Research Methodology

Research design is the conceived plan and structure of investigation to obtain answers to the research questions. Initially about 800 corporates with different sizes, nature of business were selected through websites, journals/magazines etc. After going through their information, it was found that some of the corporates were not fitting for CSR subject, hence were dropped out at the outset. The balance corporates within the four cities again shortlisted and contacted through telephones/e mails but some of them did not respond positively. Even some of the CEOs/authorized persons refused to share the information about CSR thinking that it is personal and confidential matter. Some of CEOs asked to contact at the appointed time but after visit to those corporates they did not give time due to their urgent office work. Ultimately out of total shortlisted 800 corporates, contact could be established only with about 336 corporates. As far as contact of employees of those selected corporates is concerned, it was difficult to contact them at their free hours. The original intention was to contact at least 5-6 employees of one corporate, however it could not be done since response was very poor. Hence, the actual contact could be established only with 2-3 employees of one corporate with total employee samples covered are 819..

The CSR model is focused on major priority areas such as health & safety, green environment, social ownership, community development, HR development, corporate governance, quality control measures, business ethics & transparency, compliance with statutory acts, integral business strategy, international quality standards, environmental consciousness etc. This model also included areas based on holistic value based CSR practices taken from Indian philosophy & Vedic studies such as trusteeship, ethical wealth creation, transparency & accountability, charity & philanthropy, ethicality in operations integrated personality etc.

The survey questions were based on thematic focus areas and were addressed to stakeholders such as owners, employees, shareholders, investors, customers, suppliers,
Society at large etc. The questions were divided into two parts i.e. Questionnaires for corporate & questionnaires for employees of those corporate or respondents. The framing of questions was done with utmost care and ensured that the respondents were at ease to answer those questions.

**Research Design Used:**
This research work is fundamentally descriptive, quantitative, qualitative, exploratory and convenient research in nature. Research design study will be used to study the relationships in question. Descriptive research facilitates the study to obtain accurate and complete information regarding a concept or a situation or a practice. Therefore survey method will be followed for the study.

To carry out the present research, workbooks on CSR & corporate governance, strategic management, Indian philosophy & Vedic studies, various volumes of Bhagavad Gita & Srimad Bhagavatam, journals, magazines, newspapers, internet sites and other relevant and significant literature were consulted. The tools and techniques used for the analysis and interpretation of information include SWOT analysis, expert opinions and comprehensive evaluation method. In addition to these techniques, other statistical methods were considered as per the requirement of the research work.

**Research design Process**

To understand the reason why an organization contributes to a social cause, it was necessary to get an insight into the organization’s view of the business, its views, its policies, the reasons why it contributes and its objectives and relationships with all its stakeholders i.e. employees, customers, suppliers, shareholders and society. The questionnaire was designed accordingly to get the relevant information from the respondents. In this study, we have adopted convenience sampling. population of study includes companies located in four metro cities of India.
**Questionnaire design:**

We went through secondary data and it was identified that information required for this study involved:

* Socially responsibility of corporates
* Involvement in various fields of social responsibility
* Employees’s participation in the field of social responsibility

The questionnaires were personally administered. The benefit of this research is:

- Questions can be more detailed, as opposed to the limits of paper or telephones.
- Better rapport with respondents
- High response rate

The problems faced in this research were:

- Limited responses from the prospective respondents
- Limited appointment timings from the respondents
- Time Consuming
- Expensive

**Precaution taken while making questionnaire:**

- Simple non-technical words
- Questions framed are not based on any assumption, which has not been mentioned.
- We have not used any biased wordings in our questionnaire.
- Double-barreled questions have been avoided.
- No estimation has been asked.
- Generalization of questions has been avoided.

**Questionnaire Description:**

In general, there are two types of questions - Open Ended or Closed Ended. Open ended questions are those that ask for unprompted opinions. In other words, there are no predetermined set of responses, and the participant is free to answer however he chooses. Open format questions are good for soliciting subjective data or when the range of responses is not tightly defined. The questions we have asked in our questionnaire are
based on what is the purpose of using social responsibility and the extent to which they are socially responsible. This will help us to get an obvious a variety of responses which would be wider and more truly reflect the opinions of the respondents. Closed ended questions usually take the form of a multiple-choice question. They are easy for the respondent. There is no clear consensus on the number of options that should be given in a closed format question. Usually this translates into five to seven possible answers per questions. This may induce the some inaccuracies for often the respondent may actually have no opinion. However, it is equally arguable that the neutral answer is over utilized, especially by bored questionnaire takers.

