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Chapter 1: Introduction

1.1 Introduction

Corporate social responsibility (CSR), also known as corporate responsibility, corporate citizenship, responsible business, sustainable responsible business (SRB), or corporate social performance, is a form of corporate self - regulation integrated into a business model. CSR policy would function as a built-in, self-regulating mechanism whereby business would monitor and ensure their adherence to law, ethical standards, and international norms. Business would embrace responsibility for the impact of their activities on the environment, consumers, employees, communities, stakeholders and all other members of the public sphere. The corporate social responsibility has great impact and influence to the organizational performance (Korkchi and Rombaut, 2006).The term paper aims to understand the theoretical impact of a brand on the consumer decision-making process. For completing the term paper, the author will describe certain necessary issues like background of the study, statement of the problem, aim of the research, objective of the research, research questions, and research hypothesis. The author will also discuss essential literature reviews, research design and methodology, data analysis and presentation. Finally, the author will describe the crucial findings from the analysis and according to the findings; the author will recommend certain significant factors about theimpact of corporate social responsibility on organizational performance.[1]

1.2 Background of the Study

It's now recognized that sustainable development and reduction of poverty are the key issues that need to be addressed by the governments, mostly in the developing world. However, the government cannot meet this alone without the help of the private sector. Policy makers are paying much attention to the potential contribution of the private sector to such policy objectives. As the issue of sustainable development becomes more important, CSR becomes an element that addresses these issues and therefore it becomes more vital in the daily operations of the organizations (Pranjali, 2011).CSR is being used today to establish good rapport with the public according to Nolan, Norton and Co (2009). It is also used as pre-emption strategy by the corporations to save their skin from unforeseen risks and corporate scandals, possible environmental accidents, governmental rules and regulations, protect eye-catching profits, brand differentiation, and better relationship with employees based on

[1]Bell, J. (2005) Doing Your Research Project, 4th ed. Maidenhead: Open University Press.

volunteerism terms. Corporations today are much conscious to publish their CSR activities on their websites, sustainability reports and their advertising campaigns in order to get the sympathy of the customer. CSR is also practiced because customers as well as governments today are demanding more ethical behaviors from organizations. In response, corporations are volunteering themselves to incorporate CSR as part of their business strategies, mission statement and values in multiple domains, respecting labor and environmental laws, while taking care of the contradictory interest of various stake holders according to Kashyap et al(2006). So, the significance of CSR to the organizational operations inspires the researcher to take a closer look at the impact of corporate social responsibility on organizational performance.[2]

1.3Statement of the problem

There is no evidence about the relationship between corporate social responsibility and organization performance that include financial and non-financial performance. In spite of the existing of some literature about the role of corporate social responsibility in the aspects of environment and society, there is a significance gap about how corporate social responsibility improves organization performance due to lack of documented evidence of the benefits hence the researchers focus was to find out the effect of CSR on organization performance based on selected commercial organizations as we find out whether these institutions realize any benefits from the much they spend. Whereas this performance can be attributed to a host of factors, including CSR activities that have been reported overtime, the effect of CSR on this performance is not clear.So, the researcher will emphasize on identifying the certain impact of corporate social responsibility on organizational performance.

1.4 Objectives of the Research

Usually the specific objective of a research is broader than the general objective of the research. Here the author determines some crucial specific objectives of the research in following:

- To identify the significance of corporate social responsibility to the organizations.
- To find out the certain influence of corporate social responsibility to the customers or clients.
- To assess the impacts of corporate social responsibility on the employee individual outcome.
- To determine the impact of corporate social responsibility on the overall organizational performance.

[2]Jones Brian, (2009). Corporate irresponsibility and corporate social responsibility: competing reality, Social Responsibility Journal, Volume 5, Issue: 3 , Page 300 – 310

1.5 Research Questions

Research questions are the specific questions that a researcher sets to figure out the certain answers he/she is looking for. The author tries to set some vital questions for finding out the impact of corporate social responsibility on organizational performance. Those research questions are in below:

- ✓ What arethe significance of corporate social responsibility to the organizations?
- ✓ How does the corporate social responsibility influence the customers or clients?
- ✓ Are there certain impacts of corporate social responsibility on the employee individual outcome?
- ✓ What are the impacts of corporate social responsibility on the overall organizational performance?

1.6 Scope of the Study

CSR communication is growing field of research and new forms of media arebeing added into the communication channels so research including blogs andsocial media would help in making CSR communication research moreexhaustive and holistic.A bifurcation of the companies of the same sector by size and comparing theCSR communication of the SME and MNCs will help bring out a sharperpicture of the CSR communication because most MNCs arelarge sized company's whereas several other companies are much smaller interms of revenue, history and area of operation and employees.Analysis of pictures and semantics and linguistic analysis would help bring out asharper picture of communication from the point of view of language used andits interpretations and implications.

1.7 Limitations of the Study

In case of completing the research, the author will face various limitations. The most common limitations are faced regarding the time, money and resource. The research was developed to be as much accurate as possible in spite of the present limitations of time, money and resource. Other than that, there is limitation of knowledge that I sincerely request my respected supervisor to consider. Through effective planning and proper minimization of the inputs the author managed to formulate satisfying output from the research.

Chapter 2: Conceptual Issues

Chapter two of the term paper is conceptual issues. To review of proper and relevant topics and factors of the research according to different secondary sources; such as- books, journal, articles, related websites, etc. From those secondary sources, the author is discussed the relevant facts critically. The literature review will be capable of demonstrating the inter link between the aspect that will be discussed within the literature review in depth (Saunders, 2009).

2.1 Introduction

In this term paper, the author is emphasized on the better review of various related topic of the research. So, the author selects certain topics for the literature review of the term paper; the impact of corporate social responsibility on organizational performance. Those specific and relevant points of the literature review are the corporate social responsibility, organization performance, corporate social responsibility and financial performance, corporate social responsibility and environmental issues, effect of corporate social responsibility on the society, corporate social responsibility and corporate governance, corporate social responsibility and competitive advantage, conceptual framework, and corporate social responsibility and firm value.[3]

2.2 Corporate social responsibility

The European Commission (2006) affirms, the CSR is a concept whereby companies integrate social and environmental concerns in their business operations and in their interaction with their stakeholders on a voluntary basis Corporate social responsibility understanding is limited due to the vast and absence of consensual definitions of the concept Weber (2008) says a universally accepted definition of CSR is yet to emerge. Indeed,Amaeshi and Adi (2005) argue that there are as many definitions of CSR as there are writers on the topic. It has been described as an ambiguous, vague, subjective, unclear, amorphous and fuzzy (Weber, 2008).

CSR refers to the responsibility of the stake holders and the community that influence corporate policies and practices according to Khanifar et al., (2012). CSR is also considered to be influenced by the institutional environment in which companies operate (Gilbert, 2008).

[3]Brettel, M. & Arendt, S. (2010) Understanding the influence of Corporate Social Responsibility in corporate identity, image and firm performance, Management Decision, Vol. 48 Iss: 10 pp. 1469-1492.

I.e. the surrounding where the firm is situated forces the firm into becoming more responsible by handling issues that are currently affecting the environment. For example, in the banking industry they are need to allure and retain customers in order to compete favorably with other banks. Corporate social responsibility has become the buzz word in business literature now-days (Khanifar et al., 2012).

