



Impact of mandatory CSR initiatives on Environmental protection and Sustainable Development

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Abstract

This paper analyses the concept of mandatory corporate social responsibility with special reference on environment protection and sustainable development. CSR concept, consists of a conscious, sustainable action oriented not only on economic aspects, but also takes into account the social and environmental substances associated with the company's environment. The principal objective of corporate social responsibility should be environment protection. As per this notion, an enterprise must limit its use of raw materials and energy, decrease creation of hazardous waste and pollution, protect and restore natural ecosystems, identify adverse environmental effects, introduce methods to reduce environmental outlays, consider conservational goals at the phase of product or service design, impose tools to decrease damages generated to the atmosphere by manufacturing processes, stimulate environmental behavior within the company by saving energy and water in each divisions of the organization. This study aims to assess the impact of Section 135 of the Companies Act 2013, mandatory CSR rule implemented by the Ministry of Corporate Affairs, Government of India for environment protection and sustainable development.

Keywords: Climate, Corporate Social Responsibility, Environment, Sustainable Development.

Introduction

The concept of Corporate Social Responsibility (CSR) originated from three dimensions: ie. Triple P: People, Planet, and Profit. Aupperle (1985). Environmental concern is one of the main features of social responsibility. As a concept CSR, has developed in prominence in the business world. The term "CSR" is used often, many matching and coinciding notions, such as corporate citizenship, business ethics, stakeholder management and sustainability, have evolved. Corporate Social Responsibility means the obligation to act in a manner, which will serve the best interests of the society and which leads in the direction of positive contributions to human betterment. Now business persons identified the fact that social and environmental constancy are two important requisites for the long-term sustainability. They consider corporate social responsibility as both a value and a strategy to ensure corporate sustainability.

Literature Review

Corporate Social Responsibility (CSR) is referred to the assurance or obligation made by the business organizations to contribute towards the growth and development of the local communities, working force, their families, societies, economy, and the country at large in a continuous manner (Amaladoss & Manohar, 2013). It was found that for legislation Section 135 was



passed in August 2013 which made it mandatory for the large Indian business companies to spend about 2% of the net profits earned by them on conducting activities and actions that are related to CSR activities. It was also made it mandatory to make revelations of such expenses in the financial statements prepared by them and along with that maintain an individual CSR report (Arevalo & Aravind, 2011). As per Cheng, Lin & Wong, (2016) point of views, it was found that about 40% of the companies in India have collaborated with local and state governing bodies to promote and impart CSR activities.

CSR in India

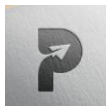
CSR in India has traditionally been a voluntary activity and keeping this in mind an activity that was performed was not measured. The importance of inclusive growth is widely recognized as an essential part of India's quest for development. In line with this national endeavor, Corporate Social Responsibility (CSR) was conceived as an instrument for integrating social, environmental and human development concerns in the entire value chain of corporate business. Ministry of Corporate Affairs had issued 'Voluntary Guidelines on Corporate Social Responsibility, 2009' as a first step towards mainstreaming the concept of Business Responsibilities. This was further refined subsequently, as 'National Voluntary Guidelines on Social, Environmental and Economic Responsibilities of Business.

The Legal Framework

The most ambitious attempt at mandated CSR activities for companies came with the enactment of Section 135 of the Companies Act 2013 (MCA, 2013). Section 135 made CSR spending as well as reporting mandatory for the very first time in India and brought the CSR activities of Indian corporates under the preview of corporate law. With the enactment of Section 135 of the Companies Act, 2013, as observed by the Ministry of Corporate Affairs in the Report on the Standing Committee on Finance, India became the first country to include provisions on CSR in Company Law and make CSR expenditure mandatory for corporates based on pre-specified criteria. In the rest of the world, however, CSR is still a voluntary exercise left to the discretion of the corporates.

On 1st April, 2014, the section 25 companies Act, 2013, has been implemented. The Sectors were also defined for doing CSR activities. According to schedule 7 of section 135 of companies Act, CSR community activities should be addressing the below mentioned challenges:

- 1) Eradicating hunger, poverty, malnutrition, promoting preventive health care and sanitation providing safe drinking water.
- 2) Promoting education, special education, employment enhancing vocational skills in children, elderly, women and differently abled and livelihood enhancement skills.
- 3) Promoting gender equality, empowering women, setting up homes and hostels for women and orphans, setting up old age homes, day care centers and other such facilities for senior citizens and measure to reducing inequalities faced by socially and economically backward groups.
- 4) Ensuring environmental stability, ecological balance, protecting flora and fauna, animal welfare, agro forestry, conservation of natural resources and maintaining quality of soil, water and air.



- 5) Protection of national heritage, art and culture including restoration of buildings and sites of historical importance and works of art, setting up public libraries, promotion and development of traditional arts and handicrafts.
- 6) Measures for benefit of armed forces, veterans, war widows and their dependents.
- 7) Training to promote national sports, rural sports, Paralympics sports, Olympic sports.
- 8) Contribution to PMs Relief Funds or any other fund set up by central government for socio-economic development and relief and welfare of SC, ST, other backward classes, Women and Minorities.
- 9) Contribution of funds provided to technology incubators located within academic institutions which are approved by Central Government.
- 10) Rural development project.
- 11) Swach Bharat Abhiyan (PWC, 2014)

Companies may implement these activities by considering the local conditions where they operate after taking board approval. Companies have to present the report in the prescribed format before the Boards for spending 2% of the average net profits of the previous three years on CSR, a responsibility statement that the CSR policy, implementation and monitoring process is in compliance with the CSR objectives, in letter, and in spirit. This has to be signed by either the CEO or the MD or a director of the company. According to Indian Institute of Corporate Affairs, a minimum of 6,000 Indian companies will be required to undertake CSR projects in order to comply with the provisions of the Companies Act, 2013.

Environmental Protection

Out of eleven major areas of CSR activities, the item (Sector) IV refers to activities directly relevant to environment and environmental sustainability. The broad areas include 'ensuring environmental sustainability, ecological balance, protection of flora and fauna, animal welfare, agroforestry, conservation of natural resources and maintaining quality of soil, air and water'. This is the most positive feature among other scheduled activities under the CSR. These activities are going to contribute in a significant way for the betterment of environment. Different listed areas appear distinct but in fact are interrelated and thus the benefit of good performance in one area may contribute to others. Various elements of environmental protection and sustainability are elaborated in following sections of this article for a better understanding and implementation of CSR provisions. Sector 4 under the provisions of the Companies Act, 2013 meant for Ensuring environmental stability, ecological balance, protecting flora and fauna, animal welfare, agro forestry, conversation of natural resources and maintaining quality of soil, water and air these aims to reduce damaging effects on the environment from business' processes. As environmentalists and climate scientists have been warning for decades, and now world leaders are coming to realise, that the world faces serious environmental challenges, none more urgent than climate change. A failure to act to mitigate the risks associated with this one challenge, as Stern (2006, pii) asserts "could create risks of major disruptions to economic and social activity".



Environmental Sustainability:

Environmental sustainability is a broad term and is a key pillar of sustainable development. It is about meeting human needs without compromising the ability of the environment to support life and render goods and services on a long-term basis. Morelli (2011) defines environmental sustainability as a condition of balance, resilience, and interconnectedness that allows human society to satisfy its needs while neither exceeding the capacity of its supporting ecosystems to continue to regenerate the services necessary to meet those needs nor by our actions diminishing biological diversity. Everything which is done to keep the integrity of the environment comes under environmental sustainability however there is no common guidance about what it means at an operational level (UNDAF, 2009). Dimensions of environmental sustainability may vary from place to place and with time. Hence, while undertaking CSR activities there is need for identification of issues that are relevant to the area and working on those. Currently issues such mitigation of adverse effects of climate change, generation and supply of clean energy, augmentation of water resources and its supply, public health, sustainable consumption and production of resources, environment friendly transport facility, conservation and management of natural resources etc. are some of the issues relating to environmental sustainability. CSR can be of great help in ensuring environmental sustainability, also by developing the knowledge and skills of people, helping in implementation of programs promoting environmental innovation, monitoring the environmental impacts and actions for mitigation of impacts, promoting an environmentally sustainable and responsible culture etc.

Benefits of good environmental and sustainable business practices

- Ensuring business by complies with environmental legislation and adopting environmental and sustainable best practice can benefit.
- Reducing the use of energy can save money.
- Reducing use of raw materials can cut costs by minimizing waste and lowering waste disposal bills.
- Reducing the use of water can cut water bills and also lower waste water disposal costs.
- Recycling equipment and materials could make money and save on disposal costs.
- Taking steps to prevent environmental damage will reduce the risk of incurring costs and of having to carry out potentially expensive remedial work in the event of an environmental incident.
- Business could also enjoy other benefits. Many government organizations and large companies will only work with businesses who take their environmental responsibilities seriously. This may also find it easier to attract investment from banks and other sources of finance.

Sustainable development can create opportunities for business. As well as making financial savings, firms can enhance their reputation and brand value by fostering customer loyalty and motivating staff. Organizations can also use sustainable development as an opportunity to encourage innovation, increase investment and open new markets.

**State of Environment: Sector Wise CSR expenditure**

Management of environmental performance is a critical issue for the organizations in India both the public and private sectors. Environmental management refers to the control measures implemented by an organization to minimize the adverse environmental impacts of its operations. After the implementation of the Companies Act, 2013 it is widely recognized that a positive and proactive approach towards environment issues can lead to opportunities to improve business performance. The positive approach to environmental considerations will be even more important with the move towards a low carbon economy to combat climate change. The concept of CSR has gradually crept into mainstream business practice, reflecting the changed conditions in which business operates. Environmental management is an integral part of effective CSR. Below mentioned is an assessment of CSR expenditure of 58216 companies for the year 2014 to 17 who have filed their Annual Financial Statements till 31st December, 2017 with MCA.

Development sector wise assessment of CSR expenditure 2014 to 2017

Sl.No	Development Sectors	2014-15	2015-16	2016-17
1	Clean Ganga Fund	5.47	32.65	24.23
2	Education/ Differently Abled/ Livelihood	3188.09	4881.26	5123.83
3	Encouraging Sports	57.61	137.58	172.53
4	Environment/ Animal Welfare/ Conservation of resources	853.99	963.22	1282.34
5	Gender equality / Women empowerment / old age homes / reducing inequalities	189.92	337.44	434.75
6	Health/ Eradicating Hunger/ Poverty and malnutrition/Safe drinking water / Sanitation	2525.92	4545	3397
7	Heritage Art and Culture	117.37	117.58	296.85
8	Other Sectors (Technology Incubator and benefits to armed forces and admin overheads and others*)	9.5	37.15	58.71
9	Prime Minister's National Relief Fund	228.18	213.7	150.7
10	Rural development	1059.34	1369.52	1507.45
11	Slum area development	101.14	14.3	49.81
12	Swachh Bharat Kosh	113.86	324.72	165.09
13	Any other Fund	277.09	326.88	412.38
14	NEC / Not mentioned	1338.39	1065.22	388.86
	Total Amount (In Cr.)	10065.9	14366.29	13464.6

Table. 1 An assessment of CSR expenditure of 58216 companies for the years from 2014 to 17 who have filed their Annual Financial Statements till 31st December, 2017 with MCA

Development sector wise assessment of CSR expenditure 2014 to 2017

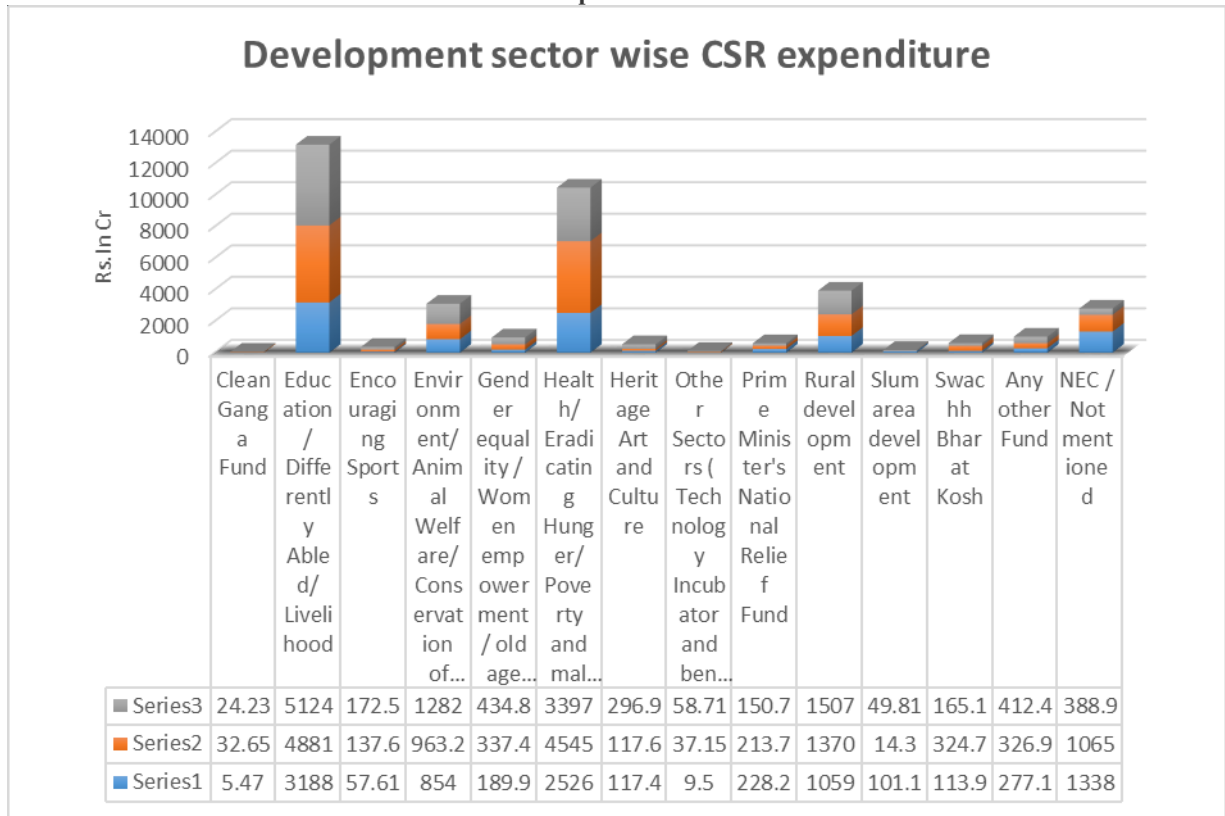


Fig. 1 Sector wise CSR expenditure from 2014 to 2017
(Source: Ministry of Corporate Affairs, Feb. 2019)

Indian companies are still following philanthropic approach, though the Indian understanding of CSR shifted to sustainable business. From the above data it is clear that community development activities are dominating Indian CSR scenario; which have been viewed as important contribution to their area of operation. If CSR is efficiently implemented major problems of our economy like poverty, illiteracy, unemployment, child abuse, infrastructure, water and other environmental problems can be eradicated. More than developing the community business organizations are having great responsibility towards its environment from where they are getting the raw materials for day to day operations. Below given data shows previous year's environment related spending of Indian companies.