**Population and sampling**

**Sampling Technique:** Stratified random sampling method will be used for selection of respondents. The corporates will be Big, Medium & Small size considering their turnover & number of employees and also structure of the company will be considered.

**Sampling population (Place selected):** The respondents will be selected from four cities of India i.e. Mumbai, Delhi, Chennai & Kolkata. Accordingly, the population of sample will be done from these cities.

**Sample size:** Total 1,155 respondents will be surveyed in Mumbai, Delhi, Chennai & Kolkata which will include 336 corporate respondents from corporate & 819 employees of those corporates.

**Collection of data**

**Primary data** will be gathered using questionnaire as a tool for data collection. **Secondary data** will be collected from books, journals, magazine, reports and websites. For this purpose the use of library and internet will be made.

The researcher while making the plan felt that a single long session for answering the questionnaire would be tiring or time consuming for the higher authorities & employees. He therefore planned two sessions of data collections the corporate.
There were two separate questionnaires printed and arranged into two sets. Questionnaire No 1 was for corporate and the second questionnaire was for employees of those corporate. Each of these questionnaire was used for four metro cities and similar method was used for contacting them.

1. Selection of corporate area wise within a particular city
2. Fixing the appointments through telephones
3. Reconfirming the appointment on the day of the meeting
4. Initial talk with the concerned person, providing orientation of the subject, purpose of the research, utility of the research,
5. Clarifying any point wherever it is required
6. Permission to approach their employees and fixing their time
7. Thanking the person after it is correctly filled up

1. **Data collected from corporate.**
   The researcher personally met the authority as per the appointment. After the informal talk the researcher told the purpose of this research with a assurance that all the information given will be kept confidential.

   He asked the respondent to read the instructions & questions carefully. He asked them to think individually and to answer the questions. He also told them to feel free to ask him any difficulties he had while answering the questionnaire. There was no right or wrong answer. What was important for him was their views and thoughts. He further assured that the data thus collected would be used strictly for the purpose of research, and their names would be kept confidential.

   The researcher then evaluated all the questionnaires and verifies if all questions are complete in all respects. Those partially answered were rejected for analysis.

2. **Data collected from employees**
   The researcher personally met the HR manager/authority concerned as per the appointment. After the informal talk the researcher told the purpose of this research with a assurance that all the information given will be kept confidential.
He asked the respondents to read the instructions & questions carefully. He asked them to think individually and to answer the questions. He also told them to feel free to ask him any difficulties he had while answering the questionnaire. There was no right or wrong answer. What was important for him was their views and thoughts. He further assured that the data thus collected would be used strictly for the purpose of research, and their names would be kept confidential.

The researcher then evaluated all the questionnaires and verifies if all questions were complete in all respects. Those partially answered were rejected for analysis.

3. Data collected from philosophers, thinkers

The researcher personally met with appointment the head of the institution one by one mentioned in the list to grant him the permission to interview the philosophers, thinkers and persons. After the informal talk the researcher told the purpose of this research with an assurance that all the information given will be kept confidential.

He asked the respondents to read the instructions & questions carefully. He asked them to think individually and to answer the questions. He also told them to feel free to ask him any difficulties he had while answering the questionnaire. There was no right or wrong answer. What was important for him was their views and thoughts. He further assured that the data thus collected would be used strictly for the purpose of research, and their names would be kept confidential.

The researcher then evaluated all the questionnaires and verifies if all questions were complete in all respects. Those partially answered were rejected for analysis.

**Selection of the sample**

After hair splitting discussion and brain storming session with his guide it was decided that the sample for the present investigation would be selected from people who were directly or indirectly concerned about CSR implementation in corporate. The following sources were indentified for collecting data.

1. Corporates
2. Directors
3. CEO
4. HR managers
5. Employees

**Survey of corporate through internet/magazines/journals**

The researcher made a brief survey of various corporate through websites of corporates in terms of their nature of business, annual turnover, number of employees, audited balance sheets, registered offices, type of business (Manufacturing, Trading etc.), corporate structure (Public, Private etc.), age of the business etc.