2.3 Organization performance

Klassen and McLaughlin (2006) after carrying out their research; they conclude that corporate social responsibility can play a positive role in improving corporate organization performance. Cheruiyot (2010) carried out a research to establish the relationship between corporate social responsibility and financial performance of firms. His conclusion was that there was a statistically significant relationship between CSR and organization performance. Li X., (2009) measured different corporations in China on an assessment index system and found that organization with higher scores have high financial performance. Obusubiri (2006) in a study on CSR and portfolio performance also found a positive relationship between CSR and portfolio performance. He attributed this positive relationship to good corporate image that comes with CSR making investors prefer such companies. The good CSR behavior has a reputational benefit for the company (Cheruiyot, 2010).[4]

2.4 Corporate Social Responsibility and Financial Performance

Several studies have tried to explain the relationship between CSR and financial performance of firm. Among the list, Mittal et al (2008) investigated the relationship between CSR and organizational profitability in terms of economic value added and market value added. The authors found that there exists a positive relationship between CSR and company's reputation and that there is little evidence that companies with a code of ethics would generate significantly more economic value added and market value added than those without codes. Also,Hossein, et al. (2012) examined the link between CSR and economic performance by examining different impacts of positive and negative CSR activities on financial performance of hotel, restaurant and airline companies, theoretically based on positivity and negativity effects. Findings suggest mixed results across different industries contributing to companies. appropriate strategic decision-making for CSR activities by providing more precise information regarding the impacts of each directional CSR activity on financial performance.

[4]Bryman, A. (2008) Social Research Methods, 3rd ed. Oxford University Press, Oxford.

2.5 Corporate Social Responsibility and Environmental Issues

Some studies focused on the impact of CSR on the environment. For instance, Lyon and Maxwell, (2008) examined the relationship between CSR and the environment. The study showed how both market and non-market forces are making environmental CSR profitable, and discussed altruistic CSR. The authors found that non-governmental organizations strongly influence CSR activities, through both public and private politics. The authors posit that CSR can have varied effects; from attracting green consumers or investors, to preempting government regulation, to encouraging regulation that burdens rivals. They however, observed that welfare effects of CSR are subtle, and there is no guarantee that CSR enhances social welfare. Also, Tilt (2010) examined the contribution of accounting and accountants to the debate and practice of CSR. The study concluded that accountants. interest in CSR is much wider ranging than simply an interest in the financial impacts on society.[5]

2.6 Effect of Corporate Social Responsibility on the Society

The area of CSR and society is not left out in the studies on CSR. Of the studies, Swapna, (2011) investigated the role of CSR in community development (CD). The study concluded that being so much dependent, business has definite responsibility towards community development. In another study Okeudo (2012) examined the effect of social responsibility (SR) on the society. The study concluded that the society stands to benefit from company SR.

2.7 Corporate Social Responsibility and Corporate Governance

Among studies conducted on CSR and Corporate Governance is Germanova, (2008) investigation of the practice of CSR as Corporate Governance Tool in Bulgaria. He concluded that SR connects to governance at values level, making companies accountable to broad range of stakeholders (employees, suppliers, local community, and society at large) and incorporating social and environmental values in their operations in order to manage their relations with these stakeholders that can have impact on the company development.[6]

Also, Choi, Lee and Park investigated the relationship between CSR, Corporate Governance and Earnings Quality and found that CSR ratings are negatively associated with the level of earnings management for overall firms but positive relationship for firms with highly concentrated ownership.

[5]Lyon, 2008
[6]Germanova, 2008

2.8 Corporate Social Responsibility and Competitive Advantage

Studies conducted on the association between CSR strategies and competitive advantage, have all agreed that CSR enhances a firm's competitive advantage. Amongst the studies investigating the impact of CSR strategies on competitive advantage, Filho, et al., (2010) found that there is an intense association between social responsibility, corporate strategy and competitive advantage. Similarly, Shuili, et al., (2007) examined the moderating influence of the extent to which a brand's social initiatives are integrated into its competitive positioning on consumer reactions to CSR. The researchers" found that positive CSR beliefs held by consumers are associated not only with greater purchase likelihood but also with longer-term loyalty and advocacy behaviors. More importantly, the study found that not all CSR initiatives are created equal: a brand that positions itself on CSR, integrating its CSR strategy with its core business strategy, is more likely than brands that merely engage in CSR to reap a range of CSR-specific benefits in the consumer domain (Shuili, et al., 2007).

2.9 Corporate Social Responsibility and Firm Value

Some studies have been carried out on CSR and firm value. A study in this area, Servaes and Tamayo, (2013) investigated the role of customer awareness with respect to the impact of CSR on firm value. The study showed that CSR and firm value are positively related for firms with high customer awareness, as proxy by advertising expenditures. The relation is either negative or insignificant for firms with low customer awareness. In addition, the authors, Servaes and Tamayo, found that the effect of awareness on the CSR–value relation is reversed for firms with a poor prior reputation as corporate citizens. This evidence is consistent with the view that CSR activities can add value to the firm but only under certain conditions. In the work, awareness is just a by-product of firm advertising.[7]

[7]Servaes and Tamayo, 2013

Chapter 3: Database

The research design and methodology are the structure that the research paper will be following in case of conducting the entire research. The research design and methodology are the frame work that will guide the entire prospect of the research.

3.1 Introduction

The research methodology will elaborately illustrate all the aspects such as the research purpose, research strategy, the sampling method, data collection method, data analysis plan, survey questionnaire and also ethical consideration. These all are discussed according to the entire methodology of the term paper.

3.2 Research Purpose

Based on the situation of the research there are three basic type of research purpose. Exploratory research and descriptive research and causal research are two basic type of research purpose. Exploratory research is designed to find out the insight and perception of problem or situation. It focuses on the search of the problem through the understanding of the insight of the problem or the situation. The main function of these type of research is to formulate a problem and thereafter define and explain the problem more concisely through identifying alternative course of action and develop hypothesis based on the problem. Apart from this, this research also focuses on the isolates key variables and forms relationship to reach the findings of the research (Malhotra, 2008).

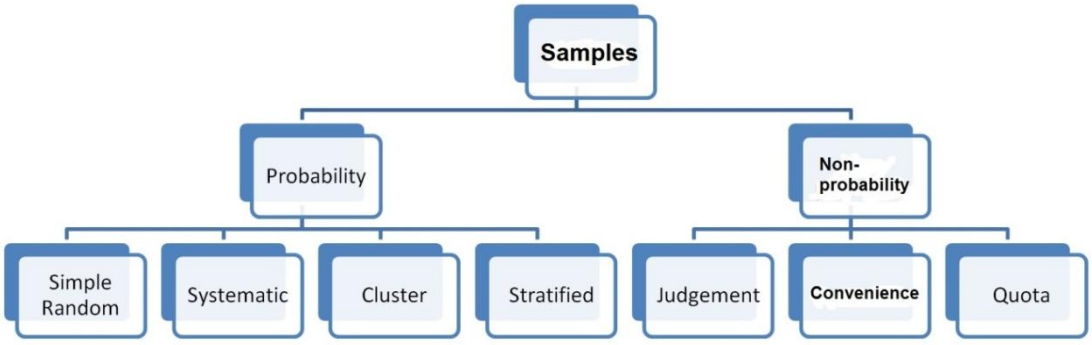
However, the causal research is made in order to obtain evidence regarding the cause and effect of the relationships among two factors. Through the causal research the author is able to find the relationship that is present along with the amount to which factors affect and has impact on the other factor is determined through the causal research design (Malhotra, 2008).
So, in case of the research that is being done by the author, the author has selected the means of finding out theimpact of corporate social responsibility on organizational performance. So, the purpose of the research is exploratory research as it aims to find the impact of corporate social responsibility on organizational performance.

