been accurately described in this chapter to increase the possibilities of performing a comparable study for another researcher to gain similar results. Bryman and Bell (2005) describe reliability as the certainty of measuring if a certain concept as stable and valid. Reliability is together with validity and replication is considered to be the three most important criteria’s when performing a research. According to Kirk and Miller (1986) validity is considered as a measurement of how accurate the results of a research are compared to the questions and phenomenon intended to be researched. The authors have answered the thesis questions supported by their theoretical framework and collected empirical data.

Validity in qualitative researches are known to be criticized due the fact that validity many times is based on positivistic assumptions whereas knowledge needs to be approved and not based on a researchers own interpretations (Huberman & Miles 2002; Kirk & Miller 1986; Maxwell 2004). As mentioned earlier, this research has been performed in Karnataka India with several participants who’s performance, affect or is affected by CSR in India. Achieving different views upon CSR increased the authors understanding for the concept and decreased the possibilities of using their own interpretations. Even though keeping in mind the cause and consequences the researcher gone for a pilot study in a form of pre-testing the prepared interview schedule and incorporated the necessary medication before starting the final field survey.

**Pilot study:** A pilot study is a primary work to gain clear cut and specific research perspective in the subject of investigation to be undertaken. Moreover, for any research a pilot study is not only essential but also pre-requisite in order to simplify the task of designing interview schedule, in a compact and scientific way. Hence, in the present study the rough draft questionnaire was administered to three
organisations and 18 beneficiaries and same questionnaire was discussed with research experts and incorporated those necessary changes to standardize the questionnaire with the intention that the researcher, respondents, management and community viewpoint should not face any problem in understanding and filling up the questionnaire themselves.

### 3.6 Field Experience

Once the study tools and study sample list was finalized, the researcher approached Registrar, Gulbarga University, Gulbarga to issues a authentication letter to start the field survey i.e. data collection. Accordingly the Registrar, Gulbarga University, Gulbarga has issues a authentication letter to introduce the researcher in the field. The interviewees' names and contact details were obtained from the annual reports and browsing through the companies' websites. First, the researcher contacted the potential participants or their secretaries directly by phone, email, and fax, and fixed an appointment. To complete the process it took 8 to 10 days time to get permission for one organisation. In some of the organisation the authority to give permission was decentralized and other organisations (especially Govt.) were sending letters to their central office, those were located either in Mumbai, Delhi and Bangalore. Getting permission to undertake research work was more complex in Government owned organisations compared to private and multinational companies because in government organisation the authority to give permission was centralized and it took approximately 10 to 14 days to get permission. Even some of the organisations were denied to give permission to conduct the study; private and multinational organisations were found to be friendlier in responding to the questionnaires compared to government organisations. Moreover the organisational managers also showed interest in getting feedback from researcher about the impact of their ongoing CSR. Overall conducting interview of community respondents was appeared to be easy compared to management interview. The researcher used to camp in nearby surrounding places in order to reach the survey site in time according to the convenient time of the community respondents. In certain cases researcher used to stay back in the field area till late night but also used to revisit the sample houses two to three times in order to complete the interview.
3.7 Research Design

The formidable problem that follows the task of defining the research problem is the preparation of the design of the research project, popularly known as the “research design”. Decisions regarding what, where, when, how much, by what means concerning an inquiry or a research study constitute a research design. “A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure.” In fact, the research design is the conceptual structure within which research is conducted; it constitutes the blueprint for the collection, measurement and analysis of data.

Designing is an important part of every research activity which determines the format of the research proposal and its outcome. As the purpose of the research was descriptive, the unit of analysis were organizations and community members. Descriptive and Analytical-Diagnostic Research design was regarded as the most appropriate research design to carry out this study. Hence the study is designed to examine present trends, issues and strategies of corporate social responsibility, for which researcher studied socio-economic background condition of beneficiaries as well as nine organisations.

3.7.1 Study Subjects:

The subject (research problem) selected by the researcher after doing the through critical review of literature and the topic chosen entitled “Corporate Social Responsibility: Trends, Issues and Strategies”.

3.7.2 Selection of Study Area:

One of the ways of understanding the concepts of corporate social responsibility and its related issues is by studying the characteristics of the stack holders. In this study, an attempt is made to study the background characteristics of the different types of organization and the respondents in order to understand the significance of CSR which is a ongoing process of community development at a village community level. In order to attain the objectives of the study, it was felt that primary data collection was required from those organisations who were involved in
CSR and located in Karnataka were (Nine) selected. Logically as well as based on state statistical industrial report the Karnataka was selected as the study area because it is one of the thinly industrialized state of India, in terms of regions development. Moreover, the state had the credit of having more diversified and heterogeneous climatic culture in terms of basic natural needful resources which suits accurately to establish industries in this part compared to the other regions. Further researcher himself belong to this area was participated in data collection in order to again first hand field experience and enhance the quality of research.