CSR spending data of Sector 4 – Environment

S.No.	Environment, animal welfare, conservation of resources related CSR spending	Year 2014-15	Year 2015-16	Year 2016-17
1	Agro forestry	18.12	57.61	42.84
2	Animal welfare	17.29	65.41	75.63
3	Conservation of natural resources	44.6	38.14	114.6
4	Environmental sustainability	773.99	802.07	1049.28
	Total Amount (In Cr.)	854	963.23	1282.35



Table. 2 Sector 4 Environment related CSR expenditure from 2014 to 2017 (Source: Ministry of Corporate Affairs, Feb. 2019)

Figure shows CSR spending on Environment

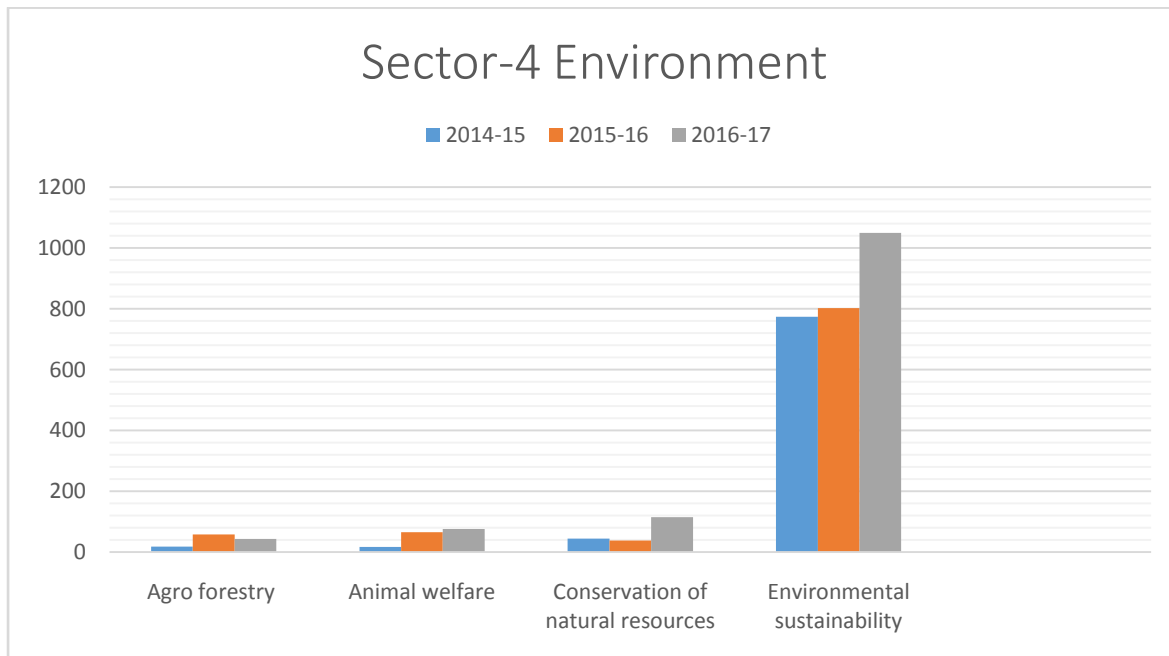


Fig. 2 CSR Spending on environmental initiatives (Source: Ministry of Corporate Affairs, Feb. 2019)

The table 2 lists out the actual spending of Indian companies on environmental related CSR activities which is far below the minimum requirement compared to the companies spending in foreign countries. A perusal of the data shows that the corporates do not have a separate Corporate Environment Responsibility policy; they have only an integrated environmental responsibilities in their Corporate Social Responsibility policies. Today, corporate social responsibility has moved far beyond the traditional system of one time philanthropy and has instead become an all year round responsibility that companies accept for the environment around them, the best working practices and for their local communities. Brand names no longer depend only on quality, price and uniqueness but also on how, cumulatively, they interact with a given company's workforce, community and environment. The challenges of environmental pollution are one of them. It refers to water pollution, air pollution and noise pollution. Owing to its dangerous consequences on the health of society, it requires special attention. Those managing the corporate sector and industry are under a social responsibility to take necessary preventive and remedial measures to safeguard social health and social welfare. Modern industrial society requires vital change in the attitude of company management. Traditional approach of exclusive profit making requires necessary adjustment in the new industrial climate. Every method of decreasing pollution involves some financial expenditure. Major corporations are under a social duty to help, devise and carry out basic strategies to eliminate evils of environmental pollution. Companies under social responsibility are required to give priority and sufficient amount.



Conclusion

Healthy environment is essential for economic development. It is believed that economy and environment are contrasting to each other. Incorporating environmental elements in CSR activities in the Companies Act 2013 and ensuring it obligatory for the companies are significant positive steps in protecting environment. If implemented properly the CSR can be of great help in protecting environment and achieving environmental sustainability. There is need for sensitizing corporate and business houses towards regarding the importance of the three pillars of sustainable development i.e. economic, social and environmental. The relationship between sustainable development and CSR does not remain on theoretical level but more and more practical initiatives indicate that companies have an increasing role in establishing sustainable development.

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A Study on the Factors Effecting Online Shopping Among Young Professionals

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ABSTRACT: Online shopping make provision for a new shopping dimension among the people. Online shopping is the process of buying and selling of goods through or over Internet. There are many factors which influence the growth of online shopping. Increased number of smart phones and easy accessibility to internet are considered as the basic factors for the development of online shopping. With the help of online shopping, consumers can easily purchase accessories, gadgets, home decors, cosmetics, electronics etc. This study is an attempt to identify the factors which influence the online shopping among Yong professionals. For the analysis of data descriptive statistics have been applied. Chi square test and analysis of variance is used for statistical analysis. Research findings are not conclusive because samples from different professional backgrounds are not equal, and the results are based only on a small number of factors. Majority of respondents agrees that discount; latest trends, delivery time, quality, reputation of the brand, good description of goods, security, entertainment, etc are the important elements in online shopping. Fastest growth of online business will provide both opportunities and challenges to the retailers to attain advantage over competitors and to achieve sustainable growth.

Keywords: Online shopping, Security issues, Website preference, Young professionals.

I. INTRODUCTION

Online shopping is the process of buying and selling of goods through internet. The internet has brought the globe within the palm reach of every one. E-commerce is the concept which deals with business over and through the internet with its tentacles engulfing every single product being available at the doorstep. As a result, in the global business scenario major retailers are finding themselves new ways to attract their customers and survive in the market. As a result of the emergence of online retailing, sales promotional activities undertaken by the on-store retailers in order to attract those customers into retail stores for purchase of products and services offered by them has changed its style and pace [2]. Also, buyer's buying orientation and buying behavior is drastically changing according to their expectations and situational factors. Many of the customers are being attracted towards the process of online shopping as they are getting more variety of choices when compared to that of the retail stores, convenience in purchasing sitting at any place, and also the wide variety of brands. Also, the advancement of technology, it's easy adoption to any of the environments and also the ease of its use by the customers have attracted them towards shifting to the online shopping process. These are some major influential factors which created a greater sophistication among the buyers to adopt online retailing again and again. In today's intensely competitive and dynamic environment with technological innovation in every area, knowing the consumer's mind is the most significant factor for the success of any business [9]. Here the researchers would like to do a detailed research study on the buyer's attitude and buying behavior towards online shopping mode of purchasing products and

services mainly among the young professionals. 'Previous studies have focused on young or college students with moderate geographic dimensions [11]. Instead, the current study focuses on young professionals with different professional backgrounds. They are not limited to a specific area'. The study also specify that the previous positive experience also effect the further purchase of the online young customers, offering free returns is also considered as an incentive to buy. The present study also contributes to the attempt to identify factors other than these factors. It also seeks to find out how frequent mistakes in online shopping affect consumers' recurring buying trends. This study would reveal the attitude of the online shoppers and at the same time the future researchers could be able to understand and find out the major factors affecting the buyer behavior and quality decision making mainly among the young professionals.

II. LITERATURE REVIEW

Dhanalakshmi *et al.*, (2017) performed a research study on Customer Perception towards Online Shopping, Salem [3]. The main objective of the research was to study the customer perception towards online shopping at Salem district. The sample size of the research was 150 respondents. The researchers had adopted random convenience sampling technique to gather the data. The data were analyzed using the simple percentage analysis and ANOVA (analysis of variances) methods. As a result of data analysis and interpretation, the researcher conclude that the consumer's perception of online shopping varies from person to another and the perception is limited to a certain extent by the availability of the proper connectivity and the exposure to the online shopping has to be improved to make the customer satisfied.

Kansra and Rajiva (2013) conducted a study on the Perception of Young People Towards Online Shopping in Punjab and identified that, perception of the consumer has similarities and difference based on their personal characteristic usage based on their needs and demand. The study reveals that most the students are attached to the online shopping and hence the elder people don't use online shopping much as compared to the younger ones, so awareness has been fashioned in the coming era. Finally, the researchers suggested that the online transaction should be flexible for the customers who perceived in shopping [6].

Kinker and Shukla (2016) performed a research study on analysis of consumer behaviours towards online shopping of electronic goods with special reference to Bhopal and Jabalpur city. The main objective of the research was to clarify and get insight into consumer Behavior towards online shopping of electronic goods, to study consumers expectations of online stores, to find out factors that influence the consumers towards online shopping and to analyze the consumer's wants and needs especially in Bhopal and Jabalpur city of Madhya Pradesh. The sample size of the research was 40 respondents of Bhopal and Jabalpur city. The findings of the proposed research work are as follows as Customer-Oriented Factors [7].

Aruna and William (2015) performed a research study on consumer behavior towards online shopping in coimbatore district [1]. The main objective of the research was to analyze the shopping Behavior of online shoppers and to identify the successful online shopping. The sample size of the research was 384 respondents. From the data analysis result, the researcher concludes that people mostly prefer online shopping to traditional shopping because of the technological advancements. It has become popular and is extremely convenient. Though it is convenient there are various factors such as price, quality of the product and delivery time which customers look before online shopping. So the online websites must of aware of these factors to be successful and retain the customers. The final result from the study is that online shopping is growing rapidly in a positive manner. By removing little flaws it can be much profitable.

The main objective of the research was to understand the online buying behavior of consumers in India and to get information about the scope of improvement in online shopping website. The sample size of the research was 120 respondents. The researcher had used the tools like simple charting and tabulation for data analysis purpose. After the data analysis and interpretation, the researcher concludes that Indian customers are also getting addicted to the online shopping and they do like various features of online shopping as by rest of the world. The most of the internet users belong to the youngster category and the majority of goods and services demanded are related only to these segments [10].

Nagra & Gopal (2013) [8] identify the impact of Demographic factors impacting on-line shopping Behaviour of consumers with special emphasis on Age, Gender, Education, Income Possession of internet, Frequency of online purchase, Motivation drives for online purchase. The sample size of the research was 70 respondents. The researcher had used "ANNOVA" method for the analysis of data. After the data analysis,

the researcher concludes that the gender does impact Possession of internet and Frequency of online purchase of consumer's occupation is a demographic variable which does not impact any of the variables. The respondents had perceived online shopping in a positive manner. On-line shopping in India is significantly affected by various Demographic factors like age, gender, marital status, family size and income [4].

III. MATERIALS AND METHODS

The study aimed to analyze young generations' perceptions towards online shopping, particularly among young professionals. A structured questionnaire was prepared to provide the necessary data, which was distributed among different professionals according to a rigorous sample of Google forms. Descriptive statistics were applied to the analysis. The sample size was limited to 120 as the maximum age was limited to 32.

The objectives of the study were designed as:

- Identify the factors effecting online shopping among young professionals
- Level of satisfactions towards online shopping
- Problems faced while using online shopping

For the purpose of study following hypothesis were framed

Ho: There is no significant association between professional qualification and online website preferred by the users.

H1: There is significant association between professional qualification and online site preferred by the use.

Ho: There is no significant association between level of satisfaction towards online shopping and website preferred by the users.

H1: There is significant association level of satisfaction towards online shopping and website preferred by the users.

Ho: There is no significant difference between preference towards repetitive purchase and issues faced while online shopping.

