



A Study on the Perspective of HR in Involving in CSR

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INTRODUCTION:

CSR, to put it simply, is the responsibility commercial enterprises have to make a positive impact on the society in which they operate in addition to their primary goal of maximising profits (Jamali et al, 2015). According to the CSR idea, every organization's main goal should be to maximise both its profit and social impact. The International Organization for Standardization recognised seven key subject areas of social responsibility in ISO 26000, a comprehensive international standard guidance document on social responsibility released in 2010. Principal Topics in Social Responsibility Organizations must look at these areas to make sure they are socially responsible.

Human Rights:

Labor Practices:

The Environment:

Fair Operating Practices:

Community Involvement and Development:

THE ROLE OF HR

The HR department of a corporation is largely in charge of hiring and choosing personnel, compensating them, evaluating their performance, and providing them with training and development opportunities. Coro Strandberg defines HRM (HR) as "the organisational function that deals with recruiting, managing, developing, and motivating people, including providing functional and specialised support and systems for employee engagement and managing system to foster regulatory compliance with employment and human rights standards" in an elaborate definition. This definition emphasises the crucial part that HR plays in assisting businesses in raising awareness of sustainability challenges. Executive management and employees are still connected by human resources. Employees typically prioritise topics supported by the HR function because they believe that the company and upper management value them highly.

REVIEW OF LITERATURE:

Jackson and Schuler (1995) emphasize a strong support for the idea that the size of the organization makes a major difference to the type of HR policies and practices that an organization adopts. Larger organizations, typically defined as those with employee number above 200 (ABS, 2016), multidivisional or multinational, are more likely to have formalized HR practices to manage their larger workforce and often more diverse occupational groups. Larger organizations characteristically have complex internal structures often with multiple layers, and are more likely to use sophisticated recruiting, staffing and training practices, have formalized pay structures, due process procedures, more developed internal labor markets, and more extensive career hierarchies (Boxall & Purcell, 2011; Jackson & Schuler, 1995), necessitating the need for more strategic people management approaches. As a result, the majority of HRM research typically focuses on large-scale, bureaucratic corporation with a HR department whose staff are concerned with choosing and improving an appropriate set of HR policies. Analyzing the HRM implementation process with a focus on intended and actual practices, and organizational culture, as in this study, thus requires an organization with formal HRM practices, multiple hierarchical levels, and diverse occupational groups.

RESEARCH METHODOLOGY:

Title of the study:

Study on the perspective of HR in involving in CSR

Sub title:

Study on the perspective of HR in involving in CSR of vadodara's industries

Main objectives:

The Present research was an endeavour to understand the perceptions of HR executives on CSR process Sub objectives: 1) To study the CSR inclination of professionals involved in CSR projects 2) To understand the role of HR in CSR activities 3) To identify the difference between HR personal and CSR personal 4) To recover and sustain organizational development 5) Efforts to improve society

Research design:

According to Paulin V. Young, 'a research design is logical and systematic planning and directing a piece of research'. In a simple language we may define research design as, the plan, structure and strategy for investigation conceived, so as to obtain answer to research equation and control. The purpose behind this study was to collect factual information and to explore the same. So research design is Descriptive.

Universe:

The first step in developing any sample design is to clearly define the set of objectives, technically called the universe. The universe for this study consists of "industry's in Vadodara which conduct CSR activities"

Sample and sampling size: Sample is the representative of the whole universe. Here, the researcher has used simple random sampling method, and selected 18 respondent from different companies of Vadodara city which are randomly selected.

Tool of data collection:

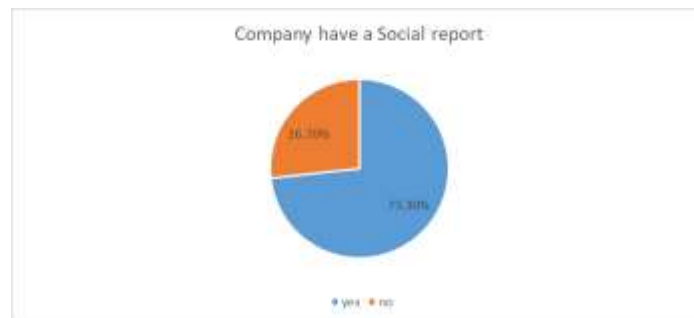
Primary Data: Tool for the data collection will through questionnaires.