3.7.3 Universe:

The universe of the study comprised all the organisations established under The Factories Act-1948 in Karnataka and communities located surrounding to them.

3.7.4 Sample Frame:

In research, a sampling frame is the source material or device from which a sample is drawn. It is a list of all those within a population who can be sampled, and may include individuals, households or institutions (Carl-Erik Särndal, et al, 2003). In many practical situations the frame is a matter of choice to the survey planner, and sometimes a critical one. Some very worthwhile investigations are not undertaken at all because of the lack of an apparent frame; others, because of faulty frames, have ended in a disaster or in cloud of doubt (Raymond James Jessen, 1978).

In the most straightforward case, such as when dealing with a batch of material from a production run, or using a census, it is possible to identify and measure every single item in the population and to include any one of them in our sample; this is known as direct element sampling (Carl-Erik Särndal, et al, 2003). However, in present cases this is not possible; either because it is cost-prohibitive (to list all the organisations in country) or there were no such sources to provide the complete list of organisation or firms working on CSR at national level. Since the sample frame was not available, the researcher adopted purposive sampling method to select the study organisations and further simple random sampling method was used to study the community respondents.
3.7.5 Sampling Methods

According to Babbie (2004), the aggregation of elements from which the sample is actually selected is called population. For the purpose of this study, the population was all organisations or firms those were undertaking CSR (working) in India and the people staying around these organisations as beneficiary study respondents. As the complete coverage of the population was not possible, a subset of the population was selected. To conduct this study, purposive sampling method was used for selection of CSR implementing organisations and simple random sampling method was used for selecting community respondents. The reason behind this was that: first, it has not been possible to complete a list of the corporations, companies or enterprises (sampling frame). Second, there are no such sources which, provide list of all organisations those are conducting CSR activities in Karnataka, India. Reason for applying simple random sampling method for selecting community respondents were that first, the researcher doesn’t know the community (Population size) unless researcher interview the CSR implementing managers. Second, this method allowed the researcher to identify the background characteristics that has been needed for the analysis purpose.

3.7.6 Sample Size

Sample size of Organisations: To accomplish the study objectives and taking consideration of time and study expenses, the researcher has selected nine (3 organisations from each category i.e. Govt. Private and MNCs) organisations believed to be involved in current CSR activity and leading organizations in CSR activity were selected using purposive sampling method with the help of Karmayog CSR Rating of the largest 500 companies in India for the year 2010 and few organisations names were taken through the internet search. The reason for selecting only nine (three from each Govt., Private and MNCs) organisations; as mentioned in the objectives, the study includes enquiry of organisations’ CSR activity and implementing strategies as well as community or beneficiaries to understand their opinion and impact of CSR activities on community for which it was not possible to go behind this number because of availability of time period and resources, in term of money and mind.
Sample size of community respondents: Different opinions have been expressed by the experts on the selection of sample size which indicates that bigger size does not ensure representativeness in a sample. A smaller well selected sample may be superior to a larger but badly selected sample. Hence, keeping in view the research topic and the objectives of the study and considering the monetary constraints and time required, it was decided to collect the needful detail information from nine organisations and fifty respondents from each organization tallying in to the total of 450 respondents from the community were interviewed.

3.7.8 Methods of Data Collection

In order to find sufficient and relevant information both primary and secondary sources of data have been used in the present study.

Primary source of data: The primary sources of data have been obtained from questionnaires that included both open and closed-ended. This type of data can be seen as evidence that have been collected and produced during the research period by the researcher. Sumner and Tribe (2008) argue that primary data can be intensive way in order to find available research resources, which has been gained from the field survey interviews.