H1: There is significant difference between preference towards repetitive purchase and issues faced while online shopping.

IV. RESULTS AND DISCUSSION

Table 1: Personal profile of the respondents.

Gender	
Male	68
Female	52
Age	
20-24	75
24-28	33
28-32	12
Professional Qualification	
Engineering	22
MBA	59
MBBS	18
Others	21

120 responses were received in the study. Out of these 120 responses, 68 were male and 52 were female. Analysis by age group shows that 75 respondents were in the 20-24 age groups, 33 respondents were in the 24-28 age group, and 12 respondents were in the 28-32 group. The study included 22 engineers, 59 MBA, 18 MBBS, and 21 other groups of professionals. From the above table, it is clear that 96.7% of the 120 respondents are online shopping customers and 3.3% do not make purchases online.

Table 2: Online Customers.

Responses	No. of Responses	Percentage
Yes	116	96.7
No	4	3.3
Total	120	100.0

Table 3: Website Preference.

Responses	No. of Responses	Percentage
Amazon	55	45.8
Flipkart	55	45.8
Snapdeal	4	3.3
Myntra	4	3.3
Others	2	1.7
Total	120	100.0

While analyzing responses based on website preferences among 120 respondents, Amazon and Flipkart are equal to 45%, Snapdeal and Myntra are equal to 3.3% and 1.7% prefer other websites to online shopping.

Table 4: Issues While Purchasing Online.

Responses	No. of Responses	Percentage
Yes	46	38.3
No	74	61.7
Total	120	100.0

From the collected data, 61.7% agree that they do not face problems when making online purchases. Meanwhile, 38.3% of respondents admitted that they face different problems when making online purchases

Table 5: Repetitive Purchase.

Responses	No. of Responses	Percentage
Yes	65	54.2
No	55	45.8
Total	120	100.0

From the above data it is observed that 54.2% of people make repeat purchases online and 45.8% do not make repeat purchases.

Table 8: Factors Effecting Online Shopping.

Factors Effecting Online Shopping*	Responses		Percent of Cases
	N	Percent	
Delivery time	44	13.6%	37.0%
Reputed Brands	35	10.8%	29.4%
Security	16	4.9%	13.4%
Good Description of Goods	17	5.2%	14.3%
Quality	34	10.5%	28.6%
Latest Trends	54	16.7%	45.4%
Entertainment	13	4.0%	10.9%
Discount	95	29.3%	79.8%
Others	16	4.9%	13.4%
Total	324	100.0%	272.3%

Table 9: Chi-Square Tests I.

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.995a	12	0.786
Likelihood Ratio	9.873	12	0.627
Linear-by-Linear Association	0.021	1	0.884
N of Valid Cases	120		

a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is 0.30.

Table 6: Price Comparison.

Responses	No. of Responses	Percentage
Always	53	44.2
Sometimes	62	51.7
Never	5	4.2
Total	120	100.0

It is clear that more than 95% of people compare prices before buying, from which 44.2% always compare prices before placing an order 51.7% sometimes compare, and 4.2% never compare.

Table 7: Satisfaction in online shopping.

Responses	No. of Responses	Percentage
Highly satisfied	5	4.2
Satisfied	86	71.7
Neutral	28	23.3
Dissatisfied	1	0.8
Total	120	100.0

From the study, it is clear that 71.7% of the respondents were satisfied with using online shopping. 4.2% are highly satisfied, 23% are neutral and 0.8% are dissatisfied.

Multiple response analysis of factors effecting online shopping shows that discount is one of the major factor that attracts the customers in doing online shopping. Latest trend in goods is also considered as an important factor that influenced customers to do online shopping. Delivery time, reputed brands, quality, good description about goods, security are some other elements that encourage customers to do online shopping. Since the significant level of the chi square test is 0.786, this is greater than the table value of 0.05, accepting the null hypothesis (ho). We therefore reject the alternative hypothesis (H1). So there is no relationship between professional qualification and online website preferred by the users.

Table 10: Chi-Square Tests II.

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	64.542 ^a	12	.000
Likelihood Ratio	15.423	12	0.219
Linear-by-Linear Association	1.495	1	0.221
N of Valid Cases	120		

a. 16 cells (80.0%) have expected count less than 5. The minimum expected count is 0.02

Table 11: ANOVA.

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	0.911	1	0.911	3.722	0.056
Within Groups	28.881	118	0.245		
Total	29.792	119			

V. CONCLUSION

The growth of online business is rapid. Technological developments and changing habits of people made the growth easier. Therefore online shopping is becoming a necessity among people and becoming a habit. The number of users also increased in a short period of time. We analyzed that more than the feature of door delivery other benefits such as discount, latest trend, timely delivery, Quality, well known brands, good description of goods, security, entertainment, etc are factors which attracted customers [5]. And also the most preferred website among the users is Amazon and Flipkart. Most of the customers make repeat purchases even if the customers encounter minute problems while making online purchase. Majority of the customers compare price before they making a purchase. So we can reach in a conclusion that price is the major element which influence the customers.

It has been found that professional competence does not influence the consumers to choose the same website at the same time satisfaction level influence consumers' continued use of same website. Hence the professional competence therefore a little influence impact on online buying behavior. It was also found that the regular problems encountered while shopping online reduced the repeat purchase behavior of the consumer.

VI. FUTURE SCOPE

In this present scenario major portion of the customers were already moved to the virtual field of shopping. The young people of today's will turn as future customers. So we can infer the future that it may completely depends on the virtual world of shopping. Hence the online trade is having very much importance. The study reveals about many different factors which influence and encourage the online shopping among young professionals. Since the technology is updating like inclusion of artificial intelligence etc, there is also vast scope for the online business. So we are encouraging further research in this field on influence of artificial intelligence as a factor of encouraging online shopping habits among youth [1].

The significant value of chi square test is 0.000 which is less than the table value 0.05, the null hypothesis (Ho) is rejected. We therefore accept the alternative hypothesis (H1). Hence there is a relationship between level of satisfaction towards online shopping and website preferred by the users.

The significant value 0.056 is greater than 0.05, therefore Ho rejected. Hence there is significant difference between preference towards repetitive purchase and issues faced while online shopping.

Researcher can further explore about the individual effect of all these factors and retailers opinion about these factors. It will also helps in the growth of online retailers.

Conflict of Interest. No.

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Environmental CSR practices pre and post implementation of Companies Act 2013

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Abstract

This study aims to presents an overview of the Corporate Social Responsibility (CSR) initiatives undertaken by Indian companies, concerning the Companies Act of 2013, striving towards environmental sustainability. The study will inquire into CSR models operated in India pre and post implementation of Companies Act 2013. Ministry of Corporate Affairs had issued Voluntary Guidelines on Corporate Social Responsibility for the effective collaboration of environmental sustainability and community accountability. It is an attempt to figure out various challenges faced by the corporate and its implications on community and environment.

Keywords: Corporate Social Responsibility, environmental sustainability, Community development.

Introduction

The present study compares CSR practices before and after the implementation of Companies Act 2013. It aims to presents an overview of the Corporate Social Responsibility (CSR) activities conducted by the Indian companies. The benefits of CSR activities includes growth of business in terms of economy is explained. The study also inquire into CSR models operated by Indian companies and the barriers faced by them while undertaking the CSR activities. The study was undertaken for a period of three years from 2004-15 to 2016-17 for which the target population selected were the companies having operations in India. For the research purposes, 40414 companies which submit their CSR reports to Ministry of Corporate Affairs (MCA) were taken as the total population. However due to non-fulfilment of the CSR practices criteria of the Companies Act 2013, finally about 160 companies participated in the research study.

Research Background

The companies hold responsible for the social and environmental impacts on business operations. This is popularly termed as corporate responsibility. The CSR activity also called as corporate sustainability is a type of international cloistered self-operation. CSR activities highly attract the enterprises and the stakeholders. A business person defines CSR as a business strategy. For an NGO activist as 'green wash' while government servants as voluntary regulation. In Indian context, corporate social responsibility acts beneficial to increase the economy and profit of the company as well. It can be applied to any business without making focused on their size and sector. The potential benefits of CSR activity provide a better understanding and recognition of a responsible business so that business achieves competitive advantage effectively. Regarding the adoption of CSR activity, India the CSR activity by amending the Companies Act 2013 in April 2014.

Aims and Objectives of the Study

Objectives can be general or specific. Specific objectives specify precisely what is done in each phase of the study, how, where, when and for what purpose. It can be said that the research objective is referred to as a fundamental part of the survey that helps the researcher to

execute the plan. In its primary step of the research that profoundly affects the collection of various data based on the study. It is often useful to consider the proposed research questions in terms of aim(s) and objectives (Chaudhri & Wang, 2007). The aim of the work should be clearly and concisely defined. Thus, primary aim of the study is to analyse CSR practices of companies before and after the implementation of the Companies Act 2013. To make the researcher designs the present study more scientific following objectives:

- To study the present status of CSR in India concerning Companies Act 2013.
- To compare the CSR practices of companies before and after the implementation of the Companies Act 2013.
- To compare total CSR spending of the companies for 2014-15, 2015-16 & 2016-17 financial years.

Samples for the Study

Implementation of the new Companies Act imposed obligatory social responsibility provisions upon companies operating in India. Out of the 40414 target population, 1352 companies satisfied the mandatory criteria for CSR imposed by the Companies Act 2013. The requirement of availability of financial data for two or more consecutive years further reduced the sample size to 257 companies. Thereafter, the websites of these companies were visited for detailed CSR initiatives of the companies. It was noted that not all the companies are disclosing the CSR initiatives in their reports. The reporting frameworks of all the selected 257 companies were not available, thus, all could not fall within the scope of the study. Hence, a list of 202 companies was finalized and approached for data collection, but only 160 companies positively responded.

Collection of Data

The data were collected from both primary and secondary sources. Researcher adopted interview schedules for collecting primary data from the professionals who were directly associated with the management and were responsible for the implementation of the CSR activities. Standardized interview schedules were administered to understand corporate social responsibility initiatives.

Policy Framework of Corporate Social Responsibility in India

CSR may be referred to as “corporate citizenship”, where it includes the incurring small expenditures that might not bring in instantaneous financial profits to the organisation but encourage positive and social development.

As far as CSR is concerned, the Companies Act, 2013 is landmark legislation, which accredited India to be the first country to adopt and implement investments into CSR. The Government of India has initiated a large number of efforts to engage businesses with CSR activities, as an agenda for national development. The beneficiary aspects of CSR are stated in Section 135 of the Companies Act, 2013. The Act came into effect from April 1, 2014, where every company, public or primary that has a net profit of 5 crores or a turnover value of 1,000 crores is required to use at least 2% of the average net profit for three previous years, for CSR activities. As mentioned in Schedule VII of the act, the CSR activities should not be associated with the general business activities.

The Policy identifies CSR as more like a commitment to establish the initiatives to enhance the societal environment by improving the lives of the underprivileged, rather than merely an agreement. As mentioned below, Section 135 of the Companies Act 2013 and

Company rules 2014's focus is being given below:

- Eradicating hunger, malnutrition and poverty while encouraging preventive healthcare and sanitation, making sufficient availability of drinking water;
- Development in the fields of education, involving employment enhancing vocational training, especially among women, children, elderly and the differently abled;
- Creating a balance in gender by empowering women in the workplace, building stays for women and orphans, day care centers, nursing homes, and other social facilities like old age homes for senior citizens and economically backward citizens;
- Enhancing maternal health by reducing the child mortality rates, by providing good hospital facilities and providing medicines at reasonable prices;
- Focusing more on the hygienic conditions of the hospitals and dispensary facilities and giving special attention to sanitation to combat HIV, malaria and other diseases;
- Taking care of environmental sustenance, ecological balance, protection of fauna and flora, natural resource conservation and maintaining the quality of soil, air and water;
- Preserving historical art and cultures, in the form of buildings, arts and crafts, temples, paintings, books and scriptures, historical sites and other significant factors of history, to preserve the national heritage;
- Realise the importance of war widows, armed forces veterans and provide special privileges to them, as a recognition to their services;
- Support the budding sportsmen of the rural areas and provide them with training and encouragement to participate in National or Olympic Sports;
- Encourage the rural and backward classes to adopt government policies for development and relief from poverty to the Scheduled Castes, Scheduled Tribes and other backward classes, including women and minorities;
- Funding to the technical advancements within the educational institutions, approved by the Central Government;
- Approving slum development projects;
- Rural development projects

The Indian companies have invested heavily on the enhancement of education and skill-based development, sanitation, hygiene, healthcare, rural projects and environmental issues, by allotting a portion of their earnings towards the community growth. Corporate Affairs Minister Arun Jaitley mentioned in a signed reply to Rajya Sabha on 1st March 2016 that a sum of 460 listed firms has been uncovered so far with a spending of Rs 6337.36 Crore while 2014-2015. In all of 4060 companies, 266 firms paid less than 2% of their overall profits.

Important Corporate Social Responsibility Models

CSR is identified as a western idea, because of its standards, appeal techniques and strong institutions that are often not successful in the implementation process in the developing nations such as India (Chapple and Moon, 2005). Weak measures as such pose difficulties for the firm while implementing and practicing CSR in these nations. Even though the South and the South-East Asian countries such as India still need to undergo an institutional reformation, the academics regarding this continued focus on the evaluation of the CSR in Indian institutions. But these researches are fairly limited to only self-reported questionnaire surveys on CSR (Krishna, 1992) that describes type and features of CSR in India (Sood & Arora, 2006), perceptions of Indian CSR (Narwal & Sharma, 2008), businessmen perception on CSR (Balasubramanian et al., 2005), and corporate social reporting (Raman, 2006).

