

A REVIEW ON CORPORATE EDUCATION AND SOCIAL RESPONSIBILITY DURING PANDEMIC SITUATION**Ch. Vinay Kumar^{1*} and K V L N Murthy²**¹Department of Education, Acharya Nagarjuna University, Guntur, Andhra Pradesh -522 510.²Department of Philosophy, Sri Sai College of Education, Dornala, Andhra Pradesh, India – 523331.Article Received on
13 August 2020,Revised on 03 Sept. 2020,
Accepted on 24 Sept. 2020,

DOI: 10.20959/wjpr202012-18850

Corresponding Author*Ch. Vinay Kumar**Department of Education,
Acharya Nagarjuna
University, Guntur, Andhra
Pradesh -522 510.**ABSTRACT**

Social Responsibility is an obligation to the planet & people living inside and outside the business organizations. Any business is having number of contacts in the society such as owners, employees, customers, government, suppliers, environment etc. The obligations of business, includes satisfaction to these parties with it's' owner, is called corporate social responsibility of business. In present scenario, the society as well as media is increasingly requesting the companies to consider social and environmental problems while operating their business activities. Now CSR has become one of the major issue of new millennium across the world and the corporate as well as government must take care of it. The

Government has taken an initiative by incorporating the CSR law in the New Company Act – 2013 which is saying it is mandatory for the companies to allocate 2% of their net profit in CSR activities. This initiative is an important step for controlling those business activities which makes a harmful effect on the society. CSR typically includes issues like business ethics, community engagement, global warming, water management, human dignity & rights etc. Hence in order to sustainability and to survive in this mechanistic world, the organizations need to demonstrate a strong relationship with the society.

KEYWORDS: Globalization, CSR, Triple Bottom Line, New Company Act -2013.**1. INTRODUCTION**

A researcher starts his research by reading & exploring the problem of his research for which it is important for him to be aware & familiar with both previous theories and

researches published in the previous investigation & studies. So, in order to assure its familiarity, they have to maintain the accumulated and recorded previous information. Every research requires the review of related literature for identifying the smooth contours for finding the correct direction of conducting the research.

Review of literature is also helps in framing hypothesis, data sources & appropriate statistical techniques to solve the problem further, the review provides to analyze the gaps, defining the objectives, formulating hypothesis, analysis & interpretations. In context of researcher the depth and breadth of the review emphasizes the credibility of the author (s) in the concerned field & for the professionals these are useful reports to keep them up date with their field.

In a nutshell, with the help of literature review, researcher can identify, appropriate methodology, suitable research design, methods of measuring the variables, techniques of analysis and performing various field observations to illuminate the darkness in the area of his research.

COVID -19 pandemic has disrupted the normal lifestyle of people across the globe, the virtual world has come to the rescue. Amongst many institutions schools have also shifted their base to virtual platforms to conduct classes online. Consequently, catering to the needs of all stages of education from pre-primary to university level, online education has emerged as an alternative to ordinary face to face classes. Accordingly, various stakeholders such as government and private organizations are trying their best to assist each other by sprucing up their existing online platforms, apps and providing training to teachers to use these apps and platforms to the optimum level. Moreover, efforts are being made by both government and non-government organisations and edtech companies to support the school system to make a smooth transition to the virtual world. Upskilling and motivating teachers, organising counselling sessions for stakeholders such as teachers, parents and students are some of the important measures taken by the administration in the recent past. Making a continuous effort to provide customised teaching-learning material suitable for online classes is another way of facilitating the schooling of children. The Central government has recently launched the PM e-VIDYA platform, with 12 new DTH channels, one for each class to reach out to all strata's of society. These efforts have proved beneficial to a sizable chunk of the school-going population.

Technology has been considered central to the reform of school education and has gained unprecedented momentum during this pandemic. It is being perceived as a panacea to combat all the education/schooling related issues, hence the hurry to transfer classrooms into the virtual world without taking into consideration the reach to all learners. In a country as diverse as India in terms of regional, linguistic, caste, class and gender, and socioeconomic status, the school system is also characterised by stratification from elite to low fee private schools as well as government schools, creating a plethora of issues about specific educational, psychosocial and financial needs of students as well as teachers based on gender, caste, class and socioeconomic status. Under these circumstances, there is no way a unilateral approach to mitigate school education disruption is going to address these diverse and complex set of issues of multiple dimensions.

Students and teachers also have their own struggles while accessing these online platforms. Due to financial constraints, students are not able to access the internet, and are devoid of electronic gadgets and laptop, phone or computer or even radio and TV. Those students who have facilities to attend to online classes face barriers in terms of unavailability of physical space, which is equally applicable to teachers who are supposed to conduct online classes from their home. There are also social barriers such as discrimination against girls as they are expected to do household chores instead of attending online classes in the mornings. In rural areas, boys are often expected to work on the family farmlands. In homes where TV and radio are available, the question of who has control over these gadgets is important. Most of the time, girls are not allowed to watch educational programmes.

Social Responsibility is inherent feature of Indian Culture- The concept of “Good Governance and Responsibility of Business” in present era termed as Corporate Social Responsibility is not new for one of the most ancient Indian Culture. According to Vedic Darshan.

1.1 Sarva Loka Hitam i.e. well being of whole nature

It has achieved importance again in the present time, which is full of unexpected difficulties & new hope, reflected by the effect of Globalization. In addition to above Kautilya’s philosophy said that for good governance, all administrators, including the king were considered servants of the people (Kautilya’s Arthashastra). According to his

philosophy the king has no individuality of his own. He is for the people and of the people. Inherent in the Indian Culture the next roots of corporate social responsibility can be traced back to 1917, when Henry Ford announced that the aim of Ford Motor Company is that “To do as much as possible for everybody concerned, to make money and use it, give employment, and send out the car where the people can use it, and incidentally to make money” (Lee 2008, p. 54). CSR initiatives are very important in the context of business ethics (Maignan and Ferrell 2004). During the last 57 years, several findings have caught the attention of CSR practitioners and scholars. These include studies which suggested that CSR activities provide an “insurance- like” protection when negative events happen (Godfrey et al. 2009); that CSR activities not only influence sales growth, but also influence the employment and investment domains (Sen et al. 2006); and that firms with higher CSR ratings may have a sustainable competitive advantage rooted in human capital as they attract more and better employees than firms with lower CSR ratings (Carmeli 2005; Hunt et al. 1989; Turban and Greening 1997). Consequently, in order to pursue sustainable development, & achieve a good reputation in this competitive market, companies are publishing their CSR disclosures and CSR reports.

1.2 Conceptualization of Corporate Social Responsibility

Since the 1950s, CSR and its related terms, like corporate social responsiveness, corporate social responses, corporate social performance, corporate citizenship, & corporate philanthropy have been conceptualized and mainly originated from different disciplines of management (e.g., Carroll 1979; Matten and Crane 2005; Wood 1991). Previously different scholars has explored the theme of CSR and related notions derived from various perspectives, such as social obligation, marketing, stakeholder-relation, integrated strategy, and leadership themes. This section reviews the main CSR conceptual views driven by those related management dimensions.

2. OBJECTIVE

The present literature review has done by considering some factors as its objectives which are as follows:

- To identify the major milestones in the development of corporate social responsibility &
- developing an understanding for evolution of CSR theory.

- To fill the gap in the previous reviews of corporate social responsibility
- To encourage the studies & practices of corporate social responsibility at organizational level.

3. METHODOLOGY OF LITERATURE REVIEW

3.1 Content Analysis

This literature review is the result of content analysis along with the other qualitative methodologies, such as interpretation of the present literature. Content analysis is a scientific and systematic method for observing and analyzing information (Budd et al. 1967). It seems to be suited to the formulation of a literature review because it is highly flexible (Cascio and Aguinis 2008), to summarize the multidimensional study of Corporate Social Responsibility.

3.2. Selection of Journal and Article

This literature review is prepared by following the Laplume et al.'s (2008) paper selection approach, by using the Harzing's (2011) journal quality list to select journal papers by observing its impact factors.

4. LITERATURE REVIEW & ITS RELEVANCE

This era of increased knowledge & information moves us towards the rapid changes it is growing more and more with the passage of time. Therefore, a researcher has to be more conscious about the changes & developments in the area of his study. In this context, the researcher has to go through the available literature like books, novels, reports, previous researches, articles, newspapers and journals for improving the knowledge & understanding. Over the past decades, the concept of corporate social responsibility has become a major area of research. So, the responsibility of the researcher has to make an effort by reviewing the papers of previous researchers, analysts and industrialists who are related with the social responsibility, social accounting, social reporting or any other area related to the corporate social responsibility.

In the future of industrial man,

- Drucker in 1946 has told survival of any enterprise is outcome of the harmony between the company's objectives, objectives of the state system and the people. Any conflict between the objectives of these three interactive players would stick the business firm in the middle of the road. Therefore, corporations are responsible for

worker's human dignity and status, and worker's training and development as corporation's resource and not cost.