3.3 Research Strategy

Research can be conducted in two methods. The methods are applicable and related in respect of the subject of research and the implication that comes along with it. The methods of research are the qualitative method and the quantitative method. Qualitative research is done based on the conceptual data that is gathered from the population. Qualitative research identifies the findings through the experience and theoretical analysis of the related implications of the subject. (Levin 2003).Quantitative research is the research that is done through statistical analysis of the derived data. Quantitative research deals with the number and statistical evidence present as information to reach conclusion and make decision from the research. The probability of the quantitative research to be accurate is more compared to the qualitative method (Rubin 2003).

3.4 Sampling Method

Sampling is a process by which the collected data from the population is sorted in a comparative low group of data. The method that is used to take some data as sample for the population is regarded as the sampling. There are various sampling methods. The most common sampling method is the probability sampling and the non-probability sampling. The probability sampling includes the probability of every person to be selected for the sampling in the other hand the non-probability sampling does not leave any room for the sampling of everyone rather some selective sampling is done through non-probability sampling. Probability sampling is able to put forth more accurate data compared to the non-probability sampling (Marshal, 2010).Therefore, non-probability sample technique will be used.



The non-probability sampling is normally associated with exploratory and explanatory subjective matter. Convenience sample involves haphazard selection those cases are easiest to obtain (Saunders, 2009). The sample size of the research will be 100 (respondents) for survey questionnaire.

3.5 Data collection Method

3.5.1 Primary Data collection

The research will collect data from the basis of the quantitative analysis so that there will be some structured close ended questionnaire that will be applied in terms of the quantitative data analysis.Participants will be needed to answer each one questions using a scale from 1 to 5, with 5 being “Strongly Agree”, 4 being “Agree”, 3 being “Neutral”, 2 being “Disagree” and 1 being “Strongly Disagree”. The survey will be done on the respondents to collect the primary data that will be used in the data analysis of the data (Schiffman, 2007).

3.5.2 Secondary data collection

Apart from primary data collection, there are various sources of secondary data as well. The government publication, newspaper, books, journals etc. are the sources of the secondary data. In case of secondary data, the author will collect data from the relevant secondary sources that will justify the relevance of the data with the objective of the research. Critical analysis along with compare and contrast will be made in order to assure proper use of the data (David, 2001).

3.6 Data Analysis plan

Data analysis is done keep the main objective of the research in consideration. The author will analyze the data efficiently so that the available data get the best use of it. The author will use quantitative approach in case of research method and probability sampling in analyzing the information. Data analysis will be done through proper statistical illustration and calculation to get the exact result. The author will use various tools and software such as Microsoft Excel, SPSS and other related applications to analyze the data properly and statistically.

3.7 Ethical Consideration

The access to information and ethics are critical and crucial aspects for success of research project. The researcher will use secondary data to understand existing contextual and theoretical frameworks whereas will use primary data to compare with theoretical frameworks derived from literature review to understand contemporary situation of theimpact of corporate social responsibility on organizational performance.

Chapter 4: Data analysis and Presentation

4.1 Introduction

Every research is pursued to get the relevant findings of the study by which the conclusion of the research can be drawn and the objectives of the study are evaluated in terms of the respondents of the samples. This section of the research will initiate the results of survey questions that have been conducted on the samples to find out the outcomes regarding objectives. This survey questions have been designed in quantitative format and thus the findings will be shown with different quantitative measures.The analysis of the quantitative data is elaborated in the following:[8]

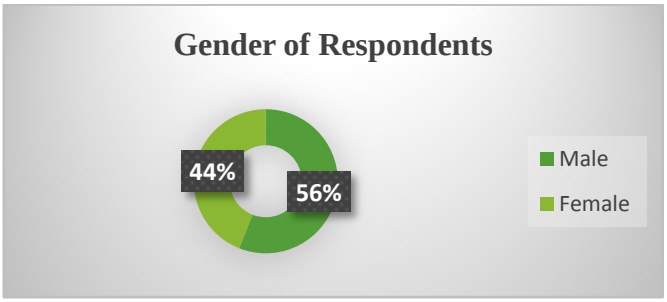
4.2 Demographic Analysis

In conducting the survey and analyze the findings of the results, demographic analysis is an important part. Demographic analysis dictates the nature of demography of the samples who took part in this survey. The survey questionnaire contains some demographic questions emphasizing the name, age, gender, educational qualifications and professional status of the respondents. Demographic analysis will support the survey results in relation to the relevancy of the research issue with the right demography who actually reflects the consideration of the impact of Corporate Social Responsibility on Organizational Performance.

- **Gender of the Respondents**

Gender	Frequency	Percentage
Male	56	56%
Female	44	44%
Total	**100**	

The above table represents that the respondents of the survey were 56% male and 44% female. So, the researcher got more male respondents than the female respondents.

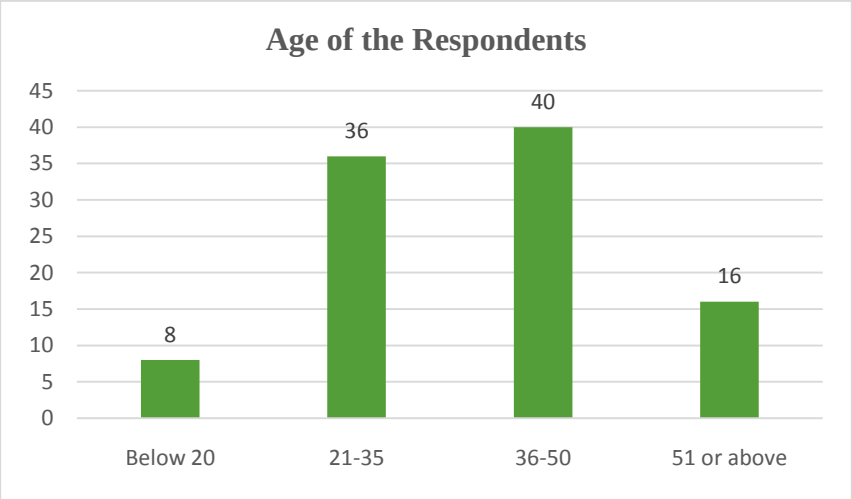


- **Age**

[8]Collis, J. and Hussey, R. (2009) Business Research: A Practical Guide for Undergraduate and Postgraduate Students, 3rd ed. Palgrave Macmillan.

Age	Frequency	Percentage	Cumulative Percentage
Below 20	8	8%	8%
20-35	36	36%	44%
36-50	40	40%	84%
51 or above	16	16%	**100%**
Total	**100**	**100%**	

The age of the respondents is crucial for this research as the age of the respondent can define the experiences of products and services form different organizations and their CSR activities. In this term paper, the below 20-year-old respondents were 8%, 20-35-year-old respondents were 36%, 36-50-year-old respondents were 40%, and the 51-year-old or above respondents were 16%. So, from the analysis, we can see that the most respondents were 36-50-year-old which is a good thing for the research as they are all experienced. The following graph will represent the age variance of the respondents.[9]