The models of Corporate Social Responsibility, which are in use in India are discussed below:

Table 1.

Model Focus Champions

Model	Focus	Champions
Ethical	Voluntary commitment by companies to public welfare	M.K. Gandhi
Statist	State ownership and legal requirements determine Corporate responsibility	Jawahar Lal Nehru
Liberal	Corporate responsibilities limited to private owners (Shareholders)	Milton Friedman
Stakeholder	Companies respond to the needs of stakeholders- customers, employees, communities, etc.	R. Edward Freeman

CSR Reporting

The new Act requires that the board of the company shall, after taking into account the recommendations made by the CSR committee, approve the CSR policy for the company and disclose its contents in their report and also publish the details on the company's official website, if any, in such manner as may be prescribed. If the company fails to spend the prescribed amount, the board, in its report, shall specify the reasons. Clause 135 of the Companies Act, 2013 requires a CSR committee to be constituted by the board of directors. The CSR committee will also be required to ensure that all the income accrued to the company by way of CSR activities is credited back to the CSR corpus.

CSR practices pre and post implementation of Companies Act 2013

While carrying out the research study reliability test was done by the researcher to determine the factors among the observed variables. The use of reliability test helped in reducing the number of variables that were excessive in nature in the collected data. By the conduction of reliability analysis, the variables with similar characteristics are grouped together. Hence, the reliability analysis can be used to produce a small number of factors from a large number of variables which is capable of explaining the observed variance in the more significant number of variables. In order to get more accurate and relevant information related to the conduction of the research process, the researcher carried out evaluation of CSR practices pre and post implementation of the Companies Act 2013. For this Cronbach Alpha which is a reliability test was conducted by the researcher within SPSS. This enabled the evaluation of the internal consistency that is the reliability of the measuring instrument (Questionnaire) in an appropriate manner.

Table 2.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
-.047	.052	14
a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions.		

Table 3.
Item Statistics

	Mean	Std. Deviation	N
Q_1	2.306	.8615	160
Q_2	4.219	.4715	160
Q_3	4.525	.7519	160
Q_4	4.669	.4721	160
Q_5	4.181	.4607	160
Q_6	4.656	.5022	160
Q_7	4.206	3.4442	160
Q_8	4.725	.4617	160
Q_9	4.325	.9149	160
Q_10	4.381	.4872	160
Q_11	3.756	.5349	160
Q_12	4.656	.4765	160
Q_13	4.800	.4013	160
Q_14	4.300	.4597	160

The above table for item statistics describe the features of data that is it provides mean and standard deviation of the data. While analyzing the reliability statics the value of Cronbach Alpha was found to be -.047. While analyzing the facts, the estimation of the Cronbach's Alpha Based on Standardized Items was found to be about .052 when the total population N is given about 14. Hence, it could be concluded that it reflected low reliability of the measuring instrument and indicated a low level of internal consistency with respect the variables of CSR practices pre and post implementation of Companies Act 2013.

The amount of money spent by the organizations for mandatory CSR initiatives in three years.

From the table of report, mean, number, standard deviation and Sum of the total amount of money spent by organization for mandatory CSR initiatives in the three years.

Table 4.
Report

	2014-15	2015-16	2016-17
Mean	226924971.618	268600269.906	91681387.650
N	160	160	148
Std. Deviation	662895906.599	743504141.9269	390733538.498
Sum	36307995459.00	42976043184.96	13568845372.71

Findings

The researcher analyzed that the companies had many initiatives like Go Green, Plant More Trees, Keep Environment Save, etc. to save and conserve the environment (Henderson, 2007). While some of the corporates were also found to be carrying out CSR practices to bring

positive changes and improvements in the local communities and societies. Some of the companies were found to be collaborating their CSR activities with the Non-Profit Organizations (NGOs) and working together to carry out social development and environmental sustainability activities. Irrespective of the size sector and company goals, the companies were found to be implementing CSR practices into their working operations and the business firms so that development initiatives could be done at local community levels safeguarding the environmental interest.

While focusing on analyzing the facts relevant to the present status of CSR in India with respect to Companies Act 2013, the researcher found that with the introduction of Companies Act 2013, significant changes to the working and functioning of the Indian companies were visible and resultantly led to the deployment of Corporate Social Responsibilities in the working of the Indian organizations. Many companies have adopted CSR practices in order to pay back to society. Hence, it could be said that due to the adoption of CSR activities the companies had grown exponentially and CSR practices are regarded as one of the significant activities that are done by the corporate. It also helps the corporate to get recognition and respect in the community (Shen, Govindan & Shankar, 2015). This profoundly impacted the working of the organizations also. While making a comparison between the total CSR spending of the companies for the 2014-15, 2015-16 and 2016-17 financial years, the researcher found that the Companies had made immense efforts in the various years, and the contribution of companies towards the implementation of CSR activities had increased from 2014-15 to 2016-17 financial years (Charles Jr, Schmidheiny & Watts, 2017). In the 2014-15 financial years the contribution of corporate towards the CSR activities was found to be about Rs. 5620031675.94 crores on an average basis. The contribution done by the companies in the year 2015-16 increased considerably to about Rs. 3879472425.00 crores. In addition to this, it was found that the contribution made by the companies in the year 2016-17 was about Rs. 937800000.00 crores.

Conclusion

From this study it was founded that after the implementation of companies' act 2013 presently both public and private sector companies are equally doing well with regard to the CSR activities. It is observed that during the "before 2013" period, many of the studies mentioned that Companies have not paid required attention for CSR Projects. However, the situation is not thoroughly improved even after the amendment of Companies Act 2013. It is disheartening to note that the companies are not able to completely spend 2% of their net profits for CSR. It is observed that Indian Corporate still needs some time to understand the legal implications and tune their practices accordingly. Every-one has to understand that spending money on CSR is not a wasteful expenditure. In fact it is a wise investment and also ethically one feels satisfied because he is giving something back to the society for he took many things from society. If CSR is seen with this spirit, day is not too far that India stands number one in the world ranking of CSR implementation.

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A study on the Effectiveness of Training and Development in Bharat Sanchar Nigam Limited (BSNL), Kannur

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ABSTRACT

The importance of training and development is increasing day by day due to the rapid changes happening in the society. Without proper training a man cannot equip himself with the skills that are required to sustain in this rapid changing world. The purpose of this study is to know the effectiveness of training in relation to the job performance of employees in BSNL Ltd. In order to analyze the effectiveness of training 50 employees covering all the departments of the organization was included in this study. Chi-square and percentage analysis are used in this study to analyze the effectiveness of training. BSNL provides effective induction and in service training which is beneficial for the attainment of organizational as well as personal goals. It is evident from the study that, the training programmes are beneficial to the employees to reduce frustration with regard to new working environment and rapid changes. This paper analyses various method of training, attitude of employees towards training, training needs, importance of induction and in-service training delivery, rating of training needs, emphasis of managerial capabilities through training, components to be included for effective training, barriers to training and overall rating of training provided by BSNL Ltd.

Keywords: Training, Development, BSNL & Telecommunication

1. INTRODUCTION

India's telecommunication network is the second largest in the world based on the total number of telephone users. It has one of the lowest call tariffs in the world enabled by the mega telephone networks and hyper competition among them. It has the world's second largest internet user base. Bharat Sanchar Nigam Limited, (BSNL) is an Indian state-owned telecommunication company, headquartered in New Delhi, India. It was incorporated by Government of India on 1 October 2000. It provides mobile voice and internet services through its nationwide telecommunications network across India. No other industry touches as many technology-related business sectors as telecommunications, which, by definition, encompasses not only the traditional areas of local and long-distance telephone service, but also advanced technology-based services including wireless communications, the Internet, fiber-optics and satellites. Over the years, not only has interest in the topic grown but there have been dramatic changes in both the science and practice of training and development. These trends include the emergence of more theory-driven training research, greater consideration of the role of the trainee and training context, examination of learning that occurs outside the classroom and understanding training's impact across different levels of analysis. (Bell, Tannenbaum, Ford, Noe & Kraiger, 2017)

Training is a process whereby an individual acquires job-related skills and knowledge. Trained employees are more productive than untrained. If a person is not trained properly, then he or she may not be able to perform the assigned duties in a well and efficient manner and which will adversely affect the organizational goals as well as the employee. Over the past century, training and development in organizations has undergone a remarkable transformation. As the nature of

work has changed, training objectives have broadened beyond improving efficiency on simple manual tasks to providing employees with the skills needed to perform complex and dynamic jobs (Kraiger & Ford, 2007). If an employee is not trained well, then there are possibilities for low productivity, chances of mistakes, accidents etc. Technological updates, assigning of new roles, changes in production methods, arrival of new employees etc., compels the requirement of training. So now a day's organizations give priority to training for the organizational as well as personal development of the employees. Training is, therefore, a process whereby an individual acquires job-related skills and knowledge. On this behalf, a research study was carried out in BSNL Ltd, Kannur to identify the effectiveness of training.

2. EXPERIMENTAL

A study on the Effectiveness of Training and Development is conducted at Bharat Sanchar Nigam Limited (BSNL) Kannur. Both primary and secondary data were used in this study. This study was carried out with the help of a structured questionnaire, which helped in accomplishing the research objectives. Sample of 50 employees covering all the departments of the organization was included in this study. Employees were asked to fill the questionnaire.

3. RESULTS AND DISCUSSION

Tools used for analyzing the results were chi-square and percentage analysis. Study was analyzed with the help of hypothesis. Hypothesis means a mere assumption or some supposition to be proved or disproved, hypothesis is of two types:

Null hypothesis (Ho) - there is no significant relationship between independent and dependent variable.

Alternative hypothesis (H1) – there is a significant relationship between independent and dependent variable

Chi-square tests

1. Attitude employees and effectiveness of training

Ho – Attitude of employees is independent on the effectiveness of training programs

H1 – Attitude of employees is dependent on the effectiveness of training programs

Table No. 1: Attitude * Training Effectiveness Crosstab

Training Effectiveness	Attitude		Total
	Yes	No	
Highly Satisfied	18	2	20
Satisfied	10	4	14
Neutral	2	6	8
Dissatisfied	1	3	4
Highly Dissatisfied	2	2	4
Total	33	17	50

Source: Sample survey

Table No. 2: Observation Table

O _i	E _i	(O _i -E _i)	(O _i -E _i) ²	(O _i -E _i) ² /E _i
18	13	5	25	1.92
10	9	1	1	0.11
2	5	-3	9	1.80
1	3	-2	4	1.33
2	3	-1	1	0.33
2	7	-5	25	3.57
4	5	-1	1	0.20
6	3	3	9	3.00
3	1	2	4	4.00
2	1	1	1	1.00
$\sum(O_i-E_i)^2/E_i=$				17.26

Source: Sample survey

Calculated value =17.26

Degree of freedom =(C-1)*(R-1) = 4

Level of significance = 5%

Table value = 9.488

Interpretation:

Here, table value is less than the calculated value. So we reject H₀ and accept H₁. Therefore attitude of employees influences the effectiveness of training program.

2. Training need analysis and identifying skill set required

H₀ - Training need analysis is independent on identifying required skill set for performing task

H₁ – Training Need Analysis is dependent on identifying required skill set for performing task

Table No. 3: Training Need Analysis * Skill set for performing task Crosstabs

Skill set for performing task	Training need analysis			Total
	Good	Average	Poor	
Often	13	5	6	24
Sometimes	8	7	2	17
Never	5	2	2	9
Total	26	14	10	50

Source: Sample survey

Table No. 4: Observation table

O _i	E _i	(O _i -E _i)	(O _i -E _i) ²	(O _i -E _i) ² /E _i
13	12	1	1	0.08
5	7	-2	4	0.57
6	5	1	1	0.20

8	9	-1	1	0.11
7	5	2	4	0.80
2	3	-1	1	0.33
5	5	0	0	0
2	3	-1	1	0.33
2	2	0	0	0
$\sum(O_i - E_i)^2 / E_i =$				2.42

Source: Sample survey

Calculated value = 2.42

Degree of freedom = (C-1) * (R-1) = 4

Level of significance = 5%

Table value = 9.488

Interpretation:

Here, table value is greater than calculated value. So we reject H1 and accept H0. Hence training need analysis is independent on identifying skill set required for performing the tasks.