Interviews: The interview has a strong claim to be the most widely used method of research (Gilbert 1993). It is probably the most widely employed method in qualitative research (Bryman and Bell, 2003). The aim of the interview is to gain in-depth information that could be difficult to acquire via other methods (Zhang, 2006). Given that the sample of this research is considered to be low, it is thus more likely that other types of data collection, such as questionnaire, would not be suitable in this study. In addition, researchers argue that interviews provide an opportunity to understand meaning held in unarticulated way by the subjects interviewed, which in turn requires more in-depth interviews to be achieved (Maali, 2005). According to Gilbert (1993), the interview is a conversation, usually between two people. But it is a conversation where one person, the interviewer is seeking responses for a particular purpose from the other person. The interview provides the descriptive data necessary for any qualitative investigation. In business research interview, the aim for the
interviewer is to elicit from the interviewee or respondent, as he or she is frequently
called in survey research, all manner of information interviewee's own behaviour or
that of others, attitudes, norms, beliefs and values.

**Interviews of CSR Managers:** All interviews of CSR managers were conducted in
the interviewees' offices. Prior to the interview, the participants were assured that the
whole process is confidential and their names and personal details would not be
disclosed. An interview questionnaire was prepared prior to the interview process.
This questionnaire would help the researcher to focus on some points and gain the
related information in respect to those particular points. The researcher made every
possible effort to cover the entire topic; however, the phrasing and sequence of
questions varied from one interview to another (Kamla, 2005). At the beginning of
each interview, the researcher explained to the participants the aim of the interview
and his research, and asked if there were any questions or if any further explanation
was required. It was explained to the interviewees that the researcher is not looking
for right and wrong answers, but is rather seeking their opinion and perceptions on the
matters of subject discussion. Interviews were carried out in both languages i.e.
Kannada and English. This is because some of the interviewees were not Kannada
speakers and they preferred to conduct the interview in English. However, most of the
interviews were fluent in English speaking and they offer to conduct the interviewee
in English. All interviews on an average last for approximately an hour.

**Interviews of Community Respondents:** All interviews of community respondents
were conducted in the villages surrounding to the organisations. Prior to the interview,
the participants were assured that the whole process is confidential and their names
and personal details would not be disclosed. An interview questionnaire was prepared
for community respondents prior to the interview process. This questionnaire would
help the researcher to focus on some points and gain the related information in respect
to those particular points. The researcher made every possible effort to cover the
entire topic. At the beginning of each interview, the researcher explained to the
participants the aim of the interview and his research, and asked if there were any
questions or if any further explanation was required. It was explained to the
community respondent that the researcher is not looking for right and wrong answers,
but is rather seeking their opinion and perceptions on the matters of discussion. Interviews were carried out in both languages: Kannada and Hindi. This is because some of the respondents were not Kannada speakers and they preferred to conduct the interview in Hindi. However, most of the interviews were fluent Kannada speakers and they offer to conduct the interviewee in Kannada. All interviews on an average last for approximately 30 to 40 minutes.

**Observation Method:** In social sciences and marketing, observational research or field research is a social research technique that involves the direct observation of phenomena in their natural setting. This differentiates it from experimental research in which a quasi-artificial environment is created to control for spurious factors, and where at least one of the variables is manipulated as part of the experiment. Compared with quantitative research and experimental research, observational research tends to be less reliable but often more valid. The main advantage of observational research is flexibility. The researchers can change their approach as needed. Also it measures behavior directly, not reports of behavior or intentions.

In present study the researcher used this method to observe CSR activities of organisations in community. The researcher had an opportunity to observe the CSR activities of organisation such as development of community infrastructures, road, water supply, construction of community hall, schools, temples, bus stand and sports grounds as well as activities undertaken for environment protection such as Children Park, kitchen garden and develop the greenery surrounding to the organisation. All these observations were mentioned while discussing the analysis chapters appropriately.

**Field work Dairy:** A diary is a record (originally in handwritten format) with discrete entries arranged by date reporting on what has happened over the course of a day or other period. A personal diary may include a person's experiences, and/or thoughts or feelings, including comment on current events outside the writer's direct experience. Someone who keeps a diary is known as a diarist. Diaries undertaken for institutional purposes play a role in many aspects of human civilization, including government records, business ledgers and military records. In British English, the word may also
denote a pre-printed journal format. Today the term is generally employed for personal diaries, normally intended to remain private or to have a limited circulation amongst friends or relatives. The word "journal" may be sometimes used for "diary," but generally a diary has (or intends to have) daily entries, whereas journal-writing can be less frequent.

Although a diary may provide information for a memoir, autobiography or biography, it is generally written not with the intention of being published as it stands, but for the author's own use. In recent years, however, there is internal evidence in some diaries that they are written with eventual publication in mind, with the intention of self-vindication (pre- or posthumous) or simply for profit. By extension the term diary is also used to mean a printed publication of a written diary; and may also refer to other terms of journal including electronic formats (e.g., blogs). In present study research was used field dairy to note important observations and those notes were useful while writing the report.