The researcher made the following observations after the survey was completed.
1. Only 30 % of the respondents could spend time and replied to the questions sincerely.
2. Older corporates were very well organised and were understanding their duty properly.
3. It was difficult to fix appointment with company executives for the survey.

**Pilot study**

A pilot study was conducted on a representative sample of fifteen. Five corporate and 10 employees of those corporates and were administered the questionnaire in a group by giving them sufficient time to answer it.

The fifteen questionnaires were examined and then the group of each of the above category were interviewed and they were asked whether they had any difficulty in answering the items whether they understood the language of the questions clearly.

The second group of 7 directors of corporate. and 15 employees of those corporate were given the second questionnaire and the same procedure as described above for the first questionnaire was followed.

Looking through their responses for both the questionnaires minor corrections in language compilation of questions were made and the two questionnaires were finalized. The two questionnaires are included in the appendices.
Processing of data

Data Analysis: Data collected through questionnaire was tabulated using Excel and SPSS software, interpretation of data was based on tabulation and analysis.

Statistical Methods

Statistical methods was be used for data analysis. Such as Mean, percentage, standard deviation, correlation etc. the hypothesis was tasted with the help of statistical technique, such as CHI-square test, ANOVA, Mean analysis etc. The conclusion will be drawn on the basis of data analysis. A few suggestions was made at the end for drawing conclusions about CSR performance.

Objectives of the Study

The principal objective of the research is to develop a holistic value based CSR model with societal perspective. The detailed objectives are as follows:

1. To examine CSR implementation being done by corporate.
2. To estimate the importance of CSR projects with reference to principal priority areas/issues covered under CSR
3. To assess the importance of beneficiaries/stakeholders in CSR implementation
4. To examine the thematic focus areas of CSR projects with respect to stakeholders of the corporate
5. To study the obstacles in integrating CSR implementation in the corporate
6. To examine the priorities of the corporate with reference to value based holistic CSR model with societal perspectives
7. To study perception of employees about CSR practices adopted by the corporate

Hypothesis

The hypothesis for the study is as follows:-

1. Ho: There is no significant difference in the perceptions of corporate on various parameters of CSR priority areas irrespective of age, turnover, and size of corporate.
H1: There is significant difference in the perceptions of corporate on various parameters of CSR priority areas irrespective of age, turnover, and size of corporate.

2.Ho: Percentage of expenses allocated by corporate on CSR activities is independent of their Age, size and turnover.

H1: Percentage of expenses allocated by corporate on CSR activities is dependent of their Age, size and turnover.

3.Ho: Percent of pretax profit spent on CSR is independent of age, size and turnover of corporate.

H1: Percent of pretax profit spent on CSR is dependent of age, size and turnover of corporate.

4.Ho: There is no significant difference in the perceptions of corporate on importance of beneficiaries with respect to their age, turnover, and size.

H1: There is significant difference in the perceptions of corporate on importance of beneficiaries with respect to their age, turnover, and size.

5.Ho: There is no significant difference in the perceptions of corporate on the thematic focus areas of CSR-addressed stake holders viz. owners, employees, shareholders / investors, customers, suppliers, and society at large with respect to their (corporates’) age, size and turnover.

H1: There is significant difference in the perceptions of corporate on the thematic focus areas of CSR-addressed stake holders viz. owners, employees, shareholders / investors, customers, suppliers, and society at large with respect to their (corprates’) age, size and turnover.
6. Ho: There is no significant difference in the perceptions of corporate on various parameters of obstacles in implementation of CSR with respect to corporates’ age, size and turnover.

H1: There is significant difference in the perceptions of corporate on various parameters of obstacles in implementation of CSR with respect to corporates’ age, size and turnover.

7. Ho: There is no significant difference in the perceptions of corporate on various parameters of principal functional areas of CSR with respect to corporates’ age, size and turnover.

H1: There is significant difference in the perceptions of corporate on various parameters of obstacles in implementation of CSR with respect to corporates’ age, size and turnover.

8. Ho: There is no significant difference in the perceptions of employees on various parameters of their existing CSR practices with respect to their (employees’) management level, age, CSR Training, and gender.

H1: There is no significant difference in the perceptions of employees on various parameters of their existing CSR practices with respect to their (employees’) management level, age, CSR Training, and gender.