Percentage analysis

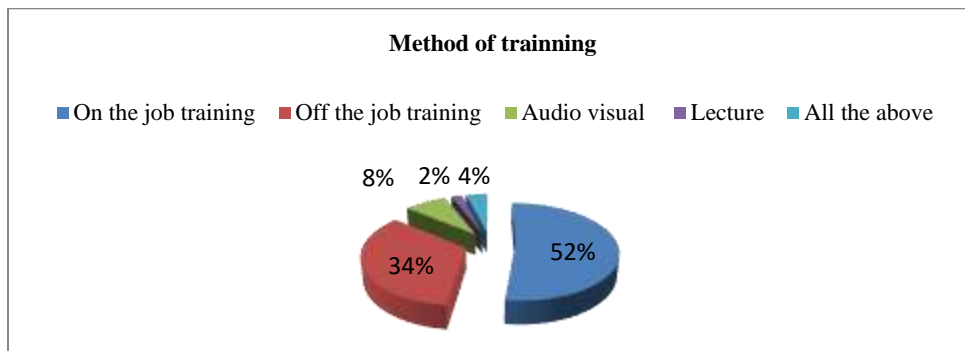
3. Method of training program organization provides

Table No. 5: Method of training

Responses	No. of respondents	Percentage
On the job training	26	52
Off the job training	17	34
Audio visual	4	8
Lecture	1	2
All the above	2	4
Total	50	100

Source: Sample survey

Chart No. 1: Method of training



Source: sample survey

Interpretation

52% of employees are of opinion they are provided with on the Job method of training

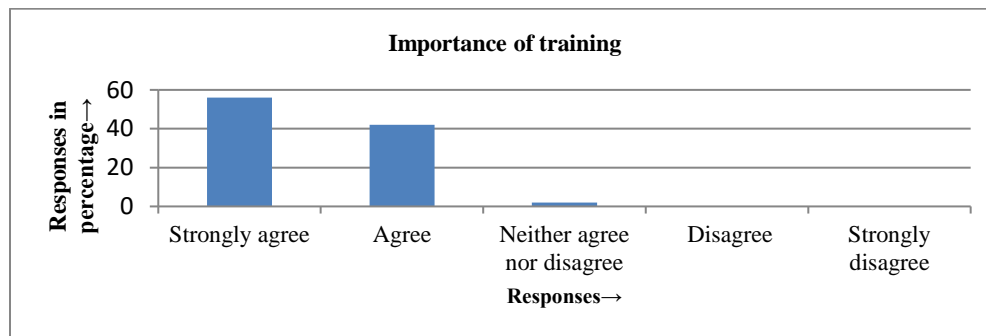
Inference

Company is adopting on-the job mode for training

4. Importance of induction & in-service training**Table No.6: Induction & in-service training**

Responses	No. of respondent	Percentage
Strongly agree	28	56
Agree	21	42
Neither agree nor disagree	1	2
Disagree	0	0
Strongly disagree	0	0
Total	50	100

Source: Sample survey

Chart No. 2: Importance of training

Source: Sample survey

Interpretation

56% of the employees are of opinion that adequate importance are given for induction & in-service training in their company

Inference

Majority of employees agree that induction as well as in-service training is given adequate importance in their company

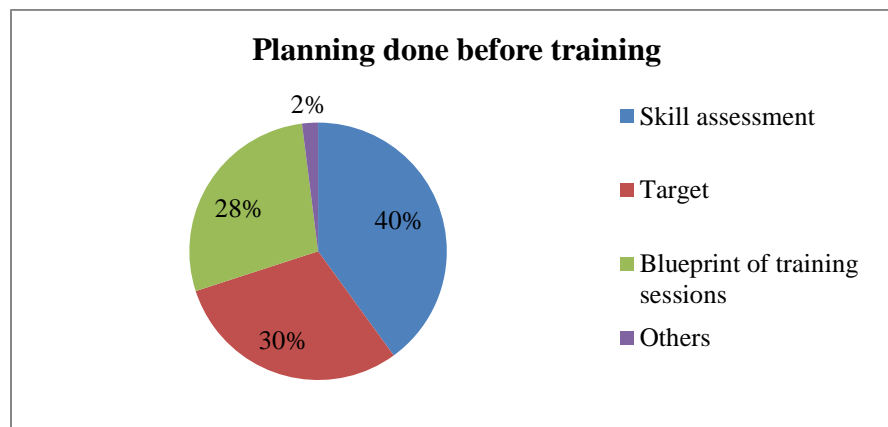
5. Planning done before training delivery

Table No. 7: Planning before delivery

Responses	No. of respondent	Percentage
Skill assessment	20	40
Target	15	30
Blueprint of training sessions	14	28
Others	1	2
Total	50	100

Source: Sample survey

Chart No. 3: Planning done before training



Source: Sample survey

Interpretation

40% of employees are of opinion that proper planning are done before commencement of training delivery

Inference

Majority of employees are of opinion that they are selected for training after proper assessment of their skills

6. Rating of training need analysis of the company

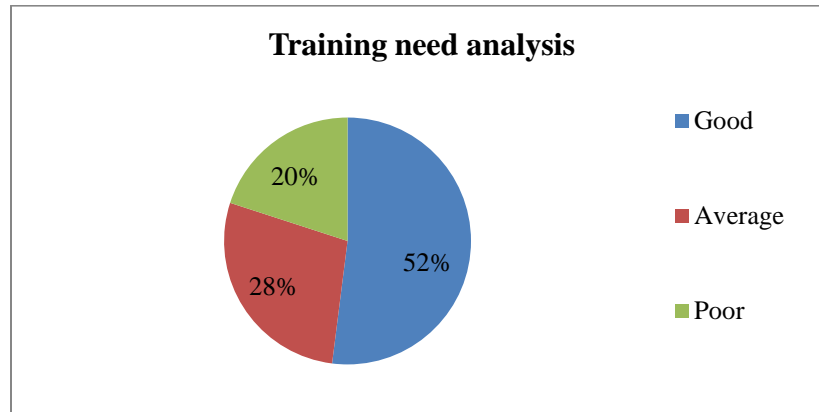
Table No. 8: Training needs analysis

Reponses	No. of respondents	Percentage
Good	26	52
Average	14	28
Poor	10	20

Total	50	100
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Source: sample survey

Chart No. 4: Training needs analysis



Source: sample survey

Interpretation

52% of employees rate that training need analysis in their company is good

Inference

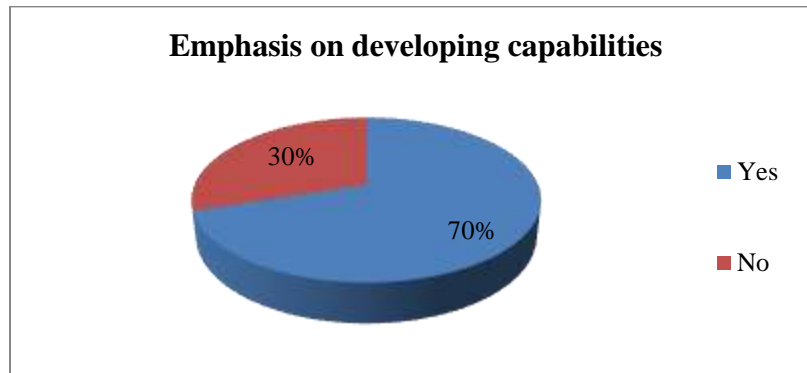
Training need analysis is going well in the company

7. Emphasis on developing managerial capabilities of managerial staff through training

Table No.9: Managerial capabilities through training

Responses	No of respondents	Percentage
Yes	35	70
No	15	30
Total	50	100

Source: sample survey

Chart No. 5: Managerial capabilities through training

Source: sample survey

Interpretation

70% of employees agree that there is adequate emphasis on developing managerial capabilities through training only 30% are dissatisfied.

Inference

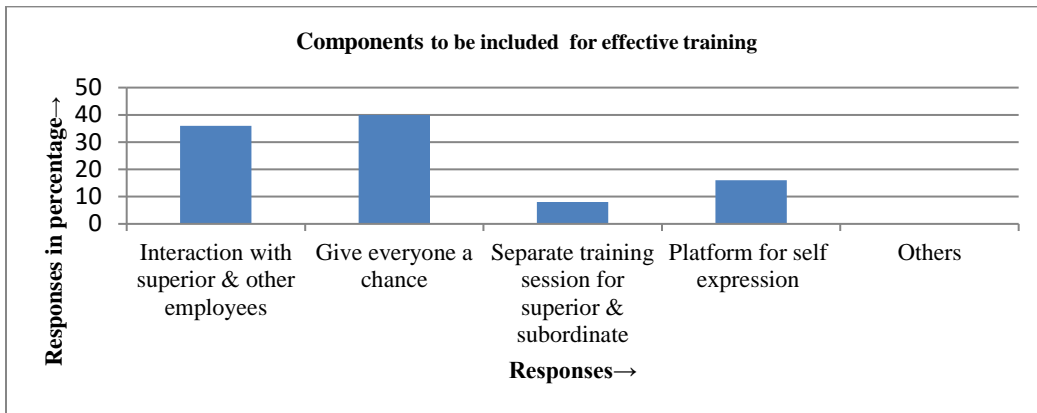
Training provided by the BSNL Ltd is adequate enough to develop managerial capabilities.

8. Component to be included for effective training**Table No.10: Components for effective training**

Responses	No. of respondents	Percentage
Interaction with superior & other employees	18	36
Give everyone a chance	20	40
Separate training session for superior & subordinate	4	8
Platform for self expression	8	16
Others	0	0
Total	50	100

Source: sample survey

Chart No.6: Components for effective training



Source: sample survey

Interpretation

40% of employees are of the opinion that giving a chance to everyone will make training program more effective

Inference

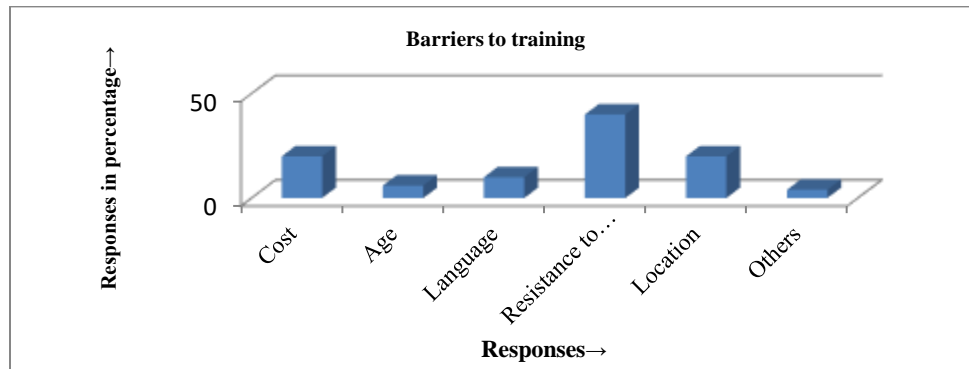
The inclusion of giving a chance to everyone makes the training programs more effective.

9. Barriers to training & development in the organization

Table No.11: Barriers to training

Responses	No. of respondents	Percentage
Cost	10	20
Age	3	6
Language	5	10
Resistance to change	20	40
Location	10	20
Others	2	4
Total	50	100

Source: sample survey

Chart No.7: Barriers to training

Source: sample survey

Interpretation

40% of employees believe that resistance to change is the main barrier to training & development in their organization

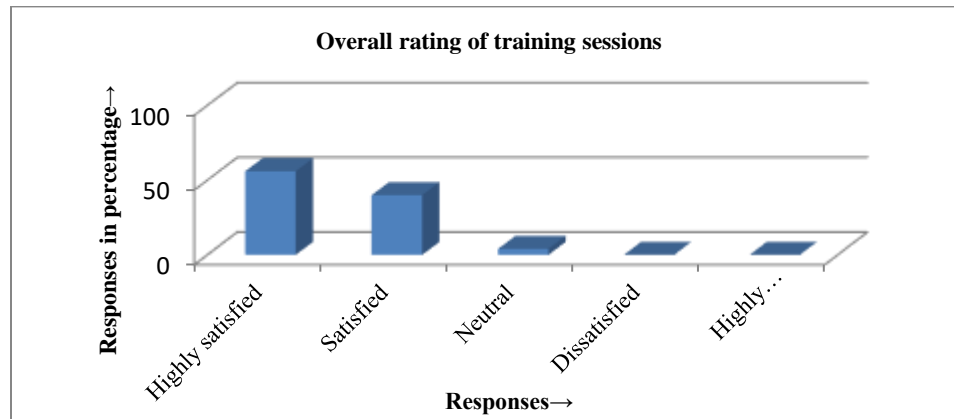
Inference

Resistance to change act as one of the major barrier towards training & development

10. Overall rating of training sessions provided by the company**Table No. 12 : Overall rating of training**

Responses	No. of respondents	Percentage
Highly satisfied	28	56
Satisfied	20	40
Neutral	2	4
Dissatisfied	0	0
Highly dissatisfied	0	0
Total	50	100

Source: sample survey

Chart No. 8: Overall rating of training

Source: sample survey

Interpretation

56% of employees are highly satisfied with the training sessions provided by the company

Inference

Majority are highly satisfied with training sessions provided by the company

4. CONCLUSION

From this research it is clear that, attitude of the employees plays a vital role in measuring the effectiveness of training. Training need analysis is independent for identifying required skill set for performing tasks, so company should take adequate measures in planning TNA for identifying skill set required for performing tasks. On the job method of training is adopted by the company, so company can also include off the job training method to make training more effective. BSNL provides adequate emphasis on induction and in service training. Majority of the employees are satisfied with the pre-planning process done by the company before conducting the training programme. It is advisable for the company to conduct separate training for superior and subordinate in different periods. BSNL provides adequate emphasis on developing managerial capabilities of managerial staff through training. Majority of employees are of the opinion that, company should increase the duration of training. The study also reveals that, resistance to change is a major barrier for conducting training. Most of the employees are satisfied with the training sessions provided by BSNL Ltd. The study has attempted to shed light into the domain of employee attitudes, in terms of their relation to perceived training effectiveness. Future studies can further elucidate the found relationships, offering greater insight, concerning causality, incorporating more parameters in more comprehensive models and improving the efficaciousness of the existing ones. (Alexandros & Bouris, 2007).

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**INTERNATIONAL JOURNAL OF BUSINESS, MANAGEMENT
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**Integrating Environmental Sustainability into CSR Practice: A study on
Indian Companies**

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ABSTRACT

The concept of Corporate Social Responsibility (CSR) has been broadly debated during the last few decades. Businesses are different in the extent to which they engage in CSR activities and how they communicate about these activities. Several factors could influence the extent to which corporations are able to integrate CSR activities into their business strategies. Such factors could be related to the environment in which the corporation operates, but might as well be comprised from more company-specific characteristics. The concept of sustainability has been adapting to the contemporary requirements of a complex global environment, but the underlying principles and goals, as well as the problems of their implementation, remained almost unchanged.

Keywords: Environment, Sustainability, CSR & Strategies.

