
CORPORATE BODY AND SOCIAL RESPONSIBILITY

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Abstract

Ethical policy activities are of great significance for the advancement of every corporation or even at an individual level. One of the most important steps towards the development of the nation and organization itself is the harmonization of ethics and corporate social responsibility (CSR) in the course of the same ideology. In the past, there has been a lack of published literature on business ethics and corporate social responsibility working together in harmonization. In addition to observing the impact of the CSR on the brand development of an organization, the current paper has reviewed the activity of the CSR according to business ethics and also assessed the customer's attitude towards the organization's initiative. 500 respondents were chosen for the study from the various levels of the sectors as well as from different parts of society. The paper concluded that the CSR initiative is important, but a client first gives importance to the organization's corporate ethics and that value acts as a key input to the organizations branding.

Keywords: *Brand attitude, Expectations of customer social responsibility, Expectations of business ethics, Brand creation.*

I. INTRODUCTION

Business ethics, better known as corporate ethics, have been referred to as the procedures and policies observed in the business scenario to assess the difference between the correct and incorrect application and to analyse the business process on the moral ground or also to try to solve the problems that occur on the basis of the ethical solution. In all business segments, business ethics have been observed, also ethics are often vital for a company or a person to push through the principles that eventually paved the way to succeed and help build a brand of ethics follower . There have been lots of practices followed by the organization or even an individual, who are involved in the businesses, but out of these practices some are ethical and

some of the unethical to guide the business processes. Despite of the nature of the practices, these are help to make a better connection between the business and the stake holders [1].

Corporate social responsibility (CSR) is generally considered as the responsibility of the corporate houses towards the citizen of the nation in which they are operationalised. In general term, CSR is associated with the welfare schemes and practices [2]. The CSR's fundamental philosophy is to distinguish the corporate sector from only to gain the profit rather than investing some portion of the profit into charity works even in order to facilitate the poor segment of the nation by enriching them as a means of education, sustainable but still affordable house schemes, building the roads, adopting the village for their upliftment, supporting the government [3].

In developing the organisational identity as well as improving the link between the customer and organisations, ethical practises are incorporated with the CSR. The CSR initiative is often helpful in recognising the brand's mindset and relationship with the client used to define the market opportunity as a strategy. However, earlier literature did not cover the relationship between ethics and CSR with respect to an organization's branding [4]. In relation to the brand attitude, there is often a disagreement in seeking the impact of the ethics on CSR. Ethics is also described by CSR as 'doing good' and interconnected. There are several researchers who have not found any reason to distinguish between ethics and CSR from the customer point of view, but agree that both perceive the term similar, while consumer ethics usually balances personal ethical perspectives on company actions linked to both business ethics and CSR [5]. In the modern age, the organization's social obligations have emerged as the organisational community's major challenge. The fulfillment of social commitments is a matter of concern for managers who are actively involved in the decision-making process for investing in CSR operations. The CSR decision-making process is an operation that takes into account various other factors, such as growth, survival and company continuity [6]. The implementation of ethics assesses the decision-making process on the basis of right or wrong, lawful as well as immoral, which is socially relevant as other values such as right, fairness, truthfulness and others that coordinate the business organization's performance and choice and procedures towards customers.

A variety of complementary mechanisms seek to fight for preeminence, including corporate social responsibility (CSR) and business ethics and stakeholders. Corporate social performance, stakeholder theory and even business ethics theory have also been identified as social responsibility; business ethics and CSR constructs have also been combined by the academic community. Business ethics is often restricted to moral values that are related to right or wrong decisions. In a survey of definitions, regulations were identified; norms and moral principles for business ethics were most frequently mentioned. From the viewpoint of social responsibility concerns such as sustainability, fair trade, or helping to boost consumer wellbeing, sustainable brands have been studied. Studies also investigated the placement of brands using ethical approaches [7].

II. REVIEW OF LITERATURE

Ali Awad Alwagfi et al has given view in paper Work Ethics and Social Responsibility: Actual and Aspiration published in 2020 as the practices of the CSR and ethics as the prevailing practices with different advantages and disadvantages. In this paper a tool is used to the measure the CSR activities and also evaluate the prevailing practices at the scale of the corporate ethics. The study accomplished that the association between social accountability and ethical magnitude were statistically important. In view of these result, the study suggested the raise employees' principles and inspiring them in moral behavior, in addition to increasing a understandable plan functional by informative organizations to be relevant and put into practice social responsibility [8].

Benabou et all (2010) revealed that The demands of society for individual and corporate social responsibility are becoming increasingly popular as alternative answers to business and distributive failures. To shed light on this pattern and the underlying mix of motivations, we draw on recent developments in the psychology and economics of prosaic behavior. We then connect individual concerns to corporate social responsibility, comparing three possible understandings of the term: the adoption of a more long-term view by corporations, the delegated exercise on behalf of stakeholders of prosaically conduct and corporate philanthropy initiated by insiders. As a way to advance community objectives, we discuss the advantages, costs and limitations of socially responsible behavior [9].

III. CORPORATE BODY AND SOCIAL RESPONSIBILITY

The new definition of the review of CSR practices in the coordination of business ethics has been formulated in the present report. The findings of the study promote a new vision for consumer preferences in terms of corporate ethics and social responsibility measures taken by the organization. In order to examine the positive and negative effect of business ethics, the authors carried out a search. In terms of the CSR initiative, the impact of corporate ethics has been studied. In fact, the primary outcome of the study is that both business ethics and the CSR initiative are regarded as equally relevant [10]. These suggest that patrons value both of these behaviors. While customer's importance both behaviors, when expressive constructs were developed for organizational practice and ethics had more effective on brand attitudes than CSR.

In the light of brand show, these scenarios depend on the distinct circumstance of the CSR and the ethical conduct of a company. Any company dedicated to pursuing consumer partnerships as long as it wants to create an atmosphere for open communication at the same time that businesses want to engage in social responsibility to improve people's lives and other essential needs that can change the world in the long run. It have been seen that the if the ethics and CSR initiative are not start with a positive intension, then it will create the negative effect of the brand image of the products range of an organization in addition to not follow the regulatory norms properly and not taking sustainability initiative seriously.

IV. CONCLUSION

The present paper has investigated the impact of the business ethics as well as the CSR on the customer's perceptions towards the brand of the organization. In fact, Customer's prospect is the important input to create a brand image and ultimately helps to brand positioning. From the current research, it is found that an ethical practice of the organization has greater impact on the perception of the customer in comparison to the CSR initiatives. The different scenarios have been assumed in context of the business ethics, CSR and brand behavior and their impact on the business and organization's reputation checked. Our result are that ethical behavior is additionally associated with brand approach, thus symptomatic of an chance for prospect research to decide why clients are more anxious about company ethics as it have a connection with the brand attitudes

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