



# INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

## ROLE OF STRATEGIC HUMAN RESOURCE MANAGEMENT IN CSR: A CASE STUDY OF PHILIPS INDIA LIMITED

Dr. Manjari Manisha

Ph.D. Research Scholar, Tilka Manjhi Bhagalpur University,

Bhagalpur, Bihar, India

### Abstract

*Presently a-days associations are feeling the squeeze to speak to their partners and effective representatives about their developing worry for Corporate Social Responsibility instead of their attention on benefit boost. The principle challenge in this is to make human asset of partnership to understand that their organization has CSR objective incorporated with organization's business objective. This paper features the different systems which can be received by human asset office to include their representatives in CSR exercises. The information for the examination has been gathered through a structure survey of Philips India workers and handled with the assistance of different measurable instruments.*

*The paper additionally illuminates the developing connection among SHRM and CSR, and catches the jobs that HRM play in improvement CSR exercises. Taking a gander at the province of Corporate Social Responsibility exercises in Philips India it might be proven that Strategic HRM choices and needs of the organizations urge workers to effectively take an interest in the CSR exercises of the firm, henceforth call for developing need to assess genuine drives for CSR in Indian setting. The examination hence presumes that if SHRM practices utilized deliberately, they can encourage and grease up compelling CSR activities.*

**Keywords:** - SHRM, CSR, Human Asset, Workers, Drives.

### 1.0 Introduction

Human Resource Management and Corporate Social Responsibility are two ideas that are getting progressively essential to organization procedures. For sure, organizations are looking for new practices to build their profitability and their serious positions. In addition, HRM is a vital device for any association, and CSR is getting progressively significant for organization's seriousness.

CSR fulfils totally the pertinent lawful commitments and put resources into the Human Resources and the climate. The obligation so characterized is the one that any organization needs to reply to keep up its nature of sorted out social substance.

Hence, when the two ideas CSR and HRM combine, socially mindful HRM rehearses are set up inside an organization that influence labourers principally as far as human resources speculation, wellbeing and security. The fundamental target of organizations in applying dependable practices is to pull in and keep qualified labourers inside their foundations, with explicit stakes for HRM.

### 1.1 Strategic Human Resource Management

This is the bit by bit strategy by which an association workers, uses or oversees, creates, and conveys its HR so as to achieve its characterized corporate mission and destinations. A human asset system is conceived in regard of enlistment, representative sending, inspiration and commitment, and worker maintenance. By doing this, an association places itself in the situation of having the option to accomplish its central goal and targets through its HR. SHRM is the viable method of sorting out the labour force by the reception of a particular system, where representative's presentation can assist with accomplishing the arranged hierarchical targets, for example, expanding income or improving the overall revenue.

This is the better approach for overseeing HR when contrasted with faculty the executives. To guarantee a high likelihood of achievement in the execution of key human asset the board, various things are vital.

### 1.2 Theoretical Framework of CSR

CSR centre on a company's obligation toward its different partners. One incessant inquiry of CSR is to what hypothesis should general information be created, the appropriate response gave is that examination on CSR ought to be founded on partner hypothesis. The European Union introduced a Green Paper in it CSR was characterized as an idea whereby organizations incorporate social and ecological worries in their business tasks and in their communication with their partners on an intentional premise.

A focal component of CSR activities is the availability to react to genuine desires for partners contended there is a characteristic fit between the possibility of CSR and association's partners. Contending that the term social in CSR has been seen by some as dubious and ailing in explicitness concerning whom the company is capable, recommends that the partner idea customize social obligations to explicit gatherings. Accordingly, the partner hypothesis put names and faces on the cultural individuals or gatherings who are generally imperative to business and to whom it must be responsive.

### 2.0 Review of Literature

**Freeman (1984)** gave partners hypothesis which proposes that administrators must plan and actualize measures which fulfil all and just those gatherings that have a stake in the business. The focal undertaking in this cycle is to oversee and incorporate the connections and interests of investors, workers, clients, providers, networks and different gatherings in a way that guarantees the drawn out achievement of the firm.

**Egri and Herman (2000)**, CSR activities need conditional administration characteristics to arrange undertakings, oversee data, control accounts, set targets and screen effectiveness.

**Bronn and Bronn (2003)**, examined that from a business viewpoint, corporate social duty is viewed as a movement that legitimizes an association according to society. Social and ecological obligations are factors that administer the development of suppositions about a corporate notoriety

**Harrison and Freeman (1999)**, examined that a socially mindful direction in the HRs practices can help organizations to achieve their objectives and financial execution through an outside change among society and partners desires and their fulfilment by firms.

**Wilson (2000)**, advised that enormous organizations started to open up to the world about corporate social duties and distribute a portion of their endeavours, however they likewise unveiled that any way to deal with corporate obligation must start with the useful acknowledgment that the company must be gainful enough to give investors a return that will energize continuation of speculation'.

**Latham, (2004)**, gave the Goal-setting Theory that has been picking up noticeable quality in ongoing many years. It recommends that individuals are persuaded if there are clear and feasible objectives for them to accomplish as objectives help to ingrain reason, challenge, and meaning into work, and give inborn motivations to completing the work.

**Kotler and Lee (2005)** noticed that a 2002 Corporate Citizenship study directed by Cone Inc. shows, 80% of US respondents would likely not work for an association with a negative CSR notoriety. Subsequently, having a decent CSR notoriety is critical to draw in CSR skilled people.

**Rupp et.al (2006)**, emphasized that CSR assumes a function about encouraging positive social connections among associations and networks. They featured that workers will go to CSR to evaluate the degree to which their association esteems such connections thus significant levels of CSR can address representative's issue for belongingness with the association and the general public

### 3.0 Objectives of the study

- To study the conceptual framework of CSR.
- To assess the employee's perception with respect to CSR Philips India.
- To study the CSR practices adopted by Philips company.

### 4.0 Methodology

The respondents were managed an organized survey. The reactions have been recorded utilizing a lot of explanations estimated on Likert type scale. These announcements were gotten from the writing review and were concluded after conversation with HR specialists and a semi organized meeting of Philips HR chiefs. In this examination populace is each one of those representatives of Philips India who working in various units across India.

Test size for the investigation was 196 respondents from the given extent of study. Oneself managed survey utilized through email was created utilizing factors recognized based on past investigations and industry specialists. The survey utilized dichotomous, different decision and five-point Likert scale type articulations.

### 5.0 Profile of Philips

Philips India Limited is an auxiliary of Royal Philips Electronics of the Netherlands is an expanded Health and Well-being organization, centred around improving individuals' carries on with through ideal advancements. As a world chief in medical services, way of life and lighting, Philips coordinates innovations and plan into individuals driven arrangements, in view of crucial client bits of knowledge and the brand guarantee of sense and straightforwardness.

Settled in the Netherlands, Philips utilizes more than 120,000 representatives with deals and administrations in excess of 100 nations around the world. With deals of EUR 22.3 billion out of 2015, the organization is a market chief in heart care, intense consideration and home medical services, energy effective lighting arrangements and new lighting applications, just as way of life items for individual prosperity and joy with solid administration positions in male shaving and prepping, versatile amusement and oral medical care.

### 6.0 Corporate Social Responsibility Practices by Philips

Corporate Social Responsibility is at the focal point of Philip's procedure. Philips is focused on decreasing its natural impression in all parts of its business. All Philips items experience an Eco Design measure, distinguishing natural effect regarding energy proficiency, risky substances, reclaim and reusing, weight and lifetime unwavering quality. Philip's cycles on Green Product deals are confirmed yearly by a free outsider and distributed in the Annual Report. Philips means to battle worldwide medical care difficulties by zeroing in on conveying better quality medical services at lower costs, additionally in the developing business sectors, for example, China and India. Philips additionally takes a main situation in instructive projects, indicating its partners that energy proficient arrangements are straightforward, simple and noteworthy and bode well for public and neighbourhood governments, organizations, schools and people. Since Philips was established in 1891, it has attempted to improve social value and natural quality, demonstrating that capable business is acceptable business. Working thusly, the organization has had the option to improve financial success for itself, its partners and society on the loose. Lead in Sustainability is one of the four key targets of Philips Vision 2021 key arrangement, underlining the significance Philips puts on maintainability.

To achieve this desire, we have to guarantee that we additionally lead 1 in our Occupational Health and Safety execution. Word related Health and Safety, driven by our General Business Principles and Company Values, is an essential aspect of our working together, and must be consolidated into each activity we embrace: there is no movement so significant or dire that is impossible in a proper, energizing and safe way. We care for our kin; every representative, contractual worker and guest has the privilege to a protected workplace. By reliable and proceeding with endeavours, mishaps and word related diseases can be forestalled. All people inside Philips share this duty regarding accomplishing an elite level in Occupational Health and Safety execution.