1. INTRODUCTION

The term sustainable development was originally introduced in the field of forestry, and it included measures of afforestation and harvesting of interconnected forests which should not undermine the biological renewal of forests [4]. This term was firstly mentioned in the Nature Conservation and Natural Resources Strategy of the International Union for Conservation of Nature published in 1980 [5]. Although initially sustainable development primarily viewed an ecological perspective, soon it spread to social and economic aspects of study. The imbalance between human development and ecological limits has pointed to the growing environmental problems and possible consequences with disastrous proportions. From its origins until today the concept of sustainable development has been faced with different interpretations and criticisms. The companies hold responsible for the social and environmental impacts on business operations. This is popularly termed as corporate responsibility. The CSR activity also called as corporate sustainability is a type of international private self-operation. CSR activities highly attract the enterprises and the stakeholders.

2. OBJECTIVES OF THE STUDY

To achieve the objective of the study, the researcher designed the following objectives.

- a) To evaluate the organizations' level of awareness about CSR.
- b) To evaluate the CSR practices of Indian companies on environmental sustainability.

2.1 Environmental Sustainability

Environmental sustainability is described as responsible interplay with the environment to keep away from depletion or degradation of herbal sources and permit for lengthy-term environmental first-class. The practice of environmental sustainability facilitates to ensure that the desires of the contemporary populace are met without jeopardizing the ability of destiny generations to fulfil their wishes. When we take a look at the natural environment, we see that it has an as a substitute great ability to rejuvenate itself and maintain its viability. For example, while a tree falls, it decomposes, adding vitamins to the soil. Those vitamins help sustain suitable situations so future saplings can grow. While nature is left on my own, it has an excellent ability to care for itself. But, while the guy enters the photograph and makes use of among the herbal resources furnished by using the environment, things alternate. Expanding natural resources is humanly mandated, and without the software of environmental sustainability methods, lengthy-time period viability can be compromised [3].

Irrespective the conservation of resources, environmental sustainability is now widely recognized as a mandate in an international arena. Environmental sustainability means, it must not degrade the diversity and biological productivity of ecosystems nor ecological processes and vital systems. Environmental sustainability challenges the environmental security [1].

2.2 Environmental Impacts due to CSR

Companies in today's business environment are increasingly becoming aware of the relationships and the consequences of engaging in sustainability-related activities and the associated impact on corporate performance. In a report by Nielsen [6], year-long analysis of 34 organisations in nine countries reported that the organisations that promote sustainability initiatives in marketing programs experience an increase in sales five times greater than organisations that did not invest in promotions about their sustainability. Despite these positive findings, the marketing literature has been surprisingly sparse regarding how brands should invest in various types of sustainability initiatives, and whether consumers evaluate brand messages differently depending on the nature of the effort. Both environmental and social sustainability activities are significant efforts for organisations, at times they prioritise their contributions and expenditures on sustainability activities due to budget constraints and to maintain an ever present message around the organisation's marketing efforts. Social and environmental resources and capabilities are distinct and tend to have different impacts on stakeholders' perceptions and business outcomes from a resource-based view [2]. Accordingly, CSR activities that focus on environmental and social dimensions trigger different consumer preferences when enacted by various companies [7]. Leaders and managers across the industry are focused on developing sustainable organisational capacities by employing structural changes in the organisational processes and operations to practice green management to create green and environmentally friendly products and services. However, it has been seen that plants located in the emerging economies than in the industrialised and the developing countries are more particular to emphasise environmental initiatives across organisational processes, products and services [8].

3. DATA ANALYSIS AND INTERPRETATION

The analysis and interpretation of "Integrating Environmental Sustainability into CSR Practice: A study on Indian companies" is presented based on a sample of 160 corporate respondents selected from different parts of India through a questionnaire comprising of study related factors. The results are presented using various statistical tools in tune with the objectives of the study.

3.1 Level of awareness and environmental CSR practices by Indian companies

The value for Cronbach alpha which in this case is .136 and reflects low reliability of the measuring instrument. Furthermore, it indicates low level of internal consistency with respect to the variables of the level of awareness and environmental CSR practices by Indian companies.

Table 1. Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.136	.115	14

Table 2. Item Statistics

	Mean	Std. Deviation	N				
QA_1	4.463	.5003	149	QA_2	4.819	.3865	149
				QA_3	4.631	.4842	149

QA_4	4.651	.4783	149
QA_5	4.664	.4738	149
QA_6	4.785	.4120	149
QA_7	4.886	.3190	149
QA_8	4.866	.3420	149
QA_9	3.141	.7262	149

QA_10	1.611	.6947	149
QA_11	3.456	1.0558	149
QA_12	2.993	.8967	149
QA_13	4.718	.5585	149
QA_14	4.799	.4346	149

The above table for item statistics describe the features of data that is it provides mean and standard deviation of the data.

While carrying out the research study process reliability test was done by the researcher in order to determine the factors among the observed variables. The use of reliability test helped in reducing the number of variables that were excessive in nature in the collected data. By the conduction of reliability analysis, the variables with similar characteristics are grouped together. Hence, the reliability analysis can be used to produce a small number of factors from a large number of variables which is capable of explaining the observed variance in the larger number of variables. In order to get more accurate and relevant information related to the conduction of the research process, the researcher carried out a study on the level of awareness about CSR. For this Cronbach Alpha which is a reliability test was conducted by the researcher within SPSS. This enabled the evaluation of the internal consistency that is the reliability of the measuring instrument (Questionnaire) in an appropriate manner. While analyzing the reliability statistics the value of Cronbach Alpha was found to be .115. While analyzing the facts, the estimation of the Cronbach's Alpha Based on Standardized Items was found to be about .152 when the total population N is given about 14. Hence, it could be concluded that it reflected low reliability of the measuring instrument and indicated a low level of internal consistency with respect to the variables of the level of awareness and motivation to comply with CSR.

4. CONCLUSION

For the sustainable development of the business through CSR, the companies should inform and educate the stakeholders. Proper internal communication and transparency should be maintained. Evaluating the level of awareness and motivation of selected companies to comply with CSR, the study found that most corporate users carried out environmental CSR activities. While critically evaluating the CSR performance of Indian companies on environmental sustainability, the researcher found that many companies in India used to carry out CSR activities in the environmental sustainability section. It was also found that many companies have established gardens and theme parks, introduced eco-friendly manufacturing and packaging techniques, etc. to help to conserve the environment in a constructive manner. The companies collaborated with the local people and NGOs to provide clean up the localities and provide adequate storage and cleaning facilities so that the preservation of the environment could be done in an adequate manner. It was found that the practice of CSR activities is necessary to bring about inclusive growth is India's industrial and corporate sector which would help to provide benefits to the society and community development to a great extent.

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Integrating responsible management practices and sustainable development goals in business education

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Abstract

Higher educational institutions especially business schools are expected to guide, in the entrenching of sustainability into business culture through education and training. Today sustainable development and responsible management are often perceived as a different topic and separated from the core area of business environment or even dismissed from the syllabus. Most of the management students pass their degree with limited exposure to the importance of sustainable development and the exposure they get is often not presented in a way that is relevant to or useful for their future careers. The objective of this paper is to create awareness among budding managers about the importance of sustainable business practices. This conceptual paper throws light on the role played by responsible management in business education. Business schools are having a major role in shaping the attitudes and behavior of future business leaders by imparting sustainable development goals and responsible management practices.

Key words: Responsible Management, Sustainable Development, Business education

Introduction

Business education is diversified beyond teaching traditional skills and profit maximisation. There is, instead, greater focus on social purpose, including sustainability and improved ethics and governance practices. Business management schools play a key role in shaping the skills and mindsets of future business leaders, and can be powerful drivers of corporate sustainability. The concept of responsibility management and sustainability are gaining recognition as an essential elements in higher education for generating talented and ethical leaders. Academic institutions help shape the attitudes and behavior of business leaders through business education, research, management development programs, training, and other pervasive, but less tangible, activities, such as the spread and advocacy of new values and ideas. Through these means, academic institutions have the potential to generate a wave of positive change, thereby helping to ensure a

world where both enterprises and societies can flourish. (Global Compact, 2007). “Teaching responsible management is not like teaching a set of principles or a set of methods or techniques, which is what you do when you teach marketing, statistics, or accounting. So you have a set of things which you can teach. But when you are teaching ethics or responsible management, you are not teaching a set of techniques, you are telling people how to think, how to evaluate, how to balance various things, various forces and various factors, and how this balancing has to be done all the time in your life.”(Professor Narayanaswamy, IIM)

Objectives of the study

1. To examine the level of awareness among management students about responsibility management and sustainable development concept.
2. To identify the merits and demerits of integrating responsibility management and sustainable development practices in management education.
3. To study the institutional impact after integrating responsibility management practices in management education.

Principles of responsibility management:

The role of higher education, particularly business education, is extremely important in cultivating sustainable mindsets among future generations of business leaders. Higher educational especially management institutes are involved in the development of current and future managers there has to be a willingness to progress in the implementation, within the institution, of the following Principles, starting with those that are more relevant to the capacities and mission. Reporting on progress to all the stakeholders and exchanging effective practices related to these principles with other academic institutions should also be there. (unprme.org)

1. Principle of Purpose: Develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.

2. Principle of Values: Incorporate into the academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.
3. Principle of Method: Create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.
4. Principle of Research: Engage in conceptual and empirical research that advances the understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.
5. Principle of Partnership: Interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.
6. Principle of Dialogue: Facilitate and support dialog and debate among educators, students, business, government, consumers, media, civil society organisations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.

Role of responsible management in Business education

The United Nations (UN)-supported Principles for Responsible Management Education (PRME) initiative is an important catalyst for the transformation of management education. Backing out of the discussion by claiming that “ethics cannot be taught” and that “ethics courses do not produce ethical managers” seems neither correct nor reasonable since, as far as I can tell, courses on leadership also do not by design produce great leaders and courses on marketing quite rarely produce outstanding brand managers. The bottom line is that, as with any other course within the business school curriculum, students as well as faculty need to be motivated and ‘open’ towards responsible management education to warrant learning success. As indicated above, most students are willing to accept business ethics as part of their curriculum. (Rasche A, 2010)

Sustainable development

Sustainable development is a complex concept generating a diversity of interpretations and debates. It has become a kind of conceptual touchstone, one of the defining ideas of contemporary society. Today, economic growth and business expansion must answer to critical concerns about environmental sustainability, biodiversity loss, and human exploitation. It is essential for a management student to consider current problems of sustainability from many perspectives, understand their complexity and use a variety of approaches to think creatively about potential solutions. This is a process of learning about the relationship between economic activity and social and environmental development, the economic theories that underpin sustainable development policy interventions, and how those theories impact upon policy design. Sustainability activities in these core elements cause overall social, environmental and economic impacts (Gupta and Singhal, 2017). The term sustainable development began to gain wide acceptance in the late 1980s, after its appearance in *Our Common Future*, also known as *The Brundtland Report*. The World Commission on Environment and Development, as it was formally called, sought to draw the world's attention to "the accelerating deterioration of the human environment and natural resources and the consequences of that deterioration for economic and social development." Sustainable development is about integration: developing in a way that benefits the widest possible range of sectors, across borders and even between generations. In other words, our decisions should take into consideration potential impact on society, the environment and the economy, while keeping in mind that: our actions will have impacts elsewhere and our actions will have an impact on the future.

Responsible Management benefits and challenges

Impacts on Sustainable Development materialize along complex pathways, particularly in the area of research and education (Koehn and Uitto, 2014). They can be direct and indirect, intended and unintended and positive and negative; they may present themselves after a significant time lag, at a distance from the HEI's location, or at a systems level (Lebeau and Cochrane, 2015). "For individuals, the outcomes of higher education are harvested over adult lifetimes averaging fifty to sixty years after graduation from college. For society the impacts may persist through centuries."

Benefits

Responsible Management involves professional act by managers to interact with their stakeholders. This is the way organizations discharge their responsibilities to the community and help to solve the economics and social problems. Meanwhile another earlier study give a different perspective on responsible management which is a mechanism that will encompass issues, processes and values that companies must tackle so as to minimize harmful effects of their activities. Sometimes companies struggle to balance the profit and benefit they will earn with the effort to reduce the damage done by their activities (Schouten, 2007). It is claimed that companies will get benefit by engaging in responsible management because the activities can better enhance financial performance, improve the image of the organizations and enable to attract as well as retain best workplace, which would lead to increase the value of the companies in the market.

Challenges

High cost involved in conducting responsible management activities is claimed to be the main challenge to organizations (Bergstrom, Solér, Shanahan, 2005). As a consequence, organizations tend to pay more attention to short term programs rather than those programs which would have long term advantages and would be able to provide profits in the long run (Swierczek, Onishi, 2003). Organizations tend to be more concerned and focus on the cost involved and competitive advantage that they would gain rather than health, security and ecology development of the society (Setthasakko, 2009). This notion is also supported by Fai Yuen and Ming Lim (Fai Yuen, Ming Lim, 2016) which found that organizations' lack of strategic vision and unwillingness to spend on CSR activities are among the significant barriers in implementing responsible management. Another barrier for the industry to implement Responsible management is cultural diversity. This factor has affected the success of responsible management operation and there is a need for a change in organizational culture to also include their concern about ecology and society in their business plans and practices (Setthasakko, 2009). The barrier rise when people with different beliefs and values in different culture have to work together in an organization. Their different way of thinking and style of communication may cause misunderstanding in the implementation

processes. This barrier can affect the productivity as well as the effectiveness of the team to work together (Setthasakko, 2009).

Research Methodology

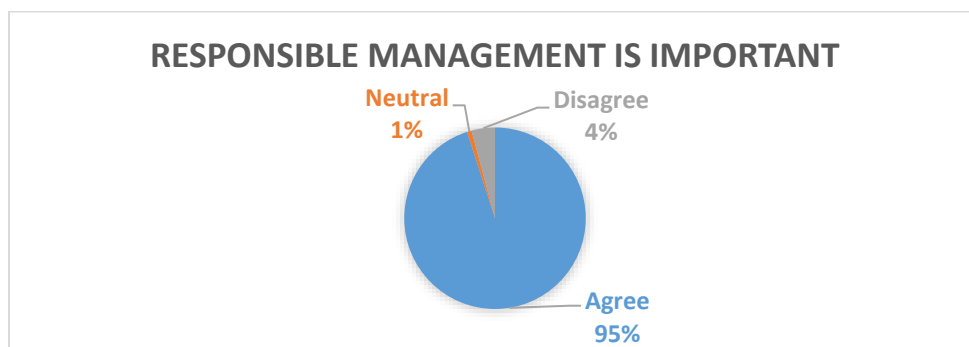
Sample, Demographic profile and time period: The sample constituted of (N=120), 78 male respondents and 42 female respondents from various management institutes in north Kerala. The main survey was conducted during the months of October- December 2019. The questionnaire were distributed among 260 participants. However only 120 completely filled responses were collected within the specified time period.

Data analysis & Results

The primary data collected through the review were systematically analyzed in which the detailed analysis and interpretation of each of the sample was done. The result of data analysis was checked against the objective formulate. The classification of the data were done according to the attributes, i.e the on the basis of common characteristics which were descriptive in nature.

Table 1.Responsible management (RM) practice is an important concept

RM is important	Agree	Neutral	Disagree
Frequency	114	1	5
Percentage	95	0.83	4.16

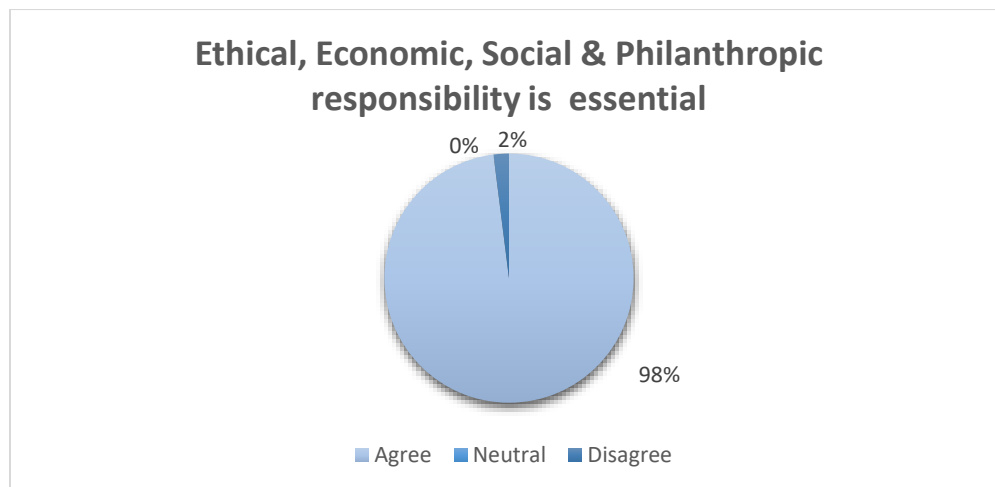


Graph No.1

From the table it was observed that 95% of the management students are of the opinion that responsible management practice is an important concept. Whereas below 1% of the management students are neutral to give opinion about this and only 4% of the students disagree with the statement.

Table 2. Ethical, Economic, social & Philanthropic responsibility is an essential part of business management

Ethical, Economic, Social & Philanthropic responsibility	Agree	Neutral	Disagree
Frequency	118	0	2
Percentage	98.33	0	1.66



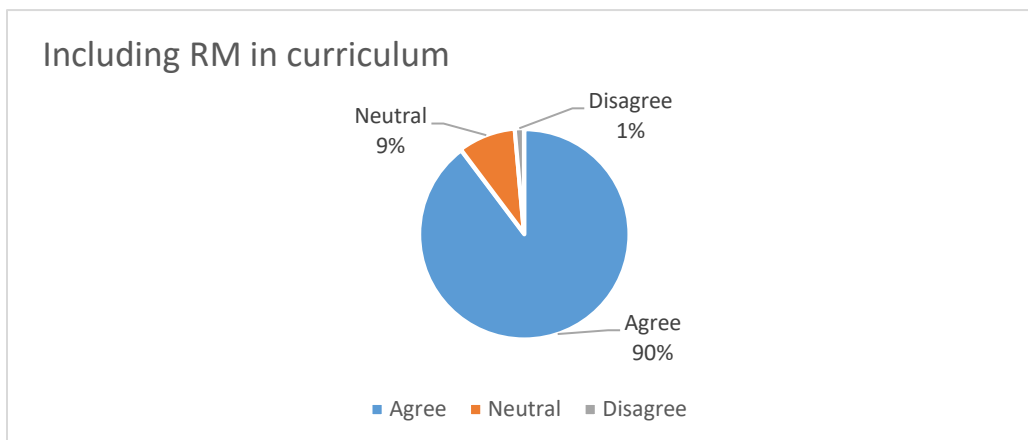
Graph No.2

From the table it was observed that 98% of the students agreed that Ethical, Economic, Social & Philanthropic responsibility is an essential part of business management and only 1 % of them disagreed.

Table 3. Institution has to frame and implement responsible management as part of their curriculum

Including RM in curriculum	Agree	Neutral	Disagree
Frequency	92	9	19

Percentage	76	7.5	15.83
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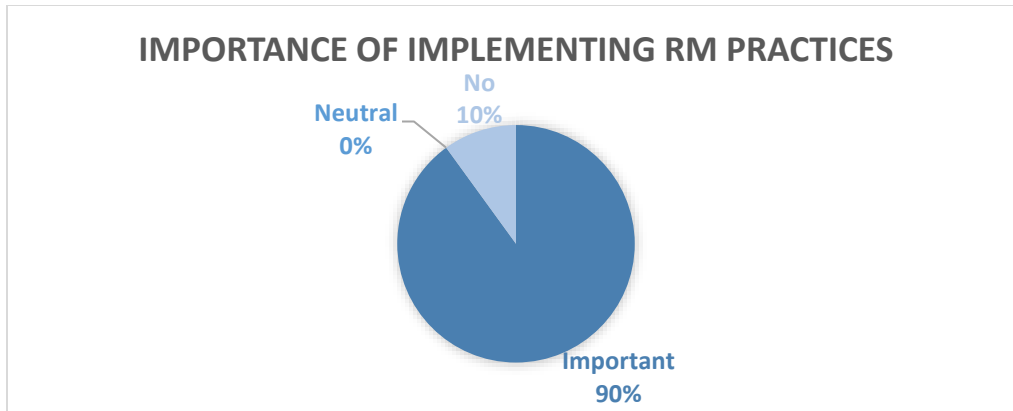


Graph No.3

From the table it was observed that 76% of management students said that Institutions has to frame and implement responsible management as part of their curriculum whereas 7.5% were neutral to it according to them it is the responsibility of the university to formulate curriculum and institutions have no power to formulate curriculum and 16% disagree with the statement.

Table 4. How important it is for management institutes to implement responsible management practices?

Importance of implementing RM practices	Important	Neutral	Not- Important
Frequency	108	0	12
Percentage	90	0	10

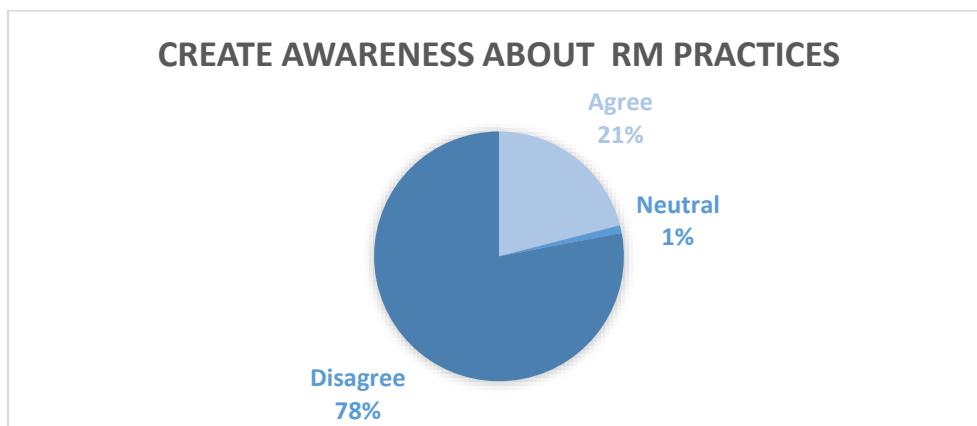


Graph No.4

Almost all i.e 90 % of the management students are of the opinion that it is important to implement responsible management practices at the institute level and 10 % of them disagree that RM practices are not important.

Table 5. Management institute takes initiatives to create awareness among the students about the importance of responsible management practices.

Create awareness about RM practices	Agree	Neutral	Disagree
Frequency	24	2	94
Percentage	20	1	78

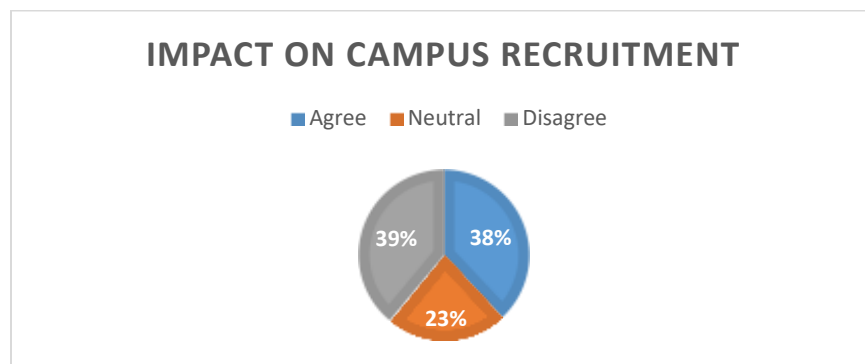


Graph No.5

It was observed that only 20% of the management institutes are taking initiatives to create awareness about the importance of responsible management practices among the students and 1% were neutral to it. Majority 78% of the students are of the opinion that management institutes are not taking initiatives to create awareness about the importance of responsible management practices among the students.

Table 6. Including responsible management practices in management education attracts more companies for campus recruitment.

Impact on campus recruitment	Agree	Neutral	Disagree
Frequency	45	28	47
Percentage	38	23	39



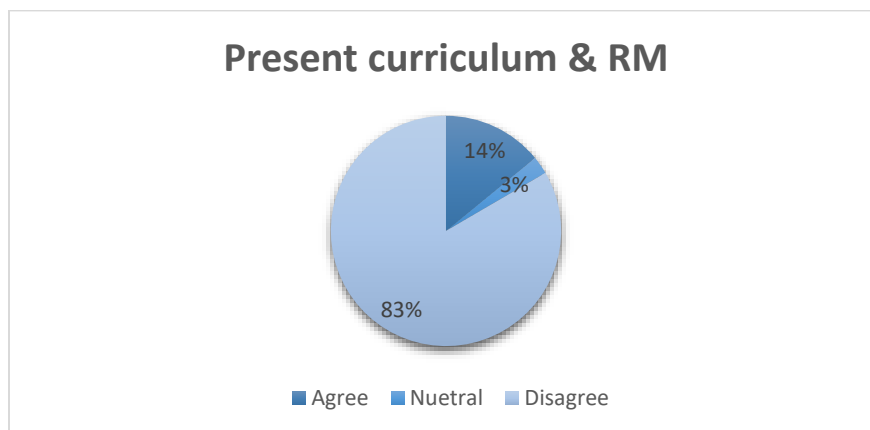
Graph No.6

From the data it was observed that only 38% of the respondents are of the opinion that including responsible management practices in management education attracts more companies for campus recruitment and 23% of the respondents have neither support or oppose it and majority ie. 39% of the respondents are of the opinion that including responsible management practices in management education makes no impact on campus recruitment.

Table 7. Whether present management curriculum offered to students are sufficient for knowledge enhancements about responsible management.

Present curriculum & RM	Agree	Neutral	Disagree
Frequency	17	3	100

Percentage	14	2.5	83
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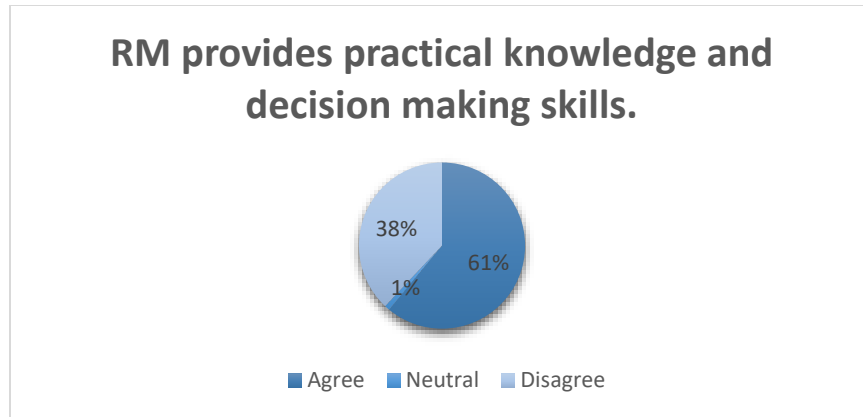


Graph No.7

As per the above data majority 83% of the management students are thinking that, the present management curriculum offered to students are not sufficient for their knowledge enhancements about responsible management whereas 14% of them are of the opinion that the present management curriculum offered to students are sufficient for their knowledge enhancements about responsible management.