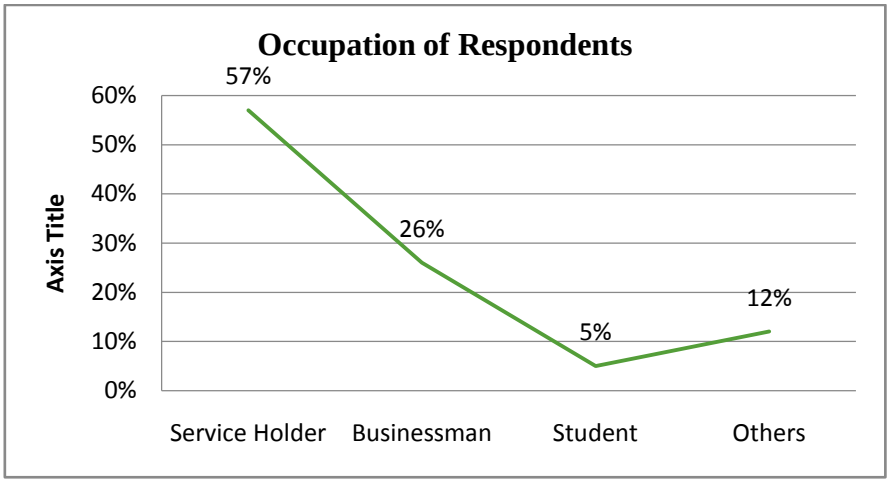


- **Occupation**

Occupation	Frequency	Percentage	Cumulative Percentage
Service Holder	57	57%	57%
Businessman	26	26%	83%
Student	5	5%	88%
Other	12	12%	**100%**
Total	**100**	**100%**	

[9] Survey report, 2022

From the above table and the below graph will represent the certain occupation of the respondents. From the table we can identify that the most respondent were service holder and they were 57%. The other respondents were – the businessman 26%, student 5%, and others were 12%. The service holder has vital experience in direct CSR operations in organizations.



4.3 Quantitative Data Analysis (Survey Questionnaire)

The quantitative data has been collected through conducting close ended questions. The questions were designed to answer the various objectives that have been underlined in the research. Each of the objectives was analyzed through getting the data related to the objectives through 5 questions per objective. In total, there have been 25 questions that will be analyzed through the five Likert scale. 1 being "Strongly Disagree" and 5 will be "Strongly Agree".[10]

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

Through the quantitative data analysis, the findings will be generated and through analyzing the data the research findings will be met and the research objectives will be met as well. The quantitative data analysis is stated in the following:

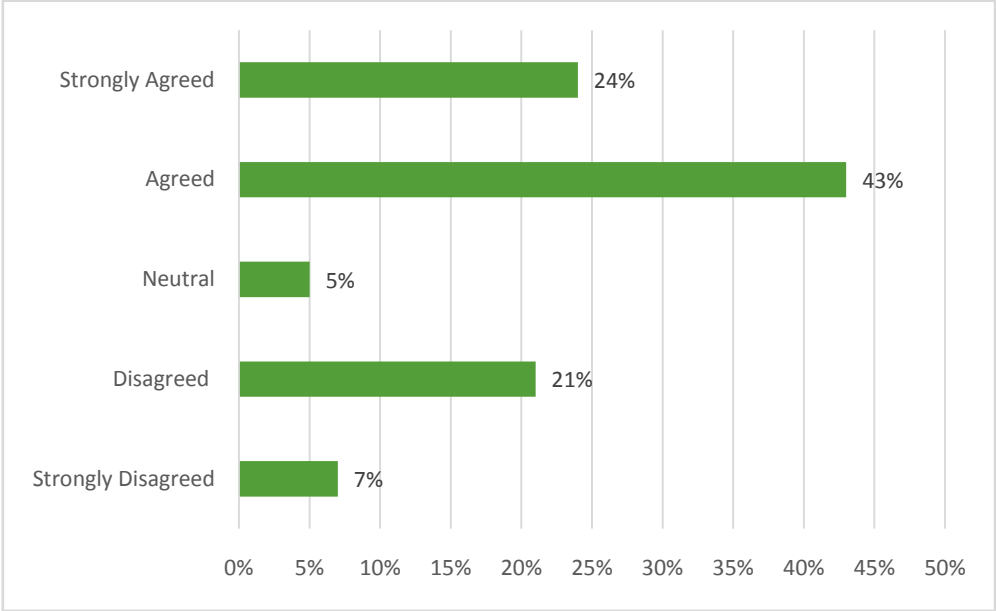
- **Q. 1 Corporate Social Responsibility (CSR) is significant for every organization in this competitive business world.**

Scales	Frequency	Percentage	Cumulative Percentage
Strongly Disagreed	7	7%	7%

[10] Survey report, 2022

Disagreed	21	21%	28%
Neutral	5	5%	33%
Agreed	43	43%	76%
Strongly Agreed	24	24%	**100%**
Total	**100**	**100%**	

By analyzing the survey responses of the certain statement "Corporate Social Responsibility (CSR) is significant for every organization in this competitive business world", the researcher finds that the result shows the responses were strongly agreed 24%, agreed 43%, neutral 5%, disagreed 21%, and strongly disagreed 7%. So, it can be said that the Corporate Social Responsibility (CSR) is significant for every organization in this competitive business world. The following bar chart represents the responses of the respondents.[11]

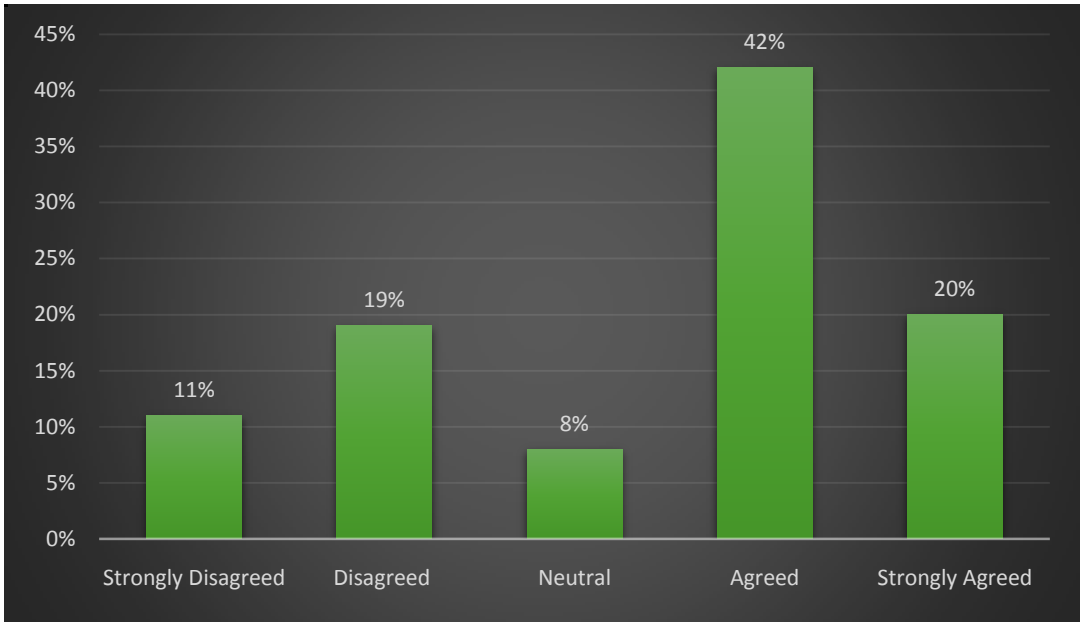


[11] Survey report, 2022

- **Q. 2 There are certain crucial effects of CSR on the business operations of different organizations.**

Scales	Frequency	Percentage	Cumulative Percentage
Strongly Disagreed	11	11%	11%
Disagreed	19	19%	30%
Neutral	8	8%	38%
Agreed	42	42%	80%
Strongly Agreed	20	20%	**100%**
Total	**100**	**100%**	

In the statement 2, "There are certain crucial effects of CSR on the business operations of different organizations" the respondents were strongly agreed 20%, agreed 42%, neutral 8%, disagreed 19%, and strongly disagreed 11%. Although the 19% respondents were disagreed and 11% respondents were strongly disagreed, most of the respondent (strongly agreed 20%, agreed 42%) were strongly agreed and agreed that there are certain crucial effects of CSR on the business operations of different organizations.[12]

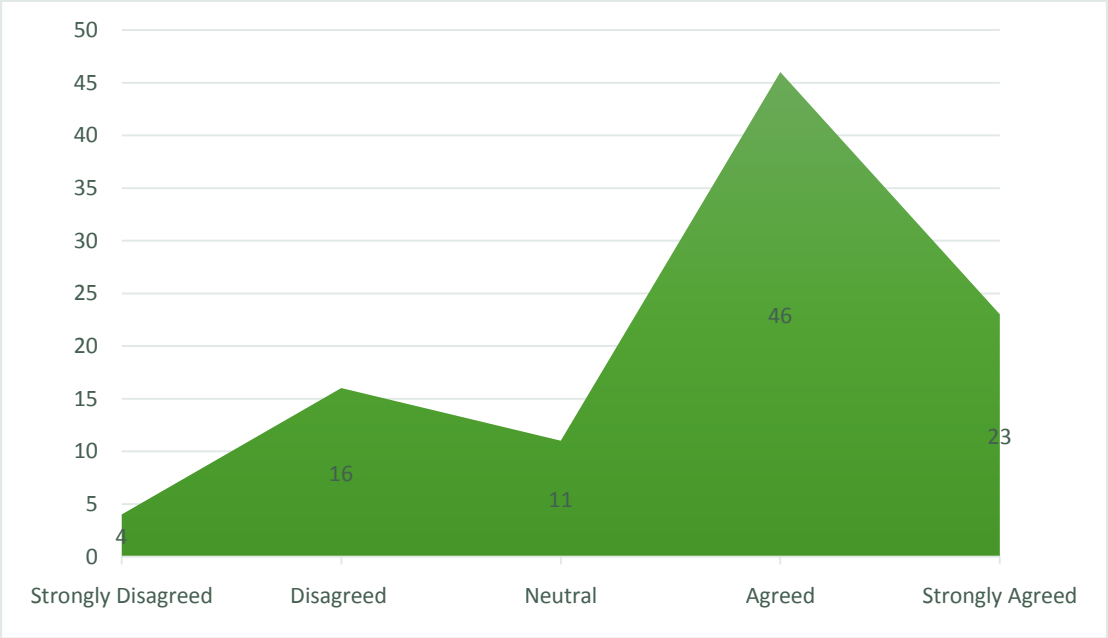


[12] Survey report, 2022

- **Q. 3 Various actions of organizations regarding Corporate Social Responsibility has positive influence to the customers or clients of the organizations.**

Scales	Frequency	Percentage	Cumulative Percentage
Strongly Disagreed	4	4%	4%
Disagreed	16	16%	20%
Neutral	11	11%	31%
Agreed	46	46%	77%
Strongly Agreed	23	23%	**100%**
Total	**100**	**100%**	

By analyzing the responses of the certain statement "Various actions of organizations regarding Corporate Social Responsibility has positive influence to the customers or clients of the organizations" we can identify the result from the above table that the most respondents think that various actions of organizations regarding Corporate Social Responsibility has positive influence to the customers or clients of the organizations. So, the responses were like- strongly agreed 23%, agreed 46%, neutral 11%, disagreed 16%, and strongly disagreed 4%. The below graph shows the certain result of the survey outcome.[13]

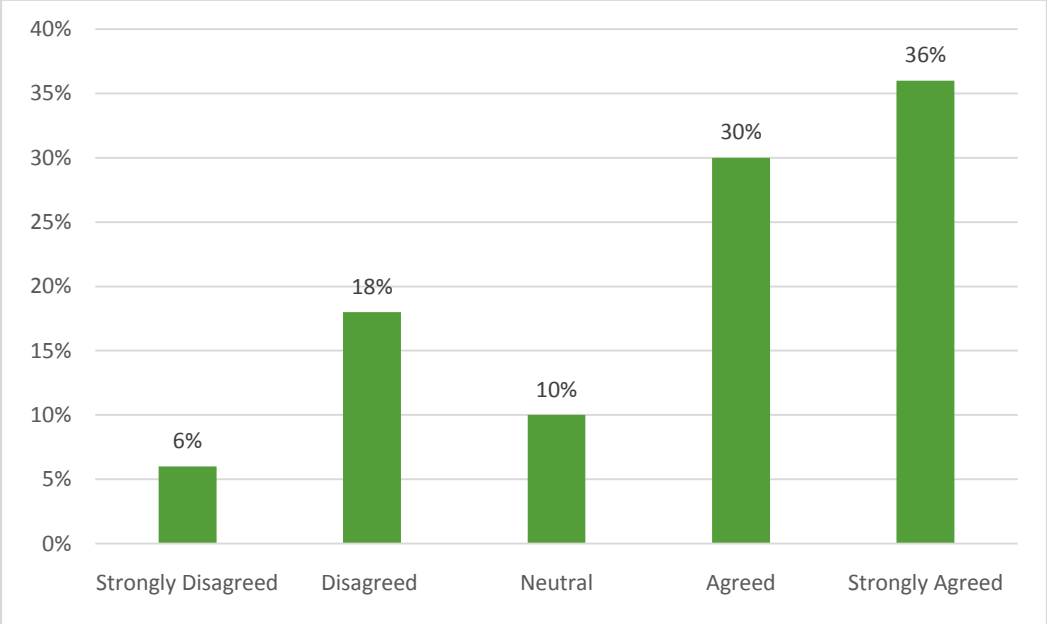


[13] Survey report, 2022

- **Q. 4 Proper CSR Activities can improve the relationship among the organizations and their customers which leads to enhanced organizational performances.**

Scales	Frequency	Percentage	Cumulative Percentage
Strongly Disagreed	6	6%	6%
Disagreed	18	18%	24%
Neutral	10	10%	34%
Agreed	30	30%	64%
Strongly Agreed	36	36%	**100%**
Total	**100**	**100%**	

By analyzing the survey data, the researcher determine that 36% respondents were strongly agreed, 30% respondents were agreed, 10% respondents were neutral, 18% respondents were disagreed, and only 6% respondents were strongly disagreed that proper CSR activities can improve the relationship among the organizations and their customers which leads to enhanced organizational performances. So, by analyzing the result, it can be said that the Proper CSR Activities can improve the relationship among the organizations and their customers which leads to enhanced organizational performances. The responses are illustrated in following:[14]

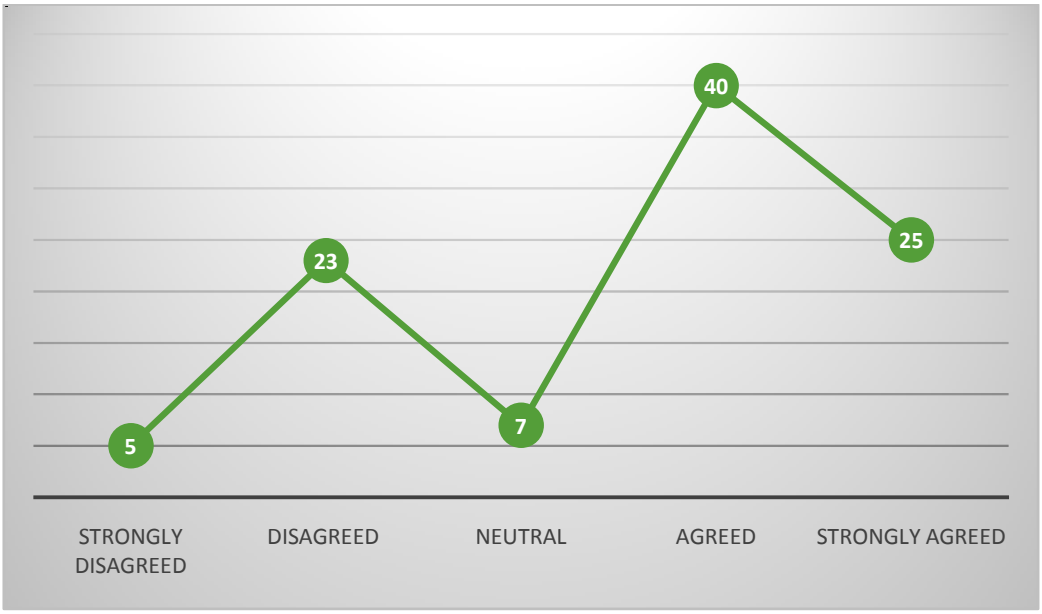


[14] Survey report, 2022

- **Q. 5 Through doing certain Corporate Social Responsibility activities, organization can build better and clear customer perception about their products or services.**