### 7.0 Key Findings

**Table 7.1 Gender of Respondents**

	<b>Frequency</b>	<b>Percent</b>	<b>Cumulative Percent</b>
<b>Male</b>	155	79.1	79.1
<b>Female</b>	41	20.9	100.0
<b>Total</b>	196	100.0	

**Source: Primary data**

**Table 7.2 Awareness about CSR Term**

	Frequency	Percent	Cumulative Percent
Completely aware	101	51.5	51.5
Somewhat aware	87	44.4	95.9
Not aware at all	8	4.1	100.0
Total	196	100.0	

Source: Primary data

**Table 7.3 Level of Awareness**

	Frequency	Percent	Cumulative Percent
Completely aware	192	98.0	98.0
Somewhat aware	3	1.5	99.5
Not Aware at All	1	.5	100.0
Total	196	100.0	

Source: Primary data

**Table 7.4 Communication of CSR Activities to Employees**

	Frequency	Percent	Cumulative Percent
Very Effective	194	99.0	99.0
Not Effective	2	1.0	100.0
Total	196	100.0	

Source: Primary data

**Table 7.5 Communication Channels Partners for CSR Activities**

	Frequency	Percent	Cumulative Percent
CSR Volunteers	28	14.3	14.3
Team Members	21	10.7	25.0
All Employees	147	75.0	100.0
Total	196	100.0	

Source: Primary data



**Table 7.6 Mode of Communication for CSR Activities**

	Frequency	Percent	Cumulative Percent
Mail	28	14.3	14.3
Power Point	21	10.7	25.0
Notices/ News Bulletin	147	75.0	100.0
Total	196	100.0	

**Table 7.7: SHRM Factors in Corporate Social Responsibility**

Factor	Statement No.	Factor Loading	Commonalties	Reliability
<b>Motivation</b>	10	.828	0.789	.934
	16	.821	0.799	
	19	.809	0.716	
	6	.803	0.772	
	27	.803	0.770	
	28	.803	0.770	
	9	.781	0.697	
	14	.658	0.562	
	20	.642	0.498	
<b>Retention</b>	3	.793	0.715	.884
	13	.776	0.702	
	26	.770	0.770	
	5	.750	0.744	
	17	.677	0.573	
	4	.640	0.569	
	18	.624	0.468	
	7	.600	0.580	
<b>Double Goal Achiever</b>	12	.861	0.763	.906
	21	.857	0.870	
	11	.818	0.843	
	22	.780	0.682	
<b>Best Employer</b>	1	.800	0.689	.675
	2	.760	0.672	
	15	.524	0.436	
	8	.519	0.596	
<b>Resources</b>	24	.807	0.753	.774
	25	.761	0.765	
	23	.715	0.736	

Source: Primary data

## 8.0 Key Findings

- Most of the representatives in association were totally mindful or to some degree mindful of the CSR idea in the associations.
- Almost all the workers of the association knew about CSR exercises being led by the association.
- The CSR exercises of the association were being imparted successfully to the workers as seen by respondents.
- All the workers of the association were effectively included for correspondence the CSR exercises being embraced by the association.

- The best method of correspondence of CSR exercises was Notices/News Bulletin followed via mail and force point introductions.
- Motivation is the most significant SHRM factor for upgrading the interest of representatives in CSR exercises.
- Employee maintenance is similarly significant factor for CSR exercises.
- Demographics of the worker assume a significant job while assessing their cooperation level in CSR exercises.
- The examination for different SHRM factors indicated that there was no critical contrast among male and female representatives, hitched and unmarried workers concerning each factor for accomplishing CSR objectives of the firm
- Indian workers principally perform when exceptionally energetic thus SHRM ought to be pointed toward expanding the inspiration level of representatives for powerful execution of CSR plans.
- Job security is another central point among Indian representatives subsequently holding workers increment the feeling of belongingness in workers and henceforth increment their support level.

## 9.0 Conclusion

The experimental examination was done for the workers of Philips India Limited in its four significant units across India. Be that as it may, the examination finding can be summed up for the Indian representatives as the similarities and varieties in the socioeconomics of workers in Philips might be utilized for the Indian representatives on the loose. The examination finds that essential elements of SHRM that assumes function in Corporate Social Responsibility of the organizations are; Motivation, Retention, Double Goal Achiever, Best Employer and Resources. In this manner for effective usage of CSR exercises of the firm Indian firms need to concoct SHRM methodologies which may focus on cooperation in CSR exercises as a hierarchical objective.

## References

1. Collier, Jane. & Esteban, Rafael. (2007), "Corporate social responsibility and employee commitment", *Business Ethics: A European Review*, Volume 16, No. 1.
2. Fenwick, T. and Bierema, L. (2008), "Corporate social responsibility: Issues for human resource development professionals", *International Journal of Training and Development*, Vol. 12, No. 1.
3. Glade, B. (2008), "Human resources: CSR and business sustainability - HR's leadership role", *New Zealand Management*, Vol. 55, No. 9.
4. Ismail, Tuan Nooriani Tuan. (2011), "Corporate Social Responsibility: The Influence of the Silver Book", *International Journal of Business and Management Studies*, Volume 3, No 2.
5. Kotler, P., and Lee, N. (2005), "Corporate social responsibility: Doing the most good for your company and your cause", Hoboken, NJ: Wiley.