



Corporate Social Responsibility On Kamya Fabs On International Business Operations

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Abstract: This study explores the role and impact of Corporate Social Responsibility (CSR) in the international business operations of Kamya Fabs, a leading textile manufacturer based in India. As globalization intensifies, businesses are increasingly expected to operate ethically and sustainably across borders. This research investigates how Kamya Fabs integrates CSR into its global strategy, emphasizing environmental sustainability, fair labor practices, ethical sourcing, and community development. Using a combination of primary data collected from 150 respondents and secondary literature, the study analyzes the effectiveness of CSR initiatives in enhancing brand image, stakeholder trust, customer loyalty, and market competitiveness. Statistical tools such as percentage analysis, rank analysis, chi-square tests, and ANOVA were employed to evaