



The study on impact of corporate social responsibility on employee motivation

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Abstract

Corporate social responsibility (CSR) is a type of international private business self-regulation that aims to contribute to societal goals of a philanthropic, activist, or charitable nature by engaging in or supporting volunteering or ethically-oriented practices. The purpose of corporate social responsibility is to give back to the community, take part in philanthropic causes, and provide positive social value. The impact of Corporate Social Responsibility (CSR) on firm performance is an important issue in organizational research and has been discussed for decades. Only lately, scholars turned their attention towards aspects on an individual level, like the relation between CSR and work satisfaction or work engagement.

Key word

Impact of corporate social responsibility on employee motivation.

Introduction

Corporate social responsibility (CSR) is a type of international private business self-regulation that aims to contribute to societal goals of a philanthropic, activist, or charitable nature by engaging in or supporting volunteering or ethically-oriented practices. The purpose of corporate social responsibility is to give back to the community, take part in philanthropic causes, and provide positive social value. Businesses are increasingly turning to CSR to make a difference and build a positive brand around their company. The impact of Corporate Social Responsibility (CSR) on firm performance is an important issue in organizational research and has been

discussed for decades. Only lately, scholars turned their attention towards aspects on an individual level, like the relation between CSR and work satisfaction or work engagement.

Mahuva Sugar factory is a Co-operative Society registered in the year 1974 under the Gujarat State Co-operative Act 1961 having Registration No. SE-29. Plant is situated at village Bamania Tal. To study the relation between employee motivation and CSR. To study about the effect of CSR activities on employees commitment.

Literature review

Mark A. Huselid (02 Dec 2019) “The Impact of Human Resource Management Practices on Turnover, Productivity, And Corporate Financial Performance” carried on a study to comprehensively evaluated the links between systems High Performance Work Practices and firm performance. The data was directly collected from the source of study and also collected by questionnaire. The sample size is 968 respondents. Descriptive method is used. At last they concluded can be accepted with any confidence.

Saira HASSAN (January 2016) “Impact of HRM Practices on Employee’s Performance” carried on a study to determine the impact of HRM practices on employee’s performance in the Textile industry of Pakistan. Random sampling technique was used to collect data for this research study.. The data was directly collected from the source of study and also collected by questionnaire. The sample size is 68 respondents. Random sampling technique is used. At last they concluded revealed a significant relationship between Human Resource Management (HRM) practices (Compensation, Career Planning, Performance Appraisal, Training, and Employee Involvement) and employee’s performance.

Dr. Pinky Goswami (January,2016) Best Hr. Practices In The Corporate Sector And The Indian Armed Forces: A Comparative Study Carried on study The objective of the research is to carry out a study of the best HR practices in vogue in the corporate sector and efficacy of their application in Indian Armed Forces. The data was directly collected from the source of study and also collected by questionnaire. The sample size is above 670 respondents. Descriptive method used.

Mrs. B.Vijayalakshmi Murthy (2013-15)” Innovative Hr. Practices in It Industry in India -An Empirical Study” carry out a study of the evaluation of the extend of innovation adopted in various HRM practices. The data was directly collected from the source of study and also collected by questionnaire. The sample size is above 50 respondents. Descriptive techniques used. At last concluded The study indicate that HR mangers agree that including innovative HR practices is extremely important especially in the process of attracting and rewarding employees which are two of the largest challenges they face.

Rupinder Kaur (February 2014) “A study of human resource practices of employees in manufacturing industry at Punjab” carry out a study of the: To study the HR practices in selected units. To study the impact of HR Practices on Job Satisfaction and Organizational Commitment level of employees. The data was directly collected from the source of study and also collected by questionnaire. The sample size is above 211 respondents.

Descriptive Analysis, Inferential Analysis, Correlation Analysis and Multiple Regression Analysis were used. At last concluded show that the HR Practices is perceived to be different by the managerial employees in the units under study. It was expected that HR Practices increases the level of Job Satisfaction of the employees.

Methodology:

The present study is purely based on the primary data collected through the structured questionnaire from respondents. The respondents are employees and employer of the company. In total 55 questionnaires were collected from company.

The main theoretical framework of this study focuses on the finding relationship between employee and employer of the company.

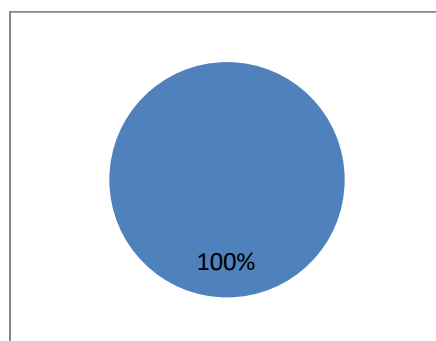
Accordingly, the following set of frequencies has been framed keeping mind the objective of the study:

1. Gender
2. Age
3. Marital status
4. Education
5. Salary
6. I Feel A Sense Of Personal Satisfaction When I Do This Job Well.
7. My Opinion Of Myself Goes Down When I Do The Job Badly

Data analysis

1. Responds of gender

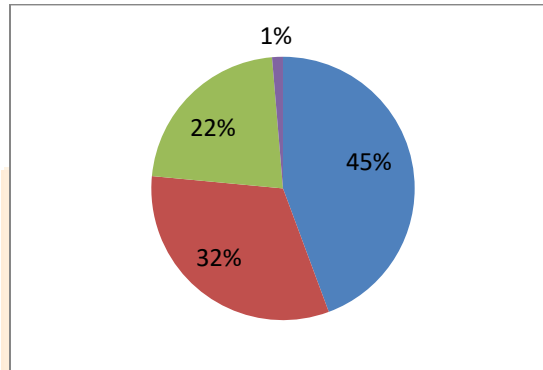
Variable	Frequency	Percent
Male	100	100.0



The table saw that the only male are working in the organization.

