



---

## **A STUDY ON EMPLOYEE PERCEPTION TOWARDS CSR ACTIVITIES OF THE COMPANY WITH REFERENCE TO NEEL TOP WOODPARK AT BANGALORE**

**Dr. Rajeshwari. R.R<sup>1</sup>, Chandana . HN<sup>2</sup>**

<sup>1</sup>Assistant Professor, Department of MBA, Dr. Ambedkar Institute of Technology, Bangalore 560056, Karnataka, India

<sup>2</sup>IDA20BA007, Department of MBA, Dr. Ambedkar Institute of Technology, Bangalore 560056, Karnataka, India

---

### **ABSTRACT**

This research adopts a descriptive research method to examine a study on employee perception towards CSR activities of the company with reference to Neeltop Woodpark at Bangalore. The study was conducted by collecting data from the various sources like primary data and secondary data where primary data were collected. Structured questionnaire were designed to collect data from randomly sampled respondents from the Neeltop Woodpark . The 30 employees from the different department in the company were taken as a sample size. An analytical technique like the chi-square , descriptive test was applied to analyze the data collected from the study. And the hypothesis testing was done for the same data which were collected. The current study reveals.

**Keywords:** *Employee engagement, employee performance, job satisfaction*

---

### **1. INTRODUCTION**

The employee perception towards CSR activities can have on corporate culture and employee perceptions of their workplace. When companies create and engaging brand and communications around CSR initiatives, they can become culture-building activities. A sense of teamwork around volunteering, supported by shared goals, connects employees to the company-wide effort. Employee volunteerism and corporate philanthropic initiatives are correlated with employees' positive perception and commitment to their company. This is an important insight, especially for large companies looking to engage and retain a sizeable workforce. For most companies, and particularly those in the B2B space, employees represent the most powerful brand communications channel.

To be true brand ambassadors, employees must feel a sense of shared purpose, a fundamental connection to the company's mission, vision and values, and an understanding of how they contribute to the company's success. Engaging employees in CSR activities can go a long way towards building that connection.

#### **OBJECTIVE OF THE STUDY:**

1. To know the reaction of employees towards the CSR of the company
2. To identify the different perceptions of employees about CSR practices of the company
3. To study the impact of companies CSR activities on employees job performance and satisfaction

---

### **2. METHODOLOGY**

The type of research is Descriptive Research. . This research is used to gather the information from various sources of subject on the survey method. The data has been collected and answered for a particular group of people which regard to employees perception towards CSR activities of the company.

**Data Collection:** Primary data for the purpose of the study the researcher will be using structured questionnaire based on the objective of the study. These questionnaire administrators to the respondents in the organization. Secondary data which is available through different sources like books, article, Journals, company magazines, company report, company websites & other electronic sources like web pages etc.

**Sampling Method:** The sampling method used is probability simple random method for the survey. For the survey selected all the 30 employees in the organization.

**Hypothesis:** To obtain the objective of this research work, the following hypotheses shall be tested. The hypotheses are noted in Null form and shall be tested to both confirm and reject the Null speculation as the case may additionally be.

**H<sub>0</sub>:** There is no significant relationship between CSR practices of the company and job performance of the employee

**H<sub>1</sub>:** There is a significant relationship between CSR practices of the company and job performance of the employee

---

### 3. RESULTS AND DISCUSSION

According to the findings, in the organization all the employees who can perform more efficiently. The major age group of employees is between 20-40 with a greater number of PUC qualified since it is a manufacturing company. Since it is a manufacturing company more employees are male employees. The income is in the range of ten thousand to twenty thousand with an experience of 0-10 years. Company is environmentally friendly and has a sustainable growth. All the employees are aware about the CSR activities. When company has more profit then the company fulfill employees needs and also well being of society. Employees feel that they feel part of the family in the organization and they are satisfied in the working environment.

---

### 4. CONCLUSION

This study is based on the employee's perception towards CSR activities of the company with reference to Neel top Wood Park. In this study I found that CSR activities are the most important part of the organization. It is the philosophy of the organization to be responsible towards internal stakeholder and also external stakeholder because no organization can be successful without all of these stakeholders. Charities, promotion of education, gender equality and woman improvement, environmental sustainability, employment enhancing vocational skills, adopting villages will enable company to accomplish their vision and mission and also enhance the reputation.

It is found in the study that company is concerned with the needs of employees and the consumer rights are well protected and managerial decisions are fair and also the CSR targeted at all are good. Employees are fully satisfied in their job and feel proud to be the member of the organization and the program initiated is best to motivate the employees in the organization.

### ACKNOWLEDGEMENT

1. **KChandrasekar, International journal of enterprise computing and business. systems 1 (1), 1-19, 2011**

The working environment has both positive and negative effects on employee engagement, productivity, and morale. Most companies have unsafe and unhealthy working conditions. These include unstructured workstations, poor furniture, inadequate ventilation, poor lighting, excessive noise, and a lack of personal protective equipment."

2. **"DemetLeblebici, journal of business, Economics 1 (1), 38-49, 2012**

The workplace atmosphere nowadays is extremely important to employees, who have a wide range of employment options. It determines an employee's motivation, output, and performance. Employee creativity, level of innovation and error rates are influenced by the organization."

3. **"MonaO'Moore, Jean Lynch, Niamh NicDaeid, International Journal Management and decision making 4(1), 82-95, 2003.**

In this article workplace environment coincided with the one set of bullying suggested that change in workplace practice is a major factor in this one set of bullying. Gender specific relative risk work also calculated for each occupational group. In the workplace environment each occupational group were showed large number of risk variation to men and women."

4. **"PatriciaSmokler Lewis, Ann Malecha JONA: The Journal of Nursing Administration 41(1), 41-47, 2011**

In this article the main objective is that the study was to investigate the impact of workspace environment on the staff nurses regarding cost and productivity. And in this article said that healthy workspace environment or linked to make safety and healthy and make them in patience. The good workspace also impacts on employee motivation in an organization for reach goal."

5. **"MobinFatma, Zillur Rahman management research review. 38 (2), 195-216, 2015**

In this study the researcher said purpose of this study is that consumer perspective with corporate social responsibility along with a including everything that is relevant bibliography and future research agenda. In this study shows most have been conducted in developed countries and also have been done in a developing economy."

6. **"EleniApospori, Konstantinos G Zografos, Solon Magrizos International journal of technology management 58 (1/2), 10-31, 2012**

In this study the researcher explained that SME corporate social responsibility and its competitiveness and it's important to the economy and society also these features are relevant to adaption of corporate social responsibility principles, implementation of CSR initiatives and too competitiveness. The study of this objective is providing an overview of addressing SMEs CSR behavior and competitiveness.”

7. **”Waris Ali, Jedrzel George Fryna, Zeeshan Mahmood Corporate social. Responsibility and Environmental Management 24 (4), 2017 273-294,**

Based on this literature review the factors developed and developing countries both in driving corporate social responsibilities. Here researcher find the character such as company size, profitability, industry sector to drive CSR reporting agenda and also furthermore political, social and cultural disclosure of corporate social responsibility reporting agenda.”

8. **”Arora and Puranik (2004) Volume 4 issue 2 Feb 2015**

A literature review on CSR trends in India concludes that the corporate sector in India has benefited immensely from liberation and privatization process, but its transition from philanthropic mindsets to CSR has lagged behind its financial performance.”