

BUSINESS STRATEGIES IN CORPORATE SOCIAL RESPONSIBILITY

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Abstract

Social responsibility is only the beginning of the sequence. The fact is that business is a major social institution and as such, it is important to involve in social values. Certain ethical rules for economic conduct of business were more or less generally accepted. Social responsibility can be developed between the business and the community through the development of communication media or tools which may be the press, trained and educate men, women, local meeting and the social audit. It is an overall measure of the social distribution of business through its economic performance. An enterprise that earns economic surplus improves its capability to serve the society . Thus profit contributes to public interest and social welfare. Similarly social responsibility of business contribute to the economic viability and performance of business enterprises.

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CONCEPT OF SOCIAL RESPONSIBILITY

The social responsibility concept is based on the premise that business has greater impact on society can be measured by profit or loss. As a participant in society, business should contribute to the human and constructive social policies that guide society. the concept of social responsibility is merely a first step towards social effectiveness of business. it is the underlying values which gives businessmen a sound basis for social action. it is the philosophy that justifies the business involvement in its social community, but philosophy by itself is incomplete. It must be followed by effective social action.

PHILOSOPHY OF SOCIAL RESPONSIBILITY.

The idea of social responsibility is that the decision makers are obliged to take action which protect and improve the welfare of society as a whole along with their own interests. It builds a better quality of life, thus harmonising organizational actions with society's wants. The ideas are that the businessman acts in a manner that will accomplish social benefits along with the traditional economic gains which the firm seeks. Social responsibility is only the beginning of the sequence. The fact is that business is a major social institution and as such, it is important to involve in social values.

PROFIT AND SOCIAL RESPONSIBILITY

There is an impression that profit motive and social responsibility are inherently contradictory to each other. This is far from being true. Economic goals and social responsibilities of business are complementary to each other and reinforce each other. Business firm are primarily economic institution and if they fail to earn profit they will not survive for long. Successful economic activity is thus a firm's social responsibility. the economic goals of business have great social relevance. Profit, the main economic goal, serves as a stimulant to hard work, initiative and risk taking. It is an overall measure of the social distribution of business through its economic performance. An enterprise that earns economic surplus improves its capability to serve the society. Thus, profit contributes to public interest and social welfare. Similarly social responsibilities of business contribute to the economic viability and performance of business enterprises.

CHANGING TRENDS IN SOCIAL RESPONSIBILITY OF BUSINESS.

In the past centuries certain ethical rule for economic conduct of business were more or less generally accepted, though by no means always followed. The basic moral rules for the businessman were.

- To adhere the principles of private property
- To execute contracts
- To refrain from deception and fraud
- To be efficient and to promote economic progress
- To promote the life, limb and health of the workers and the general public.
- To compete vigorously and in case of failure of competition, to act with restraint.
- To accept and respect the economic freedom of consumers workers and owners
- To have regard for the human rights of workers.

SOCIAL RESPONSIBILITY OF MODERN BUSINESS

In business the earning of the profit is something more than an incidence of success. Success must be sought in business also in excellence of performance and in business, excellence of performance manifest, itself among other thing in the advancing of methods and processes, in the improvement of products, in more perfect organization, eliminating friction as well as waste in bettering the condition of workingmen, developing heir faculties and promoting their happiness and in the establishment of right relation with consumers and with the community.

when the leaders of business consider social responsibility as a mere euphemism for charity a surrogate for the corporate image, a concern only for the public relation department, or simply a passing fad, they will, as a price for the failure, lose their own leadership roles in society and bring about the fall of the every organization with which they are identified.

Growing both in size and persuasiveness is a body of evidence which compels the businessman to consider seriously the possibility that social responsibility is more than an expedient response to temporary condition. If, as now seems very likely to be the case, social responsibility appears in the eyes of future historians to have borne one of the important manifestation of profound

social change, leaders of business must immediately begin to see it such and to orient their words and action around a better view of reality.

TOOLS OF SOCIAL RESPONSIBILITY

Social responsibility can be developed between the business and the community through the development of communication media or tools which may be the press, trained and educate men, women, local meeting and the social audit.

Effective means of communication

For affecting a smooth liaison and understanding between business and community, there must be a reliable means of communication. This is provided by a free and vigorous press, which is essential if the company is to discharge its responsibilities. It is through the press that good relationship is developed between the business and the people. regular and periodic representation of facts, figure and statistics through press is a great asset for the business as much as its images in the public eye is brightened. Hence businessmen hold frequent press conferences to explain their point of view and present facts to the press and are prepared to hear its reaction.

Educated and efficient staff

Any company requires educated and efficient men and women to carry on its business. As a citizen the company has no rights to damage the amenities/ property of the community. The presence of bad effluents, smoky chimneys, ugly buildings, heaps of solid waste emitting bad odour, insanitary slums and polluted atmosphere is an indication of the fact that the business is quit negligent of its moral duty towards the community. To improve the situation regarding proper sitting of industry and housing colonies, the company must work through consultation of the locality, rather than build and own these without having such prior discussion.

Wide publicity

Wider publicity serve a very useful purpose in as much as they appraise the community of what a company has done, what it proposes to do and whether its objectives have been accomplished. Such publicity should be regular and annually held and open to the representatives of consumers, workers and the community besides those of the shareholders. At such publicity the chairman

gives the report on the general position of the business, the price of its products, their quality and standards, future prospects of expansion and growth, relations between business and the community and the activities that business has undertaken for the benefit of the community.

Social Audit

Social audit facilitate factual assessment of the work done and of the social performance of business is done. The objective of social audit is to find out whether any co-operation and mutual relationship exist between labour and management and whether the business has fulfilled its economic, social and other responsibilities and maintained its predetermined standard and status, what is the nature of public relations with consumers etc. Social audit must be compulsory for all public enterprises, public boards, large corporation co-operative societies and public and private companies.

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STRATEGIES FOR SOCIAL RESPONSIBILITIES

The following steps may be taken to make the Indian business discharge its social responsibilities

Legislative measures

The companies act may be amended to make the following provisions.

Social responsibility clause to be specified by every big company in its memorandum, of association.

Representation of social group in the board of directors and annual general meeting of the company.

Social audit to judge the contribution of a company towards social welfare.

Voluntary measures

Law alone cannot make businessmen socially responsible. The following voluntary measures may be adopted for this purpose.

Shareholders should form their associations to exercise effective control over control company management.

Consumers should form their association to force businessmen discharge their obligations.

Trade association and chambers of commerce should exercise effective control to prevent anti-social practices among businessmen.

Business enterprise should develop an organizational culture conducive to the assumption and discharging of social responsibilities.

CONCLUSION

Society has become increasingly aware of the interdependence between business and its environment. Business organizations are no longer viewed as totally private bodies free to pursue their own goal. Instead they are increasingly expected to contribution to the betterment of society. Managers no longer considered to have responsibility not only towards owners. Rather managers are increasingly held accountable for the social effects of their action.

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