

THE IMPACT OF SOCIAL RESPONSIBILITY ON ORGANIZATIONAL PERFORMANCE

^{1*} Harikumar Pallathadka, ²Laxmi Kirana Pallathadka
^{1*,2} Manipur International University, Imphal, Manipur, India
^{1*}harikumar@miu.edu.in, ²laxmikirana@miu.edu.in

ABSTRACT:

This research paper aims to examine the effect of corporate social responsibility in India through stakeholder participation in the economic success of small and medium-sized companies as a driver of media coverage. Numerous practitioners obtained the primary data. The data analysis was carried out using a partial sampling technique for the data. The study indicates that the financial performance of the business is the result of CSR. CSR activities are sufficient for direct communication with their clients, helping to improve economic productivity. This paper attempts to demonstrate the financial success in developed countries of CSR operations.

Keywords: social responsibility, financial performance, stakeholder, corporate social responsibility

1. INTRODUCTION:

Social responsibility for the community and/or the environment is the responsibility of organizations and individuals. There is always a trade-off between material development, social security and protection of the environment. Social responsibility: the idea of individual people working for society to maintain the balance between the economy and the environment is social responsibility. Corporate social accountability names include social responsibility, business openness, corporate citizenship, responsible companies, sustainable enterprises, or corporate social outcomes. This term refers to a self-regulation system in many areas, such as business, politics, the economy, the media and the media [1].

The Conference Board of Canada, a non-profit organization specialized in tax and corporate patterns, has produced a National Corporate Social Responsibility Survey. They prove that corporate social responsibility is a way of working towards the organization's long-term objectives, decision-making and action, in line with their values, expectations and aspirations [2]. Businesses may show their social responsibility in a variety of ways. They can promote education, art and culture, children in need or animal welfare, or strive to reduce their environmental effects, practice fair recruitment, support programs and work only with equally appropriate suppliers. By removing socially harmful behavior or consciously encouraging social objectives, CSR can be passively followed. The following diagram shows how a business can engage in social responsibility and profit from it [3].

The CCC, a non-profit organization, specializing in social accountability for economic trends, states that social openness is a way of doing business by following its long-term priorities, strategies and actions. The rule of law and the principles of soft law, which uphold conventional

ethical standards for public and private enterprises, may constitute social accountability. Businesses can display a broad range of social transparency. They can contribute to education, culture and the arts, the needy and animal care, or can only collaborate with suppliers of common values to minimize their effect on society, perform equal recruitment, and promote activities [3&4].

The company also acknowledges public transparencies in corporations, corporate responsibility, citizenship, responsible business, sustainable business and/or social success in businesses. This term refers to self-regulating in various fields, including industry, politics, the economy, the media and communication [4].

1.1. Effect of social responsibility

Social responsibility is the notion that a person ought to comply in ways that balance his or her benefits with social benefits. Social accountability is the idea that an organization must balance its profits with social gains. The organizations are comprised of both individuals and corporations. Companies can profit, but not for the good of society or the environment. Businesses of the Environmental Protection Agency (ECPA) should make informed decisions and minimize public involvement.

Regarding social responsibility, there is nothing different. Nothing new is there. The organization and writings of the Scottish businessman and American founder, Andrew Carnegie, emerged from it. Carnegie's corporate philosophy is based on two values: charity (the poorer, the happier) and stewardship (the wealthy keep their wealth "in confidence" for the rest of society, which society sees fit to use for all purposes).

U.S. economist and Nobel Prize winner Milton Friedman subsequently concluded that, in his best interest, corporations exist only to increase income and work. In their attempts at social responsibility, he felt corporations were "morally misplaced" because governments were better able to deal with social concerns and problems. The pervasive corporate trust, including the management of Exxon Valdez's oil spills, Enron's financial fiasco, and the current subprime mortgage crisis, has worsened over the past 50 years. Social accountability is becoming increasingly important as a way of building confidence in connections [6].

1.2. New trends of social responsibility

Corporate citizenship, corporate investment, ethical bookkeeping and social entrepreneurship are socially responsible phenomena.

1.3. Corporate Social Responsibility

As a form of self-regulation, corporate social responsibility is an integral aspect of a business model. A socially accountable organization tracks and retains its active promotion of legislation, ethical values and international standards. The Coordination of CSR ensures that a corporation is responsible and that its environmental effects, consumers, employees, communities and other stakeholders are promoted and promoted [7].

CSR embraces the mission of an organization and leads and offers to its consumers what it stands for. The international CSR standard was approved as ISO 26000. The Triple Bottom Line (TBL) is in line with public sector organizations: (1) enhancing compensation and (2) improving the social impact. Responsible investment standards were guided by the UN. CSR, however, has the same values but no official act [7 & 8].

Social corporate accountability is a form of self-regulation which falls into the business model and which frequently is referred to as corporate accountability and corporate citizenry. CSR policy will act as a self-regulatory mechanism to ensure that companies comply with laws, ethical practices and international standards and control and comply. Companies will bear out the environmental effects of corporations, workers, businesses, stakeholders, and other public sectors. The impact of corporate social responsibility on organizational success is enormous. The purpose of this term paper is to explain the theoretical implications of a brand on consumer decision-making. The author will identify some of the questions required in completing the term paper, such as the thesis context, problem declaration, research goals, research objectives and research topics and hypothesis. This publication frequently addresses essential evaluations, architecture and procedures, data analysis and presentations. The author finally discusses the main conclusions of the analyses and the findings and points out some critical aspects of the impact on social responsibility performance [8].

1.4. Historical background of research work

Sustainable development and poverty reduction are key issues that governments must address, particularly in the developing world. But without the support of the private sector, the government cannot meet this alone. Politicians attach great importance to the future contribution to such policy priorities of the private sector. CSR is becoming a force that tackles these problems and, as the topic of sustainable development becomes more relevant, is becoming more critical in daily corporate activities. Nolan says that CSR is now used to build clear public ties. It is also used as a precautionary step to guard the skin against accidental risks and market scandals, possible eco-accidents, national law and guidelines, secure stunning benefits, differentiate brands and enhanced voluntary collaborations. Today, businesses know that their CSR operations, sustainable reporting and commercial strategies are posted on their websites to allow them to get their sympathy. CSR practice is also practiced because today, clients and governments need companies to conduct themselves more ethically. Companies readily accept CSR in their strategies, mission statements and multifaceted principles, comply with labor and environmental legislation, and take care of the competing stakeholders' interests. The lack of competitive advantages for peer companies is another reason for leading CSR companies today. CSR actions also help companies attract and retain customers and motivated employees, which guarantees the company's long-term survival. Drumright (1996) promoted a clear social identity, and improved customer/worker loyalty through sound companies focused on CSR [5, 8 & 9]. The most popular CSR metrics are related to enhanced organization's financial results. It is more consumer-friendly and attractive in Gildea's research by companies that look after the environment and have good CSR practices. Margolis found important positive links in the

financial results between CSR and the company. This allows the researcher to examine the implications of corporate social responsibility [9] on organizational activities.

1.5. Performance of organization

After the study is done, corporate social responsibility is a significant factor in improving corporate productivity. Cheruiyot has been studying the connection between corporate social responsibility and financial efficiency. He concluded that CSR and organizational performance were statistically significantly related. Many Chinese companies assessed an appraisal test, selecting a high-value, high-performing company. Another strong correlation between portfolio performance and CSR has been identified in CSR research. The positive partnership led to the strong corporate image of CSR investors. The excellent performance of CSR [10] is the reputational value of the company.

1.6. CSR & financial performance

Several research projects have attempted to explain the relationship between CSR and financial performance. The relationship between CSR and organizational profitability has been discussed in the lists of economic added value and consumer added value. There has been a strong link between CSR and the credibility of a company. There is no evidence that companies with a code of ethics have a significant increase compared with non codes in terms of economic added value and market value. CSR-Economy also evaluates the potential positive and negative impacts of CSR operations by hotels, restaurants and airlines on the financial results of positive and negative activities. Different industries show mixed results between firms by introducing an acceptable policy on CSRs [11], the financial outcomes of each CSR directional action.

2. LITERATURE REVIEW:

Ansong, A. et al. (2017). CSR is becoming increasingly complex. CSR and expense, gain, long-term survival, etc., are not directly related. Companies should meet stakeholder standards and reputations, advantage, respect, risk and dedication management, ethnic and legal equity, and asymmetry practice. CSR practice should be fully taken into account to achieve short and long-term goals and objectives and optimum efficiency and productivity. This demonstrates that it is important to perform many CSR studies in African countries. There is no direct relation between CSR and profitability, prices, sustainability in the long term, etc. The findings were not conclusive because of this. Observational studies, CSR relationships and financial results are often confusing, not definitive. It must be known that CSR is consistent with the success of the industry.

Brettel, M. et al. (2010). The relationship between the CSR is theoretically agreed, provided the theoretical impact of the CSR experience on innovation. However, limited empirical research has been carried out on this relationship. Furthermore, few studies have examined whether there is a mediating effect between CSR and corporate performance from organization performance by current research specifically examining the effects of CSR on corporate performance. This study is aimed at helping. The results show that corporate social responsibility is a core driver of

creative, productive and profitable corporate social responsibility. ESOs claim that most small companies do not follow corporate policy but follow CSR. It is not small and medium-sized businesses. Only after CSR is related to the core decision-making process can real benefits be achieved. It would be a real opportunity for positive change if we could encourage SMEs to value the business process when we are responsible.