Scales	Frequency	Percentage	Cumulative Percentage
Strongly Disagreed	5	5%	5%
Disagreed	23	23%	28%
Neutral	7	7%	35%
Agreed	40	40%	75%
Strongly Agreed	25	25%	**100%**
Total	**100**	**100%**	

In terms of the certain structured statement "Through doing certain Corporate Social Responsibility activities, organization can build better and clear customer perception about their products or services.", the respondents were mostly agreed (40%). Besides, 25% respondents were strongly agreed, neutral 7%, disagreed %23, and strongly disagreed 5%. So, it can be identified that through doing certain Corporate Social Responsibility activities, organization can build better and clear customer perception about their products or services. The following chart is shown the responses of the respondents of survey interview.[15]

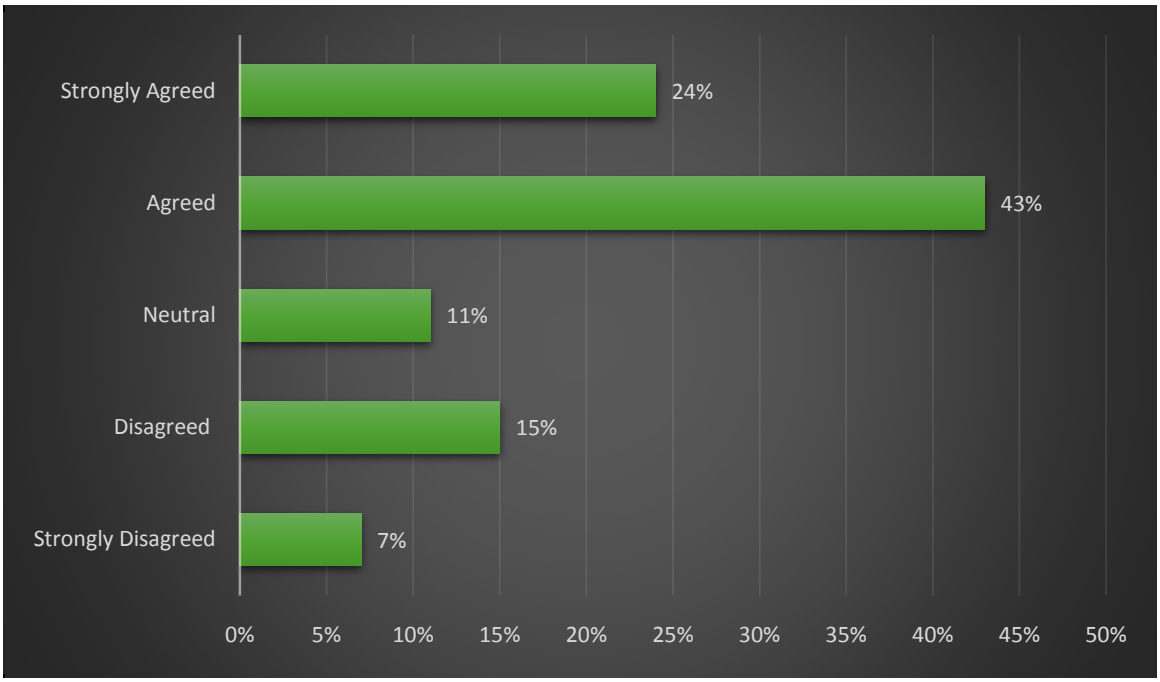


[15] Survey report, 2022

- **Q. 6 The performance of an organization can be influenced through conducting various Corporate Social Responsibilities.**

Scales	Frequency	Percentage	Cumulative Percentage
Strongly Disagreed	7	7%	7%
Disagreed	15	15%	22%
Neutral	11	11%	33%
Agreed	43	43%	76%
Strongly Agreed	24	24%	**100%**
Total	**100**	**100%**	

Through analyzing the statement no. 6 "The performance of an organization can be influenced through conducting various Corporate Social Responsibilities", we can determine that 43% respondents were agreed, and 24% respondents were strongly agreed. So, it can be concluded that the performance of an organization can be influenced through conducting various Corporate Social Responsibilities. The following bar chart will present the overall responses.[16]

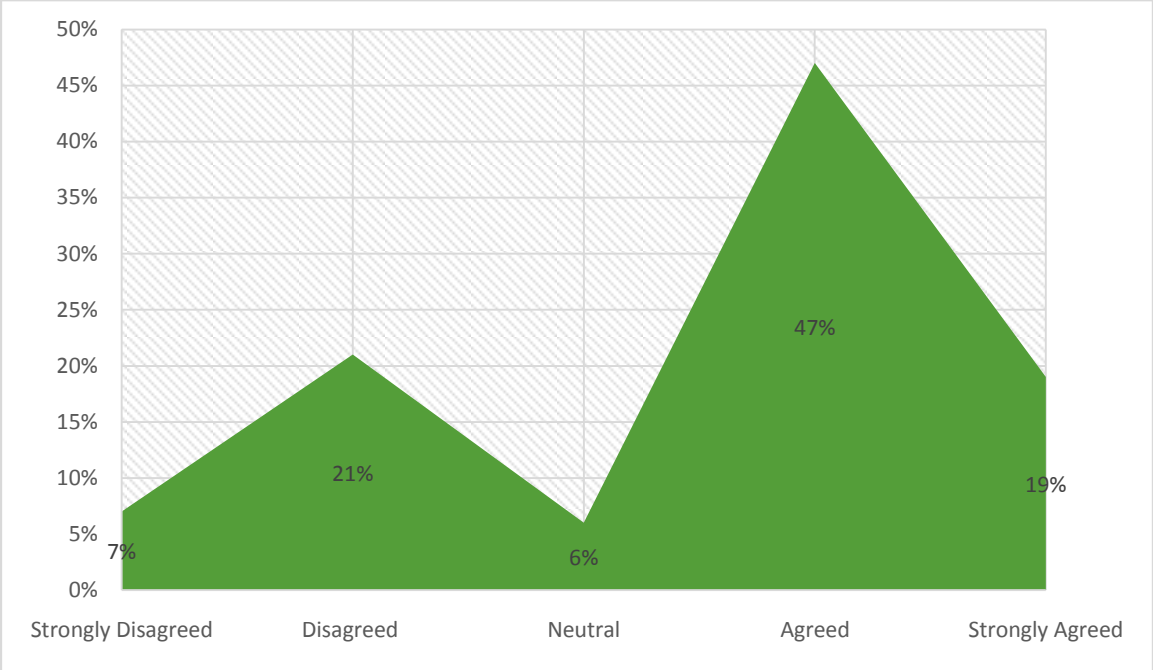


[16] Survey report, 2022

- **Q. 7 The CSR activities of an organization usually develop the positive and dedicated mentality among the employees.**