Table 8. Including responsible management practices provides practical knowledge and insight into improved decision making skills.

RM provides practical knowledge and decision making skills.	Agree	Neutral	Disagree
Frequency	74	1	45
Percentage	61	1	38

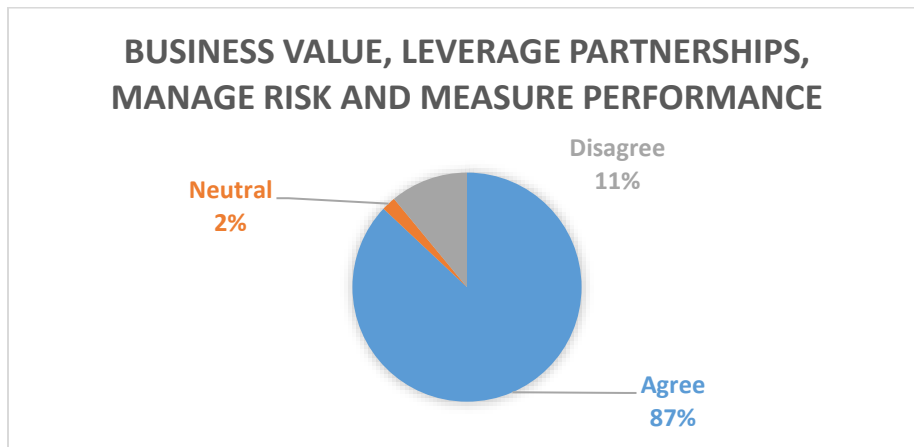


Graph No.8

It was observed that 61% of the management students agreed that including responsible management practices provides practical knowledge and insight into improved decision making skills. And 38% of the students disagree with the opinion that including responsible management practices are not providing practical knowledge and insight into improved decision making skills.

Table 9. Including responsible management practices in curriculum ensures the students to build social and business value, leverage partnerships, manage risk and measure performance.

Present curriculum & RM	Agree	Neutral	Disagree
Frequency	105	2	13
Percentage	87	2	11

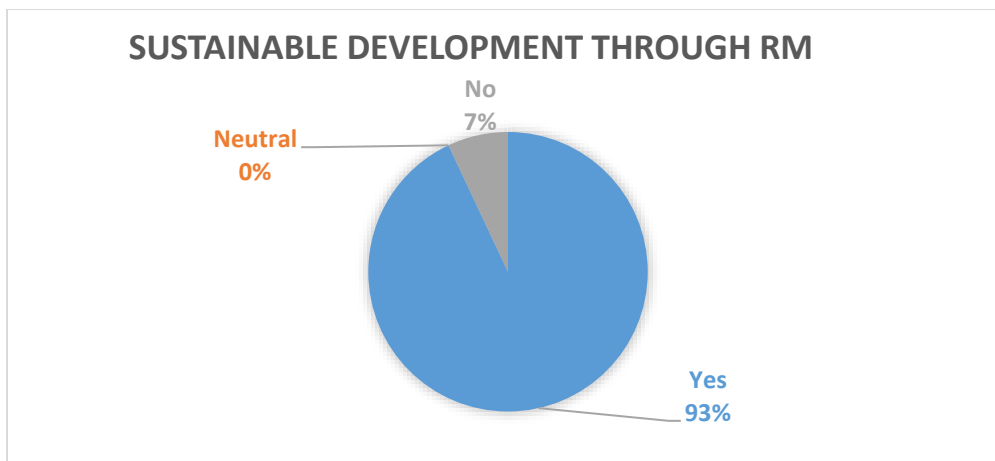


Graph No.9

From the data it was observed that Majority 87% of the students state that including responsible management practices in curriculum ensures them to build social and business value, leverage partnerships, manage risk and measure performance and 11% of the students are against this opinion.

Table 10. As a management student I am aware that Sustainable development is possible only through responsible management practices.

Sustainable development through RM	Yes	Neutral	No
Frequency	111	0	9
Percentage	93	0	7



Graph No.10

From the above data it was observed that Majority of the management student's i.e. 93% of them are aware that Sustainable development is possible only through responsible management practices and 7% of them opposed this notion.

Findings

The results further support that most of the students agree up on the notion that Responsible Management (RM) practice is an important concept and being socially responsible will help them to create a positive image. Most of the management students consider Ethical, Economic, social & Philanthropic responsibility as the most important factor of business management. Large number of respondents suggested that Institution has to frame and implement responsible management as

part of their curriculum. Students are of the opinion that it is important to implement responsible management practices at the institute level. Lack of management's motivation is the most important reason for not taking much initiatives to create awareness about the importance of responsible management practices among the students. Respondents are of the opinion that including responsible management practices in management education makes less impact on campus recruitment. Responsible management programs as means in improving quality of students is having mixed response. It is observed that including responsible management practices provides practical knowledge and insight into improved decision making skills. Management students from various institutes state that, including responsible management practices in curriculum ensures them to build social and business value, leverage partnerships, manage risk and measure performance. Sustainable development is possible only through responsible management practices. This is how implementation of RM programs by the management institutes will reduce the gap between theory and practice and help the corporate to choose socially responsible managers.

Conclusion

The present study focuses on examining the level of awareness among management students about responsibility management and sustainable development concept. To identify the merits and demerits of integrating responsibility management and sustainable development practices in management education. To study the institutional impact after integrating responsibility management practices in management education. This study provides insight about the benefits and challenges faced by institutions while integrating responsible management practices and sustainable development goals in business education. The results indicate that sustainable development activities infer positive characteristics of the institutions which create their good image and reputation. Generally they believe that, implementation of responsible management practices in management education would help to improve the perceptions of the regulators, community and corporates.

Limitations of the study and scope for future research

This study nonetheless has limitations that lead to avenues of future research. The present study covers only students from the management institutes of northern parts of Kerala. The number of

respondents from each management institutes are not the same. This study may motivate future researchers to explore unidentified areas of responsible management area.

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Paper Id	Author(s)	Title
8	Dr. Priyanka Dalmia, Mr. Nitin Garg	Non-Banking Financial Companies: Stepping stones behind the growth of India Economy
20	Komal Sharma and Aruna Arora	An empirical study on the benefits of MCLR over Base Rate in Banking Sector.
21	Swaty Sharma and Dr. Babli	Volatility Transmission between Indian commodity market and United States commodity market - Evidence from literature
45	Sartaj Hussain, Bhanu Murthy K. V and Amit Kumar Singh	Stock Market Volatility: An Empirical Analysis of S&P BSE 500 Index.
47	Genimon V Joseph, Dr Kennedy Andrew Thomas and Sony Scaria	Volatility of Digital Technology Enabled Learning Through Social Media: Educators' Apprehensions
53	Kanika Dhingra and Sheeba Kapil	Determinants of Mergers And Acquisitions, A Tool In VUCA In Business: A Review Study
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70	Dr. Parul Saxena, Dr. Aarti Sharma, Dr. Roopali Fulzele	E- governance initiatives in India: Acceptability and Challenges
73	Pooja Jain and Rekha Dahiya	Impact of Modern ICTs' Usage on Agricultural Productivity: An Application of Modified TAM

Volatility of Digital Technology Enabled Learning through Social Media: Educators' Apprehensions

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Abstract:

The volatile digital strategies transform the whole world in tune with the challenges of the industry 4.0 supported by web 3.0 and Artificial Intelligence. Along with the volatile and rather ambiguous intelligent business advancements, considerable technology modification is envisaged in education sector also. The educators needed to be equipped with strategies and expertise in educational technologies to address the demands of „digital native“ learners. Efficient use of Digital Learning Environments in academic setting requires an edge in solving many important techno-social apprehensions mutually. This descriptive research study was aimed to identify the educator's apprehensions and ambiguities on the use of IT through social media. The Higher Secondary School teachers were taken as the study population with a respondent sample of 564 in a stratified cluster sampling model. Discussions and feedback survey were used to gather data. This study revealed that strategies and preferences of digital resources varies considerably between teachers and students. Teachers prefer to adhere to less advanced or established systems where students prefer the budding technologies in collaborative model. The effectiveness of social media in education was rather ambiguous in nature. Teachers perceived that students' social media use is to be moderated as it accelerates alienation from realities, provides shallow learning and cyberloafing. Result of this study may helpful to remodel the technology inclusion strategies in curriculum and teacher's technology training also. Further elaborate researches may warrant in this regard.

Keywords: Social media, Digital Learning Environments, Technology adoption

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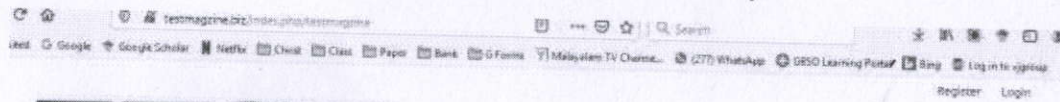
I. INTRODUCTION

The digital technologies are consequential in the rapid transformation in every field of modern world, fueling the exponential growth through the radical paradigm shifts in tune with the knowledge explosion [1]. The rapid advent of a plethora of new technologies in all fields of social existence demands an accelerated learning and proficiency in creating high performing work-systems[2]. The introduction of Industry 4.0 remodels the overall ecosystem of the industry and ardently demanded „neoskilling strategies“ for reaping the fruits of digital transformation as it became the indispensable part of every one's daily lives [3]-[5]. Volatility and uncertainties of technological advancements brings lot of ambiguity in traditional industry and in educational scenario. The industry and products are redefined in tune with the flux of the technological changes. The world became so volatile as the great Greek philosopher

Heraclitus denoted, „You can't step twice into the same river“ of technology today. Virtual communities and social networking sites (SNSs) became the critical platform for social changes and information sharing among the millennium generations [6].

In harmony with the advances of the ever-volatile technologies, the traditional mode of education also remodeled to incorporate it in teaching learning process [7]. In par with the Industry 4.0, the traditional learning process also re-nomenclature as „Education 4.0“ [8]. The Millennial and Post-Millennial learners are often denoted as the „Digital Natives“ who spontaneously spoke the native digital language and the teachers were often termed as the „Digital Immigrants“ who acquired such technological language at a later point in life [9], [10]. Thus, bridging the existing digital divide between the learners and educators became a critical concern for the education policy formulators of Education 4.0 era, as these „digital immigrant“

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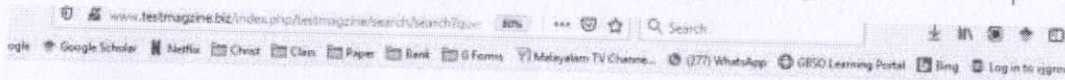
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Moderating effect of Social Media Usage on Technology Barriers to Technology Adoption by Teachers

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Abstract

The education and learning process is redefined with the mesmerizing impact of ever-volatile technology platforms. With the advent of the Industry 4.0, supported by the intelligent web 3.0 connectivity catalyzed the transformation of traditional education philosophies and pedagogies in tune with the Learning 4.0, to empower both learners and educators as co-producers of knowledge. The researches brought to light that social application platforms became an indispensable part of the digital learning process. The bio-inspired technology designs considerably cast off the issues related to ease of use, perceived usefulness, and reduced the perceived internal barriers of the teachers to improve their Technology Adoption substantially. This Technology Adoption research was conducted under the theoretical framework of the 'education change model' of Michael Fullan integrated with educators' Communities of Practice. This descriptive research study framed to address how the teachers' Technology Adoption was affected by their use of social media platforms and how it moderated their perceived Technology Barriers. Standardized questionnaires from Joe W. Kotrlik and Donna H. Redmann were adopted with a pilot study. Stratified cluster sampling was used to gather 1029 responses from Higher Secondary School teachers of six educational districts in Kerala. The analysis was done with IBM SPSS v.21 and Process v.3.4. Teachers' Social Media Use and Perceived Technology Barriers were significantly correlated with the Technology Adoption of the teachers. The perceived Technology Barriers were reduced with respect to their Social Media Usage. The relation of perceived Technology Barriers with Technology Adoption was significantly moderated with Social Media Use. Gender and school sectors were neither mediated nor moderated Technology Adoption. These results are helpful in the teachers' technology training programs and for further research.

Keywords: Social Media Use, Technology Adoption, Technology Barrier, Learning Environments

1. Introduction

Technology development supported with the intelligent systems redefines the world swifter than ever expected and the facelift from web2.0 to semantic web3.0 not only empowered the industrial leap, but it even rejuvenates the overall social life of the people. The technology platforms, cutthroat marketing-service aspects, customer perspectives, education scenarios, and even almost all production processes are integrating the intelligent facilities brought through the Artificial Intelligence (AI) platforms. The web3.0 becomes the solid substratum for rendezvousing the ubiquitous technology requirement for Industry4.0 by providing collective intelligence through connecting data, concepts, applications, and ultimately people [1]. The 4th generation industry is consisted of 'Cyber-Physical Systems' with the physical world seamlessly connected with the virtual world and the cloud supported virtual reality systems. These technological innovations are the ramifications of the industry development and the new Education4.0 system expected to be essentially tuned with technical, methodological, social, and personal competencies of these technological advancements to mold future industry leaders [2]-[4]. Studies brought to light that education scenario is normally immune to change with respect to the other industry sectors across time and the chasm widens as the industry converges into the unfathomed technology-driven arenas

Deliberate attempts were made worldwide in the top-down model to tackle the benefit of the technology advancements for the learning process. In order to accelerate the technology integration in the digital teaching-learning process, social media tools were readily incorporated as the ancillary learning technologies, which even elevated the technologically empowered learners as the co-