Enimil, H. A., et al. (2012). Based on the results of this report, CSR has a substantial and beneficial effect on the entire performance appraisal metrics used for literature review: finance, overtime organization, credibility, satisfaction with employees and brand distinction. While Ghana doesn't depend heavily on CSR, literature shows that buyers are the most desirable, excellent images, high performance and sustainable.

Amato et al. (2007). The study examined the link between CSR financial results and small and medium-sized enterprises in the Ghana, focusing on stakeholder mediation. The claims were made that the incompatible link between CSR and company financial results could be the result of interested stakeholders' media positions. The results show that CSR ventures typically include not partners but rather businesses. Moreover, corporations and their owners tend financially to have changed. Generally speaking, the report does not support CSR, although the results indicate that the stakeholders are entirely committed to mediating the connection between CSR and financial performance.

Hughes M et al. (2012). CSR practices are binding on all organizations and the new policies and procedures. Managers should now focus on CSR operations, increasing the organization's reputation and letting our business add value. The study concludes that the CSR section gives priority to the awareness and obligations of the organization. The experiments are carried out. Additional factors shaped the growth of a positive reputation for bringing value to the industry. Greater creativity appears to raise returns for shareholders and property. Some authors say that R&D will increase the financial performance of the company. Still, social ROA and ROE are not important to have a concentrated effect on R&D. According to other scientists, if variations in the economic model were introduced, the relations between CSP and the CFP are unknown. The importance of customer loyalty of CSR businesses is higher, and the business's profit margin is increasingly increased. This improved success would improve and gain the prestige of the organization as allies.

Siegel D. et al. (2009). The segment on research methods illustrates the whole process of research. The inquiry is quantitative. A deductive approach to science gathering primary and secondary knowledge is the technique used for the research. The primary source is to find information from the author's investigation. In numerical and statistical terms, the data obtained were analyzed correctly. The goals of the study are set by data analysis. The study thus determines the beneficial and successful effects on the organizational success of corporate social responsibility. Then, students and organizations use the information for enhanced understanding and practical use effectively through the study findings.

Ansong, A. et al. (2016). The objective was to investigate the connection between CSR and OP in the southern Delta of Nigeria and enhance people's lives in the IOC region. Disputes can relate to business relations, employment, business interests and income that the host communities

believe may provide (Aaron & Patrick, 2013). CSR measured the scales of CE, VS and VC. RC and EC assessed the operation. These tests and dimensions will show the excellent and essential relationship between CSR and OP. Basing this study on the participating IOCs and stakeholders, their host group in Nigeria, in particular, could provide a constructive forum for social change.

MacGregor, S.P. et al. (2007). In cooperation with the Japan Trade Promotion Organization, the CIEM recently carried out a study on 200 domestic and foreign companies operating in the country (JETRO). Many businesses with good growth and inclusion have become businesses with a good base of personnel and an effective management system for human resources. The strong impact of the company's commitment to success is demonstrated. These factors generally show that employees benefit from an organization for which they work and regard it as their second home. The company's identity is usually measured very well. In an intermediate organization theory of CSR, the involvement of employees, the identity of a firm, the legacy of previous studies and analyses and construction models, and interaction with an employee influence corporate results as a factor. CSR and organizational commitment are now one of the main and fundamental components for all organizations across the world of modern management activities. The CSR standards and company participation influence the company's sustainability. On the other hand, given that these are variables contributing to the company's efficiency, investment in CSR and employee organization operations in firms that constitute 100 percent foreign and private capital must also be taken into account. The results also show that companies also benefit from social responsibility and improve the performance of their companies. Instead, employees, customer groups, stakeholders and the social community receive negative comments if the organization does not achieve good social performance in the business.

Collis, J. et al. (2009). The findings indicate that organizations consider CSR to be a valuable resource for supporting and promoting the introduction of TQM and achieving a sustainable competitive gain. Two other things were identified: first of all, CSR promotes the image and credibility of a business that will attract better and more skilled employees, clients and other parties, leading to the renewal of social licenses. The second is the renewal of its social permits. Improving 'moral capital' by adopting CSR-related activities facilitates and supports practices like employee engagement, employee interest, customer acceptance and other parties' approval.

