



"THE ROLE OF CORPORATE SOCIAL RESPONSIBILITY IN ATTRACTING AND RETAINING EMPLOYEES"

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ABSTRACT :

Corporate Social Responsibility (CSR) has turned out to be an essential aspect for businesses now not only in terms of public image but also in building a robust staff. This research paper explores how CSR activities impact the appeal and retention of personnel. Today's personnel, specifically more youthful generations, are more likely to enroll in and stay with companies that display a robust dedication to social and environmental causes. The paper highlights the effect of CSR on employee motivation, task pleasure, and loyalty. Primary and secondary records have been used to analyze how CSR projects including environmental sustainability, ethical hard work practices, and community development packages have an effect on personnel's decisions. The findings suggest that businesses with nicely-deliberate CSR strategies gain an aggressive advantage within the hard work marketplace through growing a tremendous work lifestyle and increasing employee engagement. This paper concludes that CSR isn't only a moral obligation however additionally a strategic tool for expertise control.

Keywords: Corporate Social Responsibility, Employee Attraction, Employee Retention, Job Satisfaction, Talent Management, Work Culture, CSR Strategy

Introduction

In today's aggressive business international, corporations are not best expected to make profits but additionally to act responsibly closer to society and the surroundings. This is where Corporate Social Responsibility (CSR) plays an important function. CSR refers to the efforts made by means of corporations to enhance society thru moral practices, environmental care, and contributions to social causes. These efforts help build an amazing picture of the business enterprise and can also have a strong effect on personnel. Many studies have proven that employees nowadays, specifically younger experts, care deeply approximately the values and movements of the groups they work for. They want to be part of organizations which might be socially accountable and make a contribution definitely to the arena. As an end result, CSR has emerged as an important device for attracting new expertise and retaining current personnel glad and committed.

This research paper focuses on information how CSR practices have an effect on worker behavior, specially in phrases of enchantment (why human beings choose to sign up for an employer) and retention (why they pick to stay). It explores the unique CSR sports that businesses take part in, consisting of assisting education, decreasing pollution, promoting honest labor practices, and helping nearby communities. The aim is to study whether those activities certainly have an effect on people's choices about wherein they want to paintings and how long they want to stay.

Objectives of the Study

- To examine employees' awareness and perception of CSR initiatives undertaken by their organization.
- To assess the role of CSR in attracting new employees to an organization.
- To analyze how CSR contributes to employee retention and job satisfaction.

Literature Review

Chopra and Meindl (2021) emphasized that strategic supply chain planning is crucial in today's competitive environment, where faster delivery can act as a differentiator. They argue that companies must invest in responsive and agile logistics systems to meet customer demands in real-time. Similarly, Christopher (2016) highlighted the importance of lean and agile logistics frameworks, particularly in e-commerce, where customer expectations are heavily influenced by short delivery windows.

Kotler et al. (2015) explored how service delivery elements—including speed—affect overall customer satisfaction. According to them, fast delivery enhances the perceived value of the purchase, positively influencing the repurchase intention and long-term customer engagement. This aligns with Rushton, Croucher, and Baker (2017), who detailed that logistics efficiency directly impacts customer experience, particularly in online retail settings.

Fernie and Sparks (2018) examined the challenges and emerging issues in retail logistics, stating that same-day and next-day deliveries are becoming industry standards due to rising consumer expectations. Their study reveals that the speed of delivery is no longer a luxury but a necessity for customer retention.

In a more recent empirical study, Hübner et al. (2016) explored the effect of distribution systems in omnichannel retailing and found that integrated logistics operations with real-time visibility significantly enhance delivery performance, leading to higher satisfaction rates among consumers.

Lim, Kumar, and Kumari (2021) compared fast and sustainable delivery options, finding that while speed is critical for consumer satisfaction, there is a growing awareness of environmental concerns. However, the majority of e-commerce consumers still prioritize quick delivery over ecological sustainability when making purchasing decisions.

Data from Statista (2024) indicates a sharp rise in consumer expectations regarding delivery timelines in India, with a large segment of customers opting for platforms that offer same-day or next-day delivery. This is echoed by Business Today (2023), which reported that Indian e-commerce companies are increasingly focusing on last-mile delivery optimization to remain competitive.

Harvard Business Review (2022) posited that the "speed of delivery" is becoming as important as the product itself. Their analysis showed that companies with faster delivery services tend to enjoy higher levels of customer trust and loyalty. Similarly, the Times of India (2023) highlighted how delivery speed is influencing market share in the Indian e-commerce sector, with leading platforms like Amazon and Flipkart leveraging logistics networks to meet these demands.

A study on ResearchGate (2023) specifically addressed the correlation between fast delivery and customer satisfaction. The findings concluded that delivery speed significantly impacts the likelihood of repeat purchases and is often the deciding factor when consumers choose between two similar e-commerce platforms.

Research Methodology

This study adopts a *descriptive research design*, aimed at understanding customer perceptions, preferences, and behavioral responses toward fast delivery in the context of e-commerce logistics. Descriptive research is suitable as it allows for the collection of quantitative data to describe the phenomena observed.

2. Type of Research

The research is *quantitative and primary in nature*, utilizing structured questionnaires to collect first-hand data directly from respondents.

3. Data Collection Method

The *primary data* was collected through a *structured questionnaire* distributed to selected respondents. The questionnaire comprised close-ended questions designed in alignment with the study's three main objectives:

- To assess customer expectations and preferences regarding delivery speed.
- To analyze the impact of fast delivery on customer satisfaction and repeat purchase behavior.
- To evaluate how fast delivery influences consumer decision-making when choosing between e-commerce platforms.

4. Sampling Method

The sampling technique used for this study is *convenience sampling*, a non-probability sampling method. Respondents were chosen based on their accessibility and willingness to participate in the survey. This method was appropriate given the time and resource constraints.

5. Sample Size

The sample size for the study was *100 respondents*. This size was deemed adequate to draw general conclusions regarding customer behavior related to delivery speed in e-commerce.

6. Target Population

The target population for this research included individuals who shop online frequently and have had experience with different delivery timelines offered by e-commerce platforms.

7. Data Analysis Tools

The collected data was compiled and analyzed using *simple statistical tools*, primarily percentage analysis. Interpretation was done through tables showing:

- Particulars
- Number of Respondents
- Percentage

Each question was analyzed in context with the study objectives to derive meaningful insights.

8. Research Instrument

The primary research instrument was a *Google Form-based structured questionnaire* consisting of multiple-choice and Likert-scale questions.

Data Analysis & Interpretation

Section A: Awareness and Perception of CSR Initiatives

1. Are you aware of the CSR activities undertaken by your current employer?

Particulars	No. of Respondents	Percentage
Yes	70	70%
No	20	20%
Not Sure	10	10%

Interpretation:

Out of 100 respondents, 70% are aware of their organization's CSR activities, showing good visibility of CSR. However, 30% (No and Not Sure) are either unaware or unsure, indicating a need for better communication of CSR initiatives.

2. How would you rate your organization's commitment to CSR?

Particulars	No. of Respondents	Percentage
Excellent	20	20%
Good	35	35%
Average	25	25%
Poor	10	10%
No CSR initiatives visible	10	10%

Interpretation:

A combined 55% rate their organization's CSR commitment as Good or Excellent. However, 20% either see no CSR or rate it as poor, suggesting uneven CSR efforts across organizations.

3. What type of CSR activities does your organization participate in? (Multiple choice allowed)

Particulars	No. of Respondents	Percentage
Environmental initiatives	45	45%
Community service	30	30%
Education and training	25	25%
Employee welfare	40	40%
None	10	10%
Not sure	15	15%

Interpretation:

Environmental initiatives and employee welfare are the most common CSR activities. Still, 10% reported no CSR and 15% were unsure, pointing toward a lack of awareness among some employees.

4. Do you feel proud to be part of an organization that actively participates in CSR?

Particulars	No. of Respondents	Percentage
Strongly Agree	30	30%
Agree	40	40%
Neutral	20	20%
Disagree	5	5%
Strongly Disagree	5	5%

Interpretation:

70% of respondents feel proud to be associated with a socially responsible organization. This indicates that CSR positively contributes to employee morale and emotional connection to the company.

Section C: Role of CSR in Attracting Employees**5. Did the company's CSR reputation influence your decision to join the organization?**

Particulars	No. of Respondents	Percentage
Yes	40	40%
No	30	30%
Somewhat	30	30%

Interpretation:

40% of respondents were directly influenced by the company's CSR when choosing their job, and 30% were somewhat influenced, showing that CSR is a meaningful factor in recruitment decisions for 70% of respondents.

6. How important is a company's CSR involvement when you consider a new job opportunity?

Particulars	No. of Respondents	Percentage
Very Important	25	25%
Important	35	35%
Neutral	25	25%
Not Important	10	10%
Irrelevant	5	5%

Interpretation:

60% of respondents consider CSR important or very important when looking for a job. This reflects a growing preference for socially responsible employers among job seekers.