Scales	Frequency	Percentage	Cumulative Percentage
Strongly Disagreed	7	7%	7%
Disagreed	21	21%	28%
Neutral	6	6%	34%
Agreed	47	47%	81%
Strongly Agreed	19	19%	**100%**
Total	**100**	**100%**	

From the analysis of the responses, the researcher finds that the CSR activities of an organization usually develop the positive and dedicated mentality among the employees. Because the result shows that the most respondent 47% were agreed and 19% respondents were strongly agreed about that. The other responses are showed in the graph below.[17]

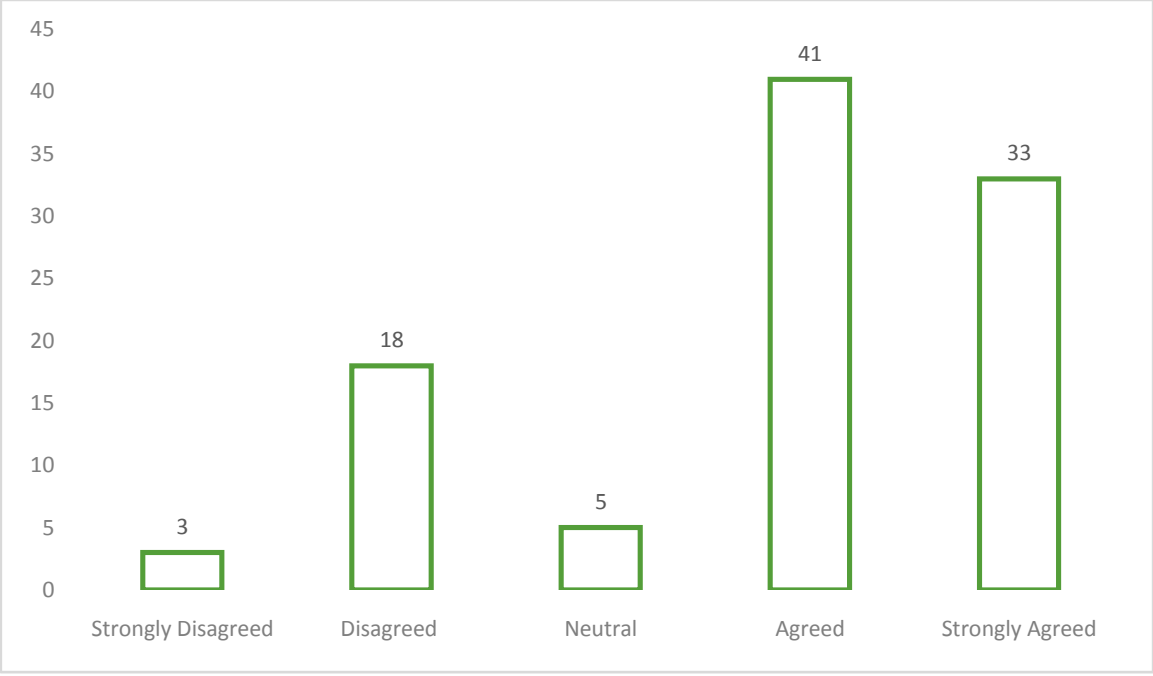


[17] Survey report, 2022

- **Q. 8 The influence of the CSR operations of the organizations to their staffs can significantly improve the outcome of the staffs.**

Scales	Frequency	Percentage	Cumulative Percentage
Strongly Disagreed	3	3%	3%
Disagreed	18	18%	21%
Neutral	5	5%	26%
Agreed	41	43%	67%
Strongly Agreed	33	24%	**100%**
Total	**100**	**100%**	

The above table shows that 41% respondents were agreed and 33% were strongly agreed which represents that the influence of the CSR operations of the organizations to their staffs can significantly improve the outcome of the staffs. The following column chart will present the overall responses.[18]

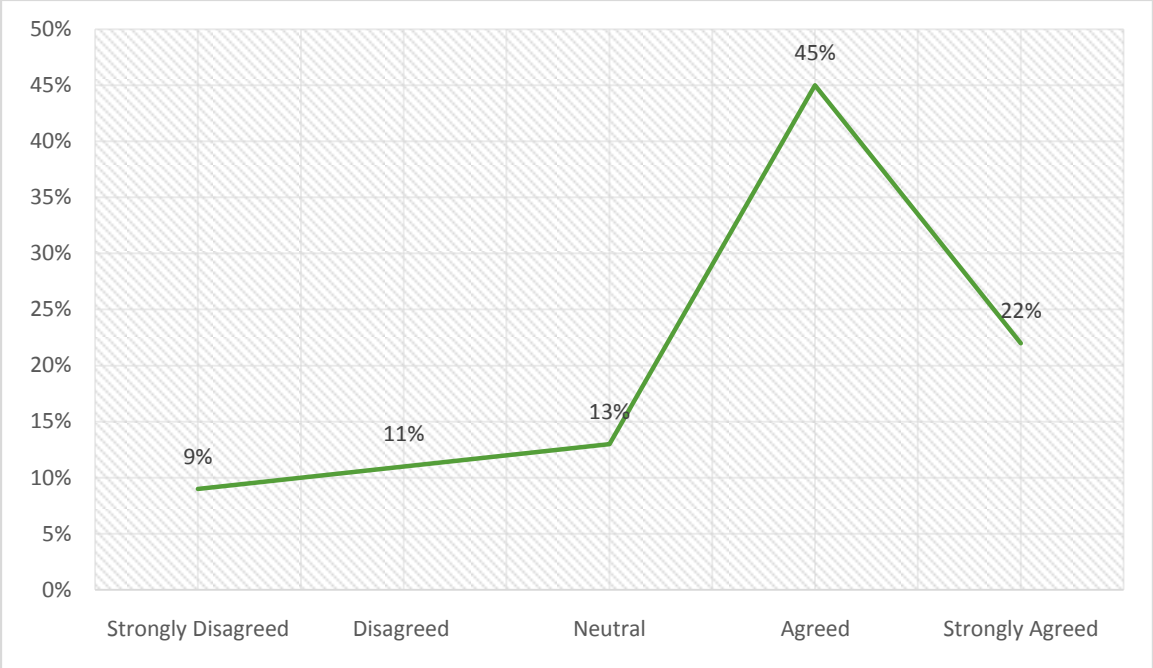


[18] Survey report, 2022

- **Q. 9 Overall, the Corporate Social Responsibility has very crucial impact on the organizational performance.**

Scales	Frequency	Percentage	Cumulative Percentage
Strongly Disagreed	9	9%	9%
Disagreed	11	11%	20%
Neutral	13	13%	33%
Agreed	45	45%	78%
Strongly Agreed	22	22%	**100%**
Total	**100**	**100%**	

After the analysis, it can be said that Overall, the Corporate Social Responsibility has very crucial impact on the organizational performance. The survey analysis represents that 45% respondent were agreed and 22 were strongly agreed with the statement. The other responses are showed in the graph below:[19]