Becchetti, L. et al. (2007). The study aims to determine the influence of domestic and external CSRs on non-financial and financial performance. The findings indicate that the effects of internal CSR on non-financial results are positive. The study highlighted the significant function of internal CSR to improve customer satisfaction and organizational reputation for non-financial external success. Secondly, non-financial outcomes that exceed CSR have beneficial results. The findings show that the effect of external CSR on non-financial production is more significant than internal CSR. Thirdly, the beneficial effects on the financial performance of domestic CSR. According to the findings of this study, many Jordanian companies disagree with the notion that internal CSR has a negative impact on their financial performance. Engaged employees can be more effective, find ways to minimize costs and continue their work. You're going to do that and more. Because of the initial prices of introducing an internal CSR, the long-term results increase financial performance. Fourth, there is a negative and zero financial effect on external CSR.

While the business has no direct impact, its financial success improves employee satisfaction and customer satisfaction, the reputation of the company and the overall image.

Barnett, M. L. et al. (2007). The investigation examined the influence of survey methodologies in social responsibility on corporate success in Guinness Nigeria Plc, Benin. A survey of 312 respondents by unintended sampling methods was carried out by 857 employees. The data obtained were analyzed through correlation and regression analysis. The study showed that corporate social responsibility is closely linked to business success. More evidence shows that corporate social responsibility has significant repercussions on business success in Nigeria Plc, Benin City. Therefore, this research recommends that the management of Guinness- Nigeria plc make efforts to cultivate peaceful and cordial relations with the people and to promote social responsibility in the region, including community projects and environmental protection.

2.1. Problem statements

The relationship between corporate social responsibility and the company's achievement is not clear, be it financial or non-financial. Despite existing literature on corporate social responsibility, the lack of published proof of the significance of CSR based on selected organizational results for improving corporate management in corporate social responsibility is significant. While this performance can lead to many variables, including overtime recorded CSR events, the CSR effect is difficult to understand on this performance. Thus, the Investigator emphasizes the impact on an organization's performance in corporate social responsibility [10 & 11]. The most critical problems are:

1. Many companies, therefore, apply the benchmarking methodology to contend for social responsibility, implementation and productivity strategies in their respective sectors.
2. Benchmarking includes the analysis, evaluation and environmental and social effect of corporate social responsibility policies and the understanding of corporate social responsibility policy by clients.
3. A distinction can be drawn after a compressive analysis and an internal policy assessment.

2.2. Objectives of research work

The analysis aims to investigate the influence of social responsibility on the success of the business organization and includes:

1. Accept businesses, the government and its institutions, stakeholders and society as a whole for their social responsibility.
2. Assessing the effects of corporate social responsibility on corporate results.
3. Find new ways of connecting companies to the different stakeholders in society.
4. Find out how businesses contribute to their national development with respect to disaster contributions, adherence to and compliance with government laws and regulations and collaborate with the government financially to ensure a stable and vigorous economy.

2.3. Research question's

The scientist's questions about his answers are fundamental questions [12 and 13]. The author aims to identify some key issues in order to detect the effects on corporate social responsibility performance. Questions from the study are as follows:

1. How important is corporate social responsibility?
2. How can consumers or clients benefit from corporate social responsibility?
3. Does social responsibility affect the results of the employee?
4. How does the overall performance of the company affect social responsibility?

3. PROPOSED METHODOLOGY

A sample is a screening tool obtained by a relatively small data gathering from the population. The method used to collect data such as population samples is referred to as a survey. Different sample methods can be obtained. The most popular method of sampling is chance sampling and improbable sampling. The likelihood of sampling ensures that everyone is picked for the survey, rather than leaving no space for the unlikely test to be sampled. In contrast to the improbable sample, the chance sample would generate more accurate results. The sampling technique is therefore unlikely to be used [14].

In general, the sampling of unlikely events is connected to subjective exploration and clarification. The most readily available collection of haphazard instances is a convenience study. For the survey questionnaire, the sample will be 100 percent [15].

3.1. Method of data collection

3.1.1. Primary data collection method

In the thesis, knowledge will be obtained from quantitative research used for quantitative analysis via a final structural survey. Taking into account the main data used for the study of data [16], interviews with interviewees are conducted, and participants answer each question on a scale of 1 to 5: five are, to be sure, four are neutral.

3.1.2. Secondary data collection method

There are also secondary data sources in addition to primary data collection. Basically, the publication of the Nation, magazine, books, reporters etc, are there as secondary information sources. In the case of secondary information justifying the study's validity, the author collects data from the secondary sources concerned. Critical research, compare and contrast will also be carried out in order to ensure proper data use [17].

3.2. Survey Questionnaire's

The questionnaire designed to interview respondents is given in the appendix.