Secondary data: Internet, books, previous dissertation, journals

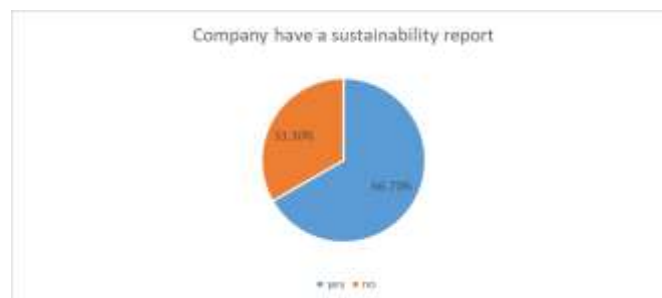
Limitation of study:

Perspective of HR involved in CSR activities.

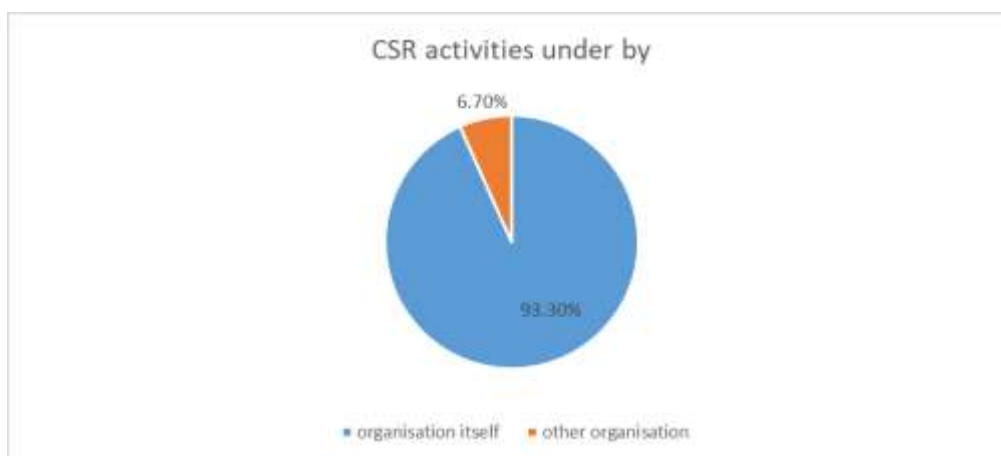
What their opinions about CSR.

DATA ANALYSIS & INTERPRETATION:

From the above table it can be seen that the majority respondents had choose yes which shows that the company have a social report management in the company as the percentage for yes is 73.3% & for no is 26.7%.



From the above table it can be seen that the majority respondents had choose yes which shows that the company have a sustainability report management in the company as the percentage for yes is 66.7% & for no is 33.3%.



From the above table it can be seen that the majority respondents had choose organization itself which shows that the company undertake activities by own self in the company as the percentage for it is 93.3% & for other organizations is 6.7%.

FINDINGS:

The company have a social report Majority respondents had choose yes which shows that the company have a social report management in the company as the percentage for yes is 73.3% & for no is 26.7%.

The company have a sustainability report Majority respondents had choose yes which shows that the company have a sustainability report management in the company as the percentage for yes is 66.7% & for no is 33.3%.

The majority respondents had choose organization itself which shows that the company undertake activities by own self in the company as the percentage for it is 93.3% & for other organizations is 6.7%.

SUGESSTIONS AND RECOMMENDATIONS: -

Many organization and HR not working in CSR with focus. They are work just for complete the government recommendation.

So, HR was focused in this work. - Organization assign a NGO for CSR and they not monitoring on their work.

So, NGO do work according their duties. So, efficiency are less in their work. -Many types of problems are in society.

So, organization find and focus in all the type of problems. -HR involved a CSR work with their duty and responsibility.

CONCLUSION:

CSR strategies encourage a company to have a positive impact on the environment and stakeholders, including consumers, employees, investors, communities and others. Systematic review of the relationship between the concept of CSR and HR Mare described and analyzed from different points of view research.

The study shows that CSR-HRM is valid promising for both theory and practice development. The aim of the work is to illuminate on two related concepts and try to explain them from all possible perspectives and approaches implementation of CSR policies and their integration to HRM.

CSR and HRM can now fully develop the concepts workers as interested parties –their relationship and cooperation with business organizations. After revision and analysis of the number of publications the relationship is divided into three phases.

Soon the maturation phase shows that this relationship was barely there observed in terms of social responsibility. -social responsibility for the business [to be] completely new phenomenon. The second phase was incremental growth which emphasize sensitivity to organizational commitment of employees, support of CSR and sustainable development through HR development.

Performance, employees or stakeholder issues are closely related to CSR and HR Mat this stage. The third phase was Fast growth that covers the essentials topics-Green management, Stakeholders, Jobs which reflects CSR to maintain centrality. To summarize, the study highlights that interest in CSR and HRM has increased in recent years.