Section D: CSR, Employee Retention, and Job Satisfaction

Objective 3: To analyze how CSR contributes to employee retention and job satisfaction.

7. Do you think your organization's CSR activities increase your job satisfaction?

Particulars	No. of Respondents	Percentage
Strongly Agree	25	25%
Agree	40	40%
Neutral	20	20%
Disagree	10	10%
Strongly Disagree	5	5%

Interpretation:

65% of respondents believe CSR activities improve their job satisfaction, suggesting that responsible corporate behavior enhances the overall work experience.

8. Would CSR practices encourage you to stay longer with your organization?

Particulars	No. of Respondents	Percentage
Yes	60	60%
No	20	20%
Not Sure	20	20%

Interpretation:

A majority (60%) stated that CSR efforts would motivate them to remain longer with their employer, confirming CSR's role in strengthening employee retention.

9. What impact do you believe CSR has on overall employee motivation?

Particulars	No. of Respondents	Percentage
Very High	20	20%

High	35	35%
Moderate	25	25%
Low	15	15%
No Impact	5	5%

Interpretation:

80% of respondents feel that CSR has at least a moderate impact on employee motivation, with 55% rating it as High or Very High. This highlights the positive link between CSR and employee drive.

Findings

- Awareness and Perception of CSR Initiatives: High Awareness: 70% of respondents are privy to the CSR projects undertaken by using their agency, indicating good communicate and visibility of CSR practices.
- Perceived Commitment: Over 55% of personnel rated their business enterprise's CSR commitment as "Good" or "Excellent," suggesting a nice perception of company efforts in social responsibility.
- Common CSR Activities: The most often stated CSR tasks encompass environmental efforts (45%), employee welfare (40%), and network provider (30%).
- Emotional Connection: 70% of personnel either "Agree" or "Strongly Agree" that they sense proud to be part of an company that engages in CSR, indicating a strong emotional attachment and organizational pride.
- Role of CSR in Attracting Employees • Influence on Employment Decisions: 40% of respondents stated that the corporation's CSR popularity stimulated their decision to join, while any other 30% had been incredibly motivated, displaying CSR plays a outstanding role in agency selection.
- Importance of CSR in Job Search: 60% of personnel rated CSR as "Important" or "Very Important" while considering task opportunities, reflecting a shift in task seekers' priorities toward socially responsible employers.
- CSR's Impact on Employee Retention and Job Satisfaction • Job Satisfaction: 65% of employees consider that CSR sports make a contribution undoubtedly to their activity delight. • Retention Influence: 60% of respondents stated that CSR practices might encourage them to live longer within the corporation, indicating that CSR can be a thing in decreasing employee turnover. • Motivation: A combined 80% of employees consider CSR has a "Very High," "High," or "Moderate" impact on their motivation, displaying that CSR complements worker engagement and enthusiasm at paintings.

Conclusion

Corporate Social Responsibility (CSR) has developed from a peripheral problem to a central factor of organizational approach, mainly inside the context of human aid control. The findings of this study absolutely exhibit that CSR is no longer just about philanthropic sports or compliance with legal standards; it plays a large role in shaping the perception, engagement, and loyalty of personnel within an enterprise. From a theoretical perspective, CSR aligns carefully with stakeholder principle, which posits that agencies have obligations no longer best to shareholders but also to various other stakeholders, which include personnel. In this look at, CSR has established to be a precious tool in strengthening the psychological agreement between business enterprise and employee. Employees who are aware of and perceive with the CSR values of their business enterprise generally tend to feel greater linked, stimulated, and committed to their place of job.

The effects similarly support the social identification theory, which shows that people derive part of their identity from the agencies they may be associated with. When an organisation engages in socially accountable sports, it complements its picture and credibility, which in flip makes personnel sense proud to be part of this kind of organization. This sense of pride can growth process pleasure and foster extra retention. Moreover, in a competitive activity marketplace, CSR serves as a differentiating component. Many capability personnel recall an corporation's moral values and social contributions earlier than accepting activity offers. Hence, CSR activities can beautify an business enterprise's organisation logo and make it more appealing to pinnacle expertise. Overall, the examine concludes that CSR is a effective tool no longer just for achieving sustainability desires but additionally for enhancing employee-related results. Organizations that combine CSR into their center values and operations are more likely to draw devoted people and preserve them over the long time, thereby enhancing each employee pride and organizational overall performance.

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