3.3. Plan of data analysis

The main aim of the research is the analysis of the results. To better visualize the data, the author will use the available information. In the case of a study method and probability sample, the author will use a quantitative approach to evaluate results. For the statistical analysis, precise statistical illustrations will be used, and the exact results will be estimated. In order to interpret data accurately and statistically, the author uses a variety of methods and procedures, including Microsoft Excel, SPSS and similar applications [18]. The author uses many technologies and applications as well as various graphs with a pie chart, map, bar chart, etc. [19] to display the results of the analysis.

3.4. Ethical Consideration's

For the success of the research project, access to knowledge and ethics are crucial. In the current conceptual and theoretical context, the scientists will use secondary data to compare theoretical frameworks deriving from literary reviews [20] to explain the effects on the results of primary data companies on the impact of corporate social responsibility. Confidentiality shall be safeguarded in accordance with the Data Protection Act. The purpose of the study had already been explained, and participants were invited to volunteer fully. Considerable time also has been given for the participants to think over the issue [21].

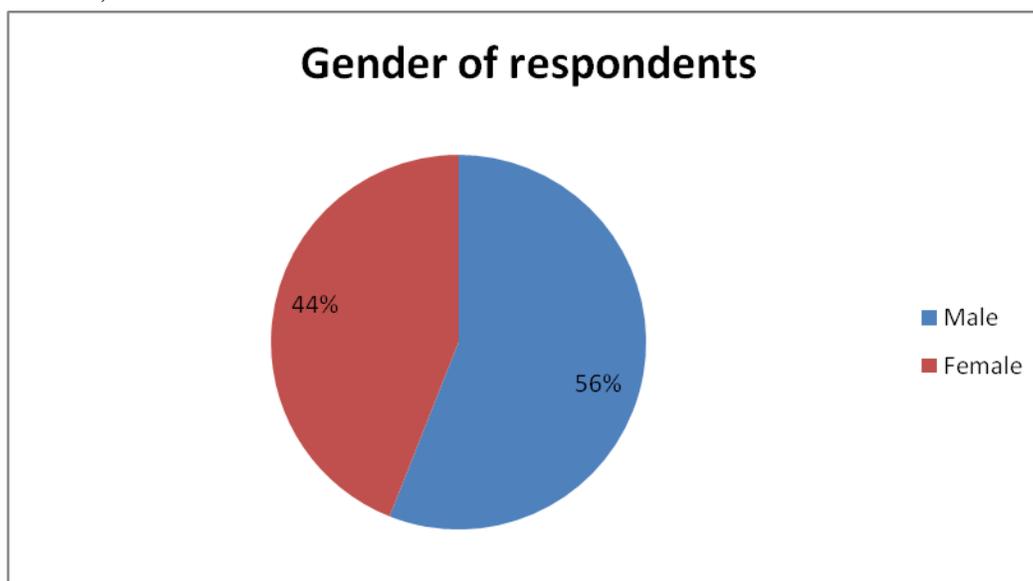
3.5. Data analysis

In the conduct of surveys and interpretation of the results, demographic analysis is vital. A population analysis specifies the demographics of the samples found in this survey. The survey includes demographic questions emphasizing the name, age, gender, education and employment of respondents [22]. The demographic analysis applied to the right population sample, which impacts corporate social responsibility organizational efficiency.

3.5.1. Gender's of the Respondents

Gender	Frequency	Percentage
Male	70	56%
Female	55	44%
Total	125	

The following table indicates that 56% of respondents were males and 44% were females. There were, therefore, more men than women in the researchers.