2. Responds of age

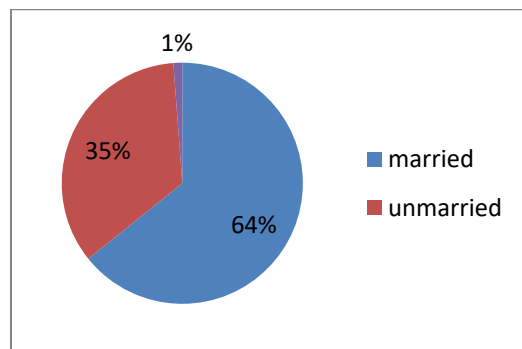
Variable	Frequency	Percent
21-30	40	40.0
31-40	29	29.0
41-50	20	20.0
Above 50	11	11.0



The above pie chart show the age of 100 respondents from that the 40% age of respondents between 21-30, 29% respondent's between 30-40, 20% age of respondents is between 41-50, 11% age of respondents is between above 50.

3. Responds of marital status

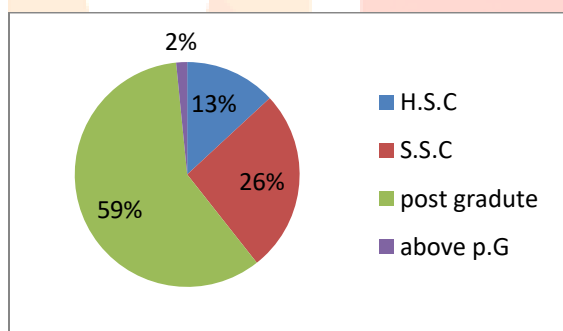
	Frequency	Percent
Married	65	72.73
Unmarried	35	27.27



The chart saw the percentage of married and unmarried employees in the company there are 65% of married and 35% are unmarried employees are working.

4. Responds of education

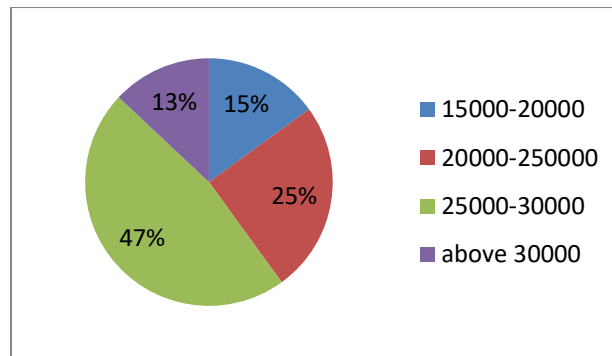
	Frequency	Percent
H.S.C	10	10.0
S.S.C	20	20.0
Post graduate	45	45.0
Above P.G	25	25.0



The above pie chart show the age of 100 respondents from that the 10% of employees are H.S.C pass, 20% of employees are S.S.C, 45% employees are post graduate, and remaining 25% of employees are above P.G.

5. Responds of salary

	Frequency	Percent
15000-20000	15	15.0
20000-25000	25	25.0
25000-30000	47	47.0
Above 30000	13	13.0



The above pie chart show the age of 100 respondents from that the 59% employees salary were between 15,000-20,000, 23% employees between 20,000-25,000, 23% employees salary between 25,000-30,000 and 13% of employees are above 30,000 of salary.

Findings

- In the organization the only male are working.
- In the organization the mostly employees are post graduate.
- Mostly 40% employees are age between 21-30 working in the organization.
- In the organization the mostly 65% employees are married.

Recommendation

- Ensuring the existence of CSR skills in all employees within the organization;
- Implementing an effective audit/review system in terms of improving the quality of CSR.
- Earn support from the top with engagement at all levels.
- The natural environment is the source of all wealth, and those making the wealth have been badly abusing it for centuries.

Conclusion

This research proof that the Corporate social responsibility (CSR) is a type of international private business self-regulation that aims to contribute to societal goals of a philanthropic, activist, or charitable nature by engaging in or supporting volunteering or ethically-oriented practices. The purpose of corporate social responsibility is to give back to the community, take part in philanthropic causes, and provide positive social value. Businesses are increasingly turning to CSR to make a difference and build a positive brand around their company. Main aim is to study the relation between employee motivation and CSR and to study about the effect of CSR activities on employee's commitment. The impact of Corporate Social Responsibility (CSR) on firm performance is an important issue in organizational research and has been discussed for decades.

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