**Secondary Source of Data:** Secondary data can be described as data already available through websites of selected organisations and earlier researches in the same or other fields of science, done by other researchers in order to answer their present research questions and problems (Thurén 1991). Secondary data used in this thesis was collected from books and scientific articles as well as Internet sources, which have been selected in order to reach a better understanding for CSR as well as support theories and methodology used in this research. The secondary sources of data have been collected from books, internet and journals. An extensive review of recent news and literature pertaining to these companies’ core business activities and CSR practices in Karnataka India was done. This archival research involved, inter alia, close readings of company websites, Annual Reports, and press releases, and a review of recent studies by international NGOs, the IMF, World Bank, and a range of other international financial institutions, private consulting firms, and development agencies. Information conducted during this phase of the study was used to sketch rough “Corporate Profiles” of each of the companies. These profiles were further developed on the basis of information collected during the interview stage described
below. Completed or, in some cases, nearly completed profiles for each of the companies are included in Chapter four of this thesis.

### 3.8 Data Processing

The collected data was coded, verified and entered into computer and made error free with the help of Statistical Package for Social Sciences (SPSS). A single frequency distribution of each variable was generated to validate the data for further analysis purpose.

**Method of Analysis:** The collected information was systematically analysed by adopting qualitative method.

**Qualitative method:** Statistical Package for Social Science, the analysis was systematically done by using the Statistical Package for Social Science, to maximise consistency and objectivity of the study with the help of coding key.

**Statistical tools**

I. After coding the data, linear tables were generated for descriptive presentation.

II. Analysis was done by applying \(X^2\) test

III. Based on the requirement Bi and Tri variate Analysis was done.

IV. The findings of study were presented through Graphical diagrammatic and tabulated representation.

### 3.9 Limitations of the study

1. The sampling method applied in the study was non probability sampling to select the organisations, because there was no sampling frame of all organisations operating in India or Karnataka was available and no complete list of organisations, those are conducting CSR activities in India are available. So the inferences are applicable to study organisations and cannot be generalised to whole population.

2. The measurement of impact of CSR activities on community was measured through opinion or perception of community members (respondents), because there was no such data available (longitudinal data) which can help the researcher to measure changes at village level, over a period of time.
This research focused on the two stakeholders of CSR; environment and community members. It was found in the literature (Lepoutre and Heene, 2006; Gulyas, 2009) and the findings of interview stage of research shows that these represent the main stakeholder groups. However, these are not the only stakeholders of an organisation; other primary stakeholders include consumers, suppliers and shareholders or secondary stakeholders such as the media (Metcalf, 1998; Maignan and Ferrell, 2001) were also part of stakeholders in CSR, those were not included in study.

Figure 3.1: Design of Research methods applied in study

Research design of the study A Bird's view

Need for the Study-Research Problem

Corporate Social Responsibility in India: Trends, Issues and Strategies

MOTO of the current study-research

OBJECTIVES
To identify the emerging trends strategies and issues of CSR programmes carried out by the organisations and its impact of community

Hypothesis
Corporate bodies in India lack professional approach and dedicated human resources to execute CSR activities in more appropriate manner

Preparation of the field work

Preparation of questionnaire

Pre-testing

Sample design

Study area
Kamataka

Universe
All profit making organisations and people staying around them

Sampling Method
Purposive and Simple Random sampling

Sample size
9 organisations
450 Beneficiaries

105
Figure 3.1 continued

Source and Method of Data Collection

- Source of data: Field Survey and Organisations/Annual Reports
- Type of data used: Primary data & secondary data
- Method of data collection: Using questionnaire by the research investigator
- Quality check: Cross checked the question and revisited the respondent
- Duration of study: 2011-2012, 2 years

Analysis plan

- Coding structure: Preparation of coding key
- Data conversion: Data coded in numerical numbers entered and corrected
- SPSS: Prepared variable file, prepared data file, selection of variables
- Analysis: Single Frequency, bi-variate tables and x² test

Chapter Plan

Chapters

- Concluding remarks: Summary, Conclusion of major findings and suggestion for the further research
- Core chapter
  1. Introduction
  2. Review
  3. Research Methodology
- Analysis chapter
  1. CSR: Awareness and Knowledge
  2. Trends in CSR
  3. Strategies in CSR
  4. Issues in CSR
  5. Impact of CSR on community

Thesis Plan

- Thesis planned in the form of
  IX