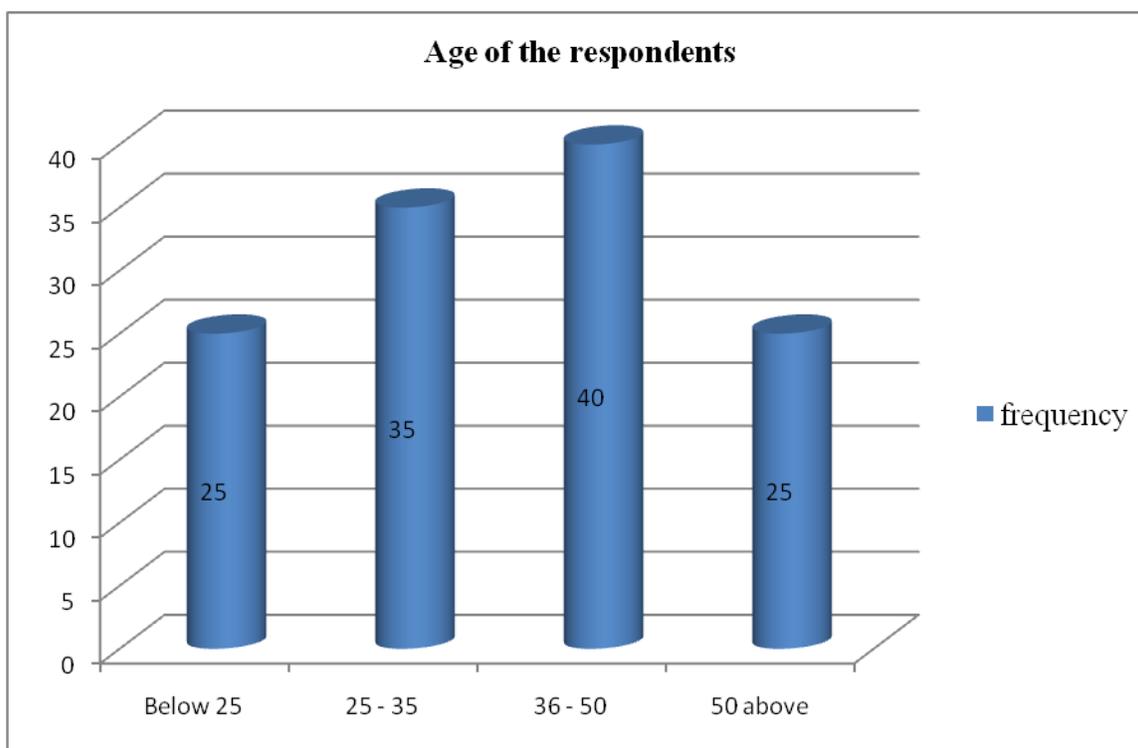


3.5.2. Based on age respondents

Age	frequency	percentage	Cumulative percentage
Below 25	25	20%	20%
25 - 35	35	28%	48%

36 - 50	40	32%	80%
51 above	25	20%	100%
Total	125	100%	

The ages of participants are significant because their age reflects the views of their various organizations on their products and services and CSR activities. This term paper comprises 20% of respondents below the age of 25 years, 25 to 35 years 28%, 36 to 50 years 32% and 51 above 20%. The analysis showed that the majority had good and study-friendly experiences between 36 and 50 years of age [23]. The following diagram illustrates the age differences of the respondents.

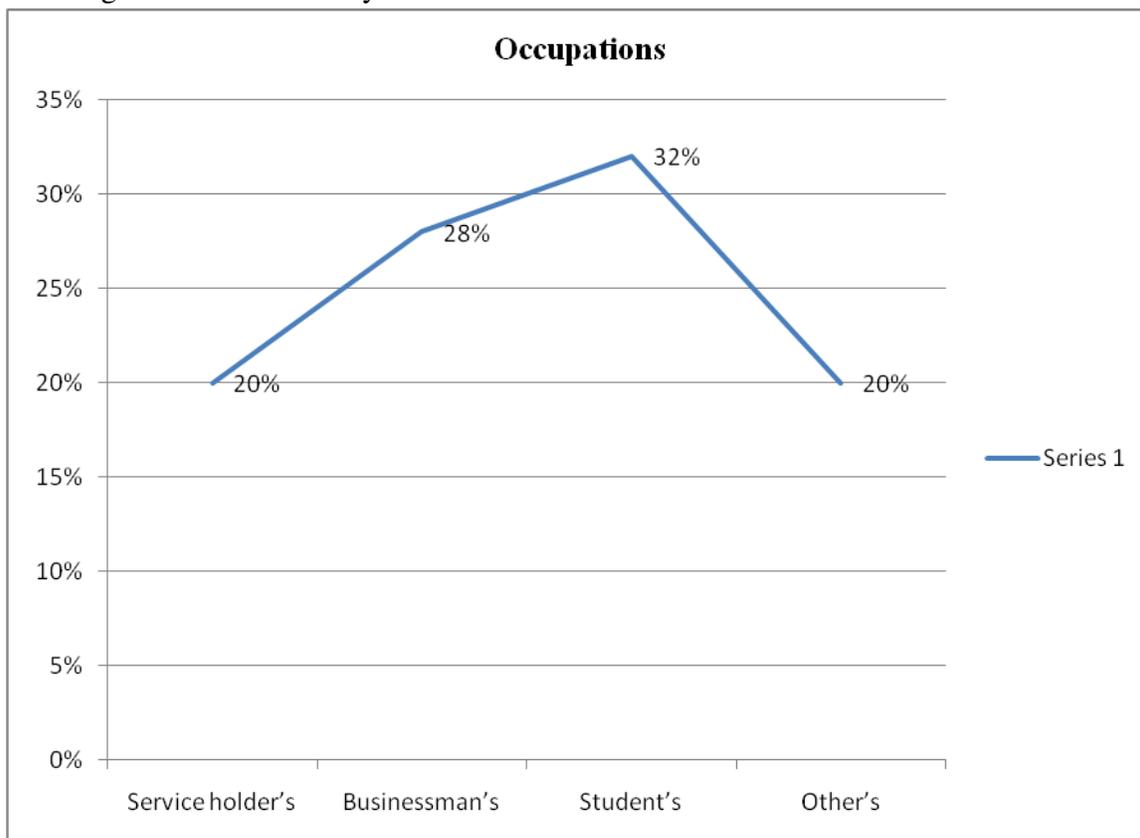


4.5.3. Based on occupations respondents

Occupation's	Frequency's	percentages	Cumulative percentages
Service holder's	25	20%	20%
Businessman's	35	28%	48%
Student's	40	32%	80%
Other's	25	20%	100%
Total	125	100%	