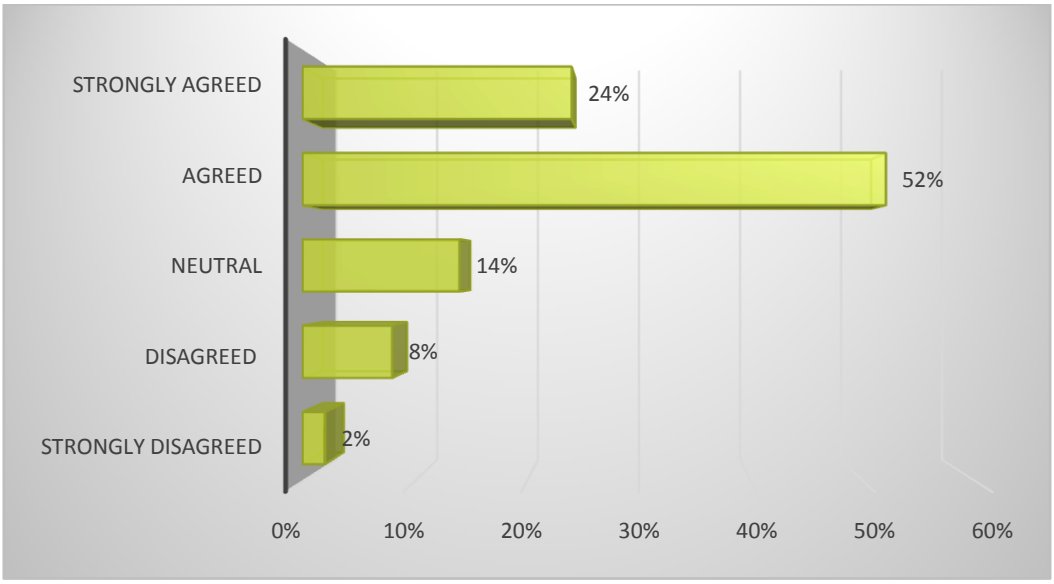


[19] Survey report, 2022

- **Q. 10 Every organization should focus on and practice appropriate Corporate Social Responsibilities to sustain in the competitive business market with competitive advantage.**

Scales	Frequency	Percentage	Cumulative Percentage
Strongly Disagreed	2	2%	2%
Disagreed	8	8%	10%
Neutral	14	14%	24%
Agreed	52	52%	76%
Strongly Agreed	24	24%	**100%**
Total	**100**	**100%**	

In case of the last statement "Every organization should focus on and practice appropriate Corporate Social Responsibilities to sustain in the competitive business market with competitive advantage", 24% respondents were strongly agreed, 52% agreed, 14% neutral, 8% disagreed, and 2% strongly disagreed with the statement. So, the result represents that every organization should focus on and practice appropriate Corporate Social Responsibilities to sustain in the competitive business market with competitive advantage. The following chart illustrates the survey outcome:[20]



[20] Survey report, 2022

Chapter 5: Research Findings

Every research is conducted to carry out relevant findings regarding the problem of the research. Outcomes of the research are very important to know the improvement areas and take necessary actions to do so. In this part of the research, relevant findings will be discussed those can be identified through the process of the research. So, the author discusses the major findings of the research from data analysis in following:

- The survey analysis determined that the male respondents are more than the female participants in the survey, most of the participants are 36-50 years old, and most of the survey respondents are service holder which is a positive thing for the research since the service holder has vital experience in direct CSR operations in organizations.[21]
- By analyzing the survey responses, the researcher finds that the result shows most of the respondents were agreed (43%) that the Corporate Social Responsibility (CSR) is significant for every organization in this competitive business world.
- It can be determined from the research analysis that there are certain crucial effects of CSR on the business operations of different organizations. We can also identify that the most respondents think that various actions of organizations regarding Corporate Social Responsibility has positive influence to the customers or clients of the organizations.
- The researcher determines that 36% respondents were strongly agreed&30% respondents were agreed that proper CSR activities can improve the relationship among the organizations and their customers which leads to enhanced organizational performances. It is also found that through doing certain Corporate Social Responsibility activities, organization can build better and clear customer perception about their products or services.
- Through analyzing the survey analysis outcome, we can determine that the performance of an organization can be influenced through conducting various Corporate Social Responsibilities. The researcher also finds that the CSR activities of an organization usually develop the positive and dedicated mentality among the employees.
- After reviewing the data analysis, it can be said that the Corporate Social Responsibility has very crucial impact on the overall organizational performance.

So, from the above major research findings, it can be identified the impact of corporate social responsibility on organizational performance.

[21] Easterby-Smith, M. Thorpe, R. Jackson, P. and Lowe, A. (2008) Management Research, 3rd ed. Sage: London.

Chapter 6: Conclusion

6.1 Recommendations

Recommendation of the research is the most important part for the researcher as it defines what the decision makers should do based on the given data analysis and result of survey. Effective recommendation can drive success for the decision makers by reflecting the key areas where the issue lies and more concentration should be given. Some recommendations on the basis of the research analysis and findingsare discussed in below for the different organizations regarding the corporate social responsibility study:[22]

- Consumers and society in general expect more from the companies whose products they buy. This sense has increased in the light of recent corporate social responsibility, which enhanced public trust of corporationsand public confidence. So, organizations should practice corporate social responsibility.
- Growing influence of the media sees any mistakes by companies brought immediately to the attention of the public. In addition, the Internet fuels communication among like-minded groups and consumers—empowering them to spread their message, while giving them the means to co-ordinate collective action. Regarding these issues, the corporate social and ethical operations can be very effective.
- A CSR program can be an aid to recruitment and retention, particularly within the competitive graduate student market. Potential recruits often ask about a firm's CSR policy during an interview, and having a comprehensive policy can give an advantageSo, organizations should focus on corporate social responsibility.
- Brand differentiation in crowded market places, company's striving for a unique selling proposition. That can separate them from the competition in the minds of consumers. CSR can play role in building customer loyalty based on distinctive ethical values.License to operate corporation are keen to avoid interference in their business through taxation. By taking substantive voluntary steps, they can pursuit governments that they are taking issues such as health& safety, diversity, or the environment seriously as good corporate citizen with respect to labor standards and impacts on the environment. So, the implementation of the corporate social responsibility is essential.

The above are the potential recommendations for the various organizations about the importance and impact of corporate social responsibility on the organizational performance.

[22]Jones Brian, (2009). Corporate irresponsibility and corporate social responsibility: competing reality, Social Responsibility Journal, Volume 5, Issue: 3 , Page 300 – 310

6.2 Conclusions

Corporate social responsibilities have no boundaries and are not constrained by race, color, or religion.Corporate social responsibility is a culture and unwritten contract with the community. This invisible culture can shape brighter futures for nations. If employees don't see the point of CSR initiatives, or understand the message, initiatives are unlikely to be effective.The research is conducted toanalyze the impact of corporate social responsibility on organizational performance. The first chapter of the research is based on the introductory aspect of the research that includes the basic objective, aim, and research questions that the research paper will aim to find the answer of. The second chapter of the research is the literature review where the entire literary topic has been discussed in proportion. In order to do that, proper citation and referencing has been done following the Harvard referencing system. Topics such as corporatesocial responsibility, organization performance, corporate social responsibility and financial performance, corporate social responsibility and environmental issues, effect of corporate social responsibility on the society, corporate social responsibility and corporate governance, corporate social responsibility and competitive advantage, conceptual framework, and corporate social responsibility and firm value has been discussed in the literature review. [23]

The research methodology chapter indicates the entire process through which the research was done in general. The research is quantitative in nature. The research approach is deductive research approach which will collect the data from primary as well as secondary sources. The primary source is the survey questionnaire that was done by the author to find the necessary data. The gathered data was analyzed properly in terms of the statistical and numerical measure. Through the data analysis the research is identified the purpose of research. So, the research is determined the positive and effective impacts of the corporate social responsibility on organizational performance. So, by these research outcome, the learners and the organizations can utilize the information to better knowledge and implementation in practical use appropriately.

[23]Jones Brian, (2009). Corporate irresponsibility and corporate social responsibility: competing reality, Social Responsibility Journal, Volume 5, Issue: 3 , Page 300 – 310

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