- In concept of the corporation, p.18 Bowen & Howard in 1953 has told businesses are obliged to make and pursue those policies decisions which are desirable to social values of the community under CSR.
- Davis & Kieth in 1960 concluded CSR as, "Execution of the businesses policies shall not be restricted to the firm's corporate interests only rather it should also cater for the socio- legal aspects as well.
- Davis in 1973 concluded corporate social responsibility is the firm's response to, issues beyond the narrow economic, Technical, and legal requirements of the firm.
- Archie Carroll, 1979 defined the social responsibility is set of economic, legal, ethical and discretionary expectations of society towards the business organizations operating within its premises. By seeing the history & past trend of CSR, Carroll's model analysis in global context, indicate the three emerging alternatives of corporate social responsibility: conception of responsibility, global corporate citizenship, stakeholder management practices.
- Bradshaw, 1981 defined the overriding role of corporate management is to meet people's needs with professional skills, continue to respond to the market place, produce quality goods at the lowest possible cost by efficient and sustainable use of resources.
- Kilcullen & Kolstra, 1999 has told corporate social responsibility indicates degree of moral obligation that may be ascribed to corporations beyond simple obedience to the laws of the state.
- Hick, 2000 conceptualizes, corporate social responsibility revolves around the relationship between the business and the society it indicates the responsibilities and determines the business behavior towards its stakeholders
- Kok et al, 2001 has told the business is ethically and morally obliged to benefit its society. To achieve this, the business besides capitalizing on its economic goals, it shall commit its resources for the well being of the society and its people.
- Nigel Sarbutts (2003), the paper explored the pattern of performing CSR by small and medium sized companies his research depicted that a structured approach to managing corporate reputation and profit maximization of SME's through CSR. The societal activities of small and medium sized companies are based on their cost & Benefit Analysis. Small Corporation struggle for more reputation and minimization

of risk, for them CSR comes as a ray of hope. Large companies have so many resources for implementing CSR activities but these have fewer resources. It can be a barrier for them to stay in the market. So, in that situation by imparting much information, proper utilization of resources, doing well for businesses, SME's & small units can minimize their risk and manage CSR.

- Mr. Fredrick Ma, secretary of financial services 2004, in his speech he explored the concept of CSR on the basis of survey of 1500 business leader attending the world economic forum in bevos. In which 5% leaders said that CSR is important for the success of business, while 24% said CSR is not important but the shareholder's interest is most important for the businesses, but for him, CSR and corporate governance are complementary to each other.
- Moon (2004), paper examined the role of government in driving corporate social responsibility among the corporate. The study explained that the drivers of CSR are related with business and society, his study cleared that government is driver of CSR by making true & clear relationship, properly formulating policies and regulations. The study also highlighted the other country's situation & how their government entered into businesses for driving CSR.
- David Vogel, 2005 examined corporate social responsibility is a very important dimension of corporate strategy and not a precondition for business success. The businesses must find a viable course of action between what is socially and ethically rights and what are economically profitable".
- Samuel O. Idowu (2007), with their study of twenty companies in U.K., propounded that the U.K. companies have now become ethical in context of social responsibility. Here companies disclose it's CSR with a view of public benefits, government request and issue information to every stakeholder by considering people in twenty first century are better educated than past.
- Vaaland, Heide (2008), paper based on a case study is the best example to handle the CSR critical incidents and utilize its experience in enforcing the CSR policies. The study concluded that CSR should be managed by handling unexpected incidents, by reducing the gap between stakeholders and their expectations and company performance and finally maintaining relationship with society through interplay between actor, resources and activities.

In his research work Mikael Holmqvist in 2009 he argued that over the last few decades corporations are paying special attention towards their social responsibility of workers health and their well beings. The strategy has two fold advantages including; ensuring better health and wellbeing for employees at work place and, sustaining responsible organizations in the socio- competitive environment. He viewed corporate social responsibility as corporate social control. Shah, Bhaskar (2010), in his case study of public sector undertaking, Bharat Petroleum Corporation Ltd. has discussed that there is a broad relationship between the organization and society.

Organization has its existence only with the society. Organization used the resources of the society. In reverse, the organization provides services to the society. This case study of BPCL, has explored that the company has taken a lot of initiatives in order to serve the society.

Hartman (2011), article “Corporate social Responsibility in the food sector” in European review of Agriculture Economics journal, analyzed the importance of CSR in food sector, particularly those companies which have high brand image CSR is an important part of these companies but SME’s are less capable in discharging their obligation towards society. Further, the research found that food sector always tries to improve the controlling and discharging its services towards consumers & society. Consumers also prefer those brands which give preference to CSR activities and provide good product and services.

Mallen (2012), depicted that how the trends of CSR have changed from last so many years. This change has affected both the society and business & explained three basic things about the changes in the trend:

- The relationship between business and society has changed due to social and environmental problem around the world & these conditions, business and society came closer.
- The businessman’s strategy of developing business also affected society a lot, new ideas of business developments also came with CSR management that reflects in their product and services.
- Other parties like outside agencies and firm’s own goals also interfere with the Firm’s activity.

The economic Times (2012), news highlighted the views of former president Dr. APJ Abdul Kalam in a CSR award function organized by industry body Assocham. Kalam said that companies should devote some part of its goal to corporate services. It should make mandatory for all the companies to spend a percentage of its profit on corporate social responsibility. Kalam also discussed about the proposed bill on corporate spending on CSR. They assumed greater importance of CSR in building the lives of the country's citizens.

An article published in The Economic Times named as "CSR: A cloak for crooks" on 21 Oct. 2012 explored that there are so many companies which have engaged in Corporate Social Responsibility yet they are suffering from financial crisis, fraud and other unsocial causes. In this article, an example has been taken about the company Satyam Computer Services. The company has won several awards in the area of CSR which includes rural communities' commitment and services like healthcare, education and water.

Bibhu Parshed (2012), article presented that CSR is the face of industry face of doing trade. Bibhu said that today, corporate houses took CSR as a medium for fulfillment of profit greed, further the article explored that today companies are investing in different areas like child labor, ground water, food, education, employment etc. but nobody is aware about the essential need of world's poor. The article suggested that profit earning is a natural fact of companies but CSR is beyond the natural and statutory obligation of the companies.

5. CONCLUSION

Corporate Social Responsibility (CSR) is a concept whereby companies besides their profitability & growth also consider the interest of society and environment, by taking responsibility for the impact of their activities on stakeholders, environment and all others members of the public sphere. Analysis is saying CSR is not same as philanthropy & Charity because CSR is not a selfless act of giving and companies derive long term benefits from the CSR initiatives & Triple Bottom Line approach represents the relation among corporate, society and environment and how it works towards corporate sustainability. Globalization, Governments, Inter-Governments bodies.

6. REFERENCES

1. Aguinis, Herman & Ante Glavas. "What we know and don't know about Corporate Social Responsibility: A review and research agenda". *Journal of Management*, 2012; 38(4): 932-938.
2. Baker, Mallen (2012). "Four emerging trends in Corporate Responsibility". Retrieved from Mallenbaker.net. "From Fringe to Mainstream: Companies integrate CSR initiatives into everyday business". An article Retrieved from Knowledge@Wharton on May 23, 2012.
3. Bansal, Harbajan., parida, vinu & Pankaj kumar. "Emerging trends of Corporate Social Responsibility in India". *KAJM Journal of Management*, 2012; 4: 1-2.
4. Chaturvedi, Anumeha. (2013). "Companies give employees a nudge for corporate social responsibility". *The Economic Times* (11 Jan.2013)
5. *Corporate governance Journal*, 7(2): 136-147. Vaaland, Terjre., & Morton, Heide. "Managing corporate social responsibility: lessons from the oil industry." *Corporate communications: An international journal*, 2008; 13: 2.
6. Hartmann, Monika. "Corporate Social Responsibility in the food sector". *European Review of Agriculture Research*, 2011; 38(3): 297-324.
7. Idowu, Samuel., & Loanna, Papasoplomou. "Are corporate social responsibility matters based on good intentions or false pretences? A critical study of CSR report by UK companies." *Corporate governance Journal*, 2007; 7(2): 136-147.
8. "Is CSR All Bullshit?" Retrieved from <http://IndiaCSR> on November 25th, 2012. Mohanty, Bibhu Prasad. "Sustainable Development Vis-a-Vis Actual Corporate Social Responsibility". Retrieved on <http://www.indiacsr.in>.
9. Moon. Jermy. "Government as a driver of Corporate Social Responsibility: A U.K comparative Perspective". *International Centre for Corporate Social Responsibility*, 2004; 20.
10. Frederick, Ma (2004). "CSR and the Knowledge Based Economy". A speech delivered at the Corporate Social Responsibility Workshop organised by the British Consulate-General.
11. Rupani Nanik, 'Kautilya's Arthashastra: The Way of Financial Management and Economic, Governance,'Priyadarshani Academy <http://www.priyadarshniacademy.com> Jaico Publishing House <http://www.jaicobooks.com>
12. Shah, Shashank & Sudhir Bhaskar. "Corporate Social Responsibility in an Indian

Public Sector Organization: A Case Study of Bharat Petroleum Corporation Ltd".
Journal of Human Values, 2010; 16(2): 143-156.

13. The Economic Times (Dec 20, 2012). "Corporate Social Responsibility should be sustainable" The Economic Times (21 Oct. 2012). "CSR: A Cloak for Crooks".