In the table above and on the map below, you can see the special activities of the participants. We can see from the table that the majority and 20% of respondents are holders. Other

participants, 28% businessmen, 32% staff and 20%, had extensive knowledge in the operation of the CSR organizational directory.



3.6. Analysis of quantitative data

Questioning of the quantitative data was carried out closely. The questions were structured to satisfy the different study objectives. Each aim was evaluated using data related to the goals through five questions per target. In particular, on the 5th scale of Likert, many questions are measured. 1 as "Strongly Unbelievers" 5 as "Strongly Unanimous."

Strongly disagreed	disagreed	neutral	agreed	Strongly agreed
1	2	3	4	5

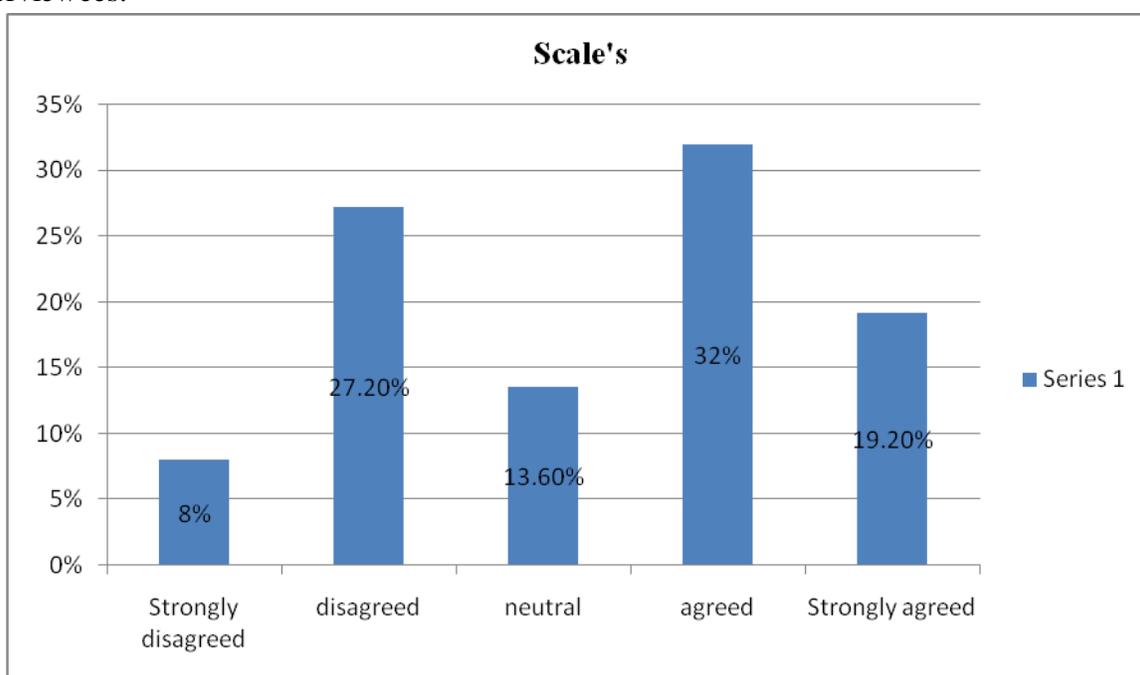
Quantitative analyses of data capture the outcomes, and analysis observations and analyses are used to meet research goals. The data are interpreted quantitatively as follows:

3.6.1. For each company in this competitive business environment, corporate social responsibility is essential

Scale's	Frequency's	percentages	collective percentages
Strongly disagreed	10	8%	8%

disagreed	34	27.2%	35.2%
neutral	17	13.6%	48.8%
agreed	40	32%	80.8%
Strongly agreed	24	19.2%	100%
total	125	100%	

A summary of the survey replies in this competitive environment that "Social Corporate Responsibility (CSR) is important to each organization in this competitive business world," indicate that Strongly agreed 19.2%, agreed 32%, neutral 13.6%, disagreed 27.2%, and 8% by strong disagreement were strongly accepted. Any organization in this complex business world is also conscious of corporate social responsibility. This bar chart indicates the response to the interviewees.



4. RESULT AND DISCUSSION:

Each research is carried out to produce relevant results from research. Research results are very important when it comes to recognizing and taking the measures necessary to improve the areas. The significant results discovered through the analysis process are discussed in this part of the report. The author, therefore, reviews the main conclusions of the data review:

- The study included male respondents rather than female survey participants, the majority was between the ages of 36 and 50, and the majority of respondents were service providers. This is good research since the holder of the service has important CSR experience in organizations.
- Investigators' survey responses indicate that most of them (32%) agreed that Corporate Social Responsibility (CSR) is of tremendous importance to any single company in a competitive environment [24].

- The research study will determine the definitive effect of CSR on the business practice of various organizations. We may also find most people accepted, as regards corporate social responsibility, that actions by different corporations have a positive impact on customers [25].
- Researchers found 36 percent firmly committed to enhancing business efficiency ties between businesses and their clients through the proper conduct of CSR. It has also been found that organizations can have a clear and deeper understanding of their goods and services through such social responsibilities.
- Analysis of the analysis results allows us to see how different corporate social responsibilities can affect the performance of an organization. The scientist also finds that the CSR organization's operations usually optimize the employees' positive and engaged thinking [26]. The above study showed that respondents accepted and strongly agreed that the influence of organizations on their CSR activities would significantly improve the employees' outcome.
- After the findings are checked, the influence of corporate social responsibility on overall organizational performance is important. This means that any organization must focus on and exercise adequate social responsibility to support itself in a competitive market environment with a competitive advantage.

Therefore, it is possible to quantify the impact of corporate social responsibility on corporate performance from the above key research findings [27].

5. CONCLUSIONS:

The organization's social responsibility cannot be limited by race, color or religion. Community and the unwritten social structures are a corporate social responsibility. This unknown culture will form nations with a brighter future. Initiatives would possibly be unsuccessful if workers do not see or recognize the goals of CSR initiatives. The goal of the analysis is to examine the effect on the organizational success of corporate social responsibility. The first section deals with the initiator element of research, which involves the fundamental aims, priorities and research topics discussed in the study paper. The literary analysis of the second chapter is proportionate to the discussion on the entire literary subject. The respective citations and references have been rendered in accordance with Harvard's reference system. Subjects such as Corporate Social Responsibility, Group Level Responsibility, Corporate Social and Financial Responsibility, Corporate Social and Corporate Social Responsibility, Corporate Social and Competitiveness, Philosophical and corporate management. The section on research methods gives an overview of the whole research process. The inquiry is quantitative. The approach to analysis is a deductive approach to study that involves primary and secondary data. The key source of the survey is a survey questionnaire by the author to decide the appropriate data [29]. In terms of statistical and numerical data, the data obtained was carefully analyzed. The study object is identified through data analysis. This research, therefore, determines the beneficial and effective effect on organizational efficiency of corporate social responsibility. Thus, by using these research findings, students or organizations can use the information correctly [30].

5.1. Future scope of research work

CSR communication extends to research, and new kinds of communication networks are being established in order to do research into CSR communication, including blogs and social media, holistic and thorough. Comparison by the size of industry of SME and MNC CSR contacts may provide a more accurate image of CSR interactions, as CSRs are largely huge. In contrast, in terms of income, context, operating range and personnel, maybe much less. The analyses of images, semanticity studies and language studies can lead to a deeper understanding of communication with the meanings and consequences of the language used.

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Appendix
BASIC DETAILS

1. Name.....
2. Address
3. Gender
 Male Female
4. Age Below 25 25-35 36-50 51 or Above
5. Occupation
 Student Service holder Businessman Others
6. Phone No.....
7. Email (Optional).....

SURVEY QUESTIONNAIRE

	Questions	Strongly Disagreed	Disagreed	Neutral	Agreed	Strongly Agreed
1	In order to succeed in a competitive market environment with a competitive advantage, every company should concentrate and exercise associated social responsibility.	<input type="checkbox"/>				
2	Corporate social responsibility is important for every organization in this dynamic market climate.	<input type="checkbox"/>				
3	CSR has several important impacts on the activities of various organizations.	<input type="checkbox"/>				
4	Proper CSR activities will reinforce the relationship between organizations, helping to enhance organizational performance.	<input type="checkbox"/>				
5	Through these corporate social responsibility initiatives, the business will					

	better and clear customers' views of its products or services.					
6	An organization's CSR practices typically establish a constructive and committed employee attitude.	<input type="checkbox"/>				
7	Company social responsibility has a significant impact on the company's growth.	<input type="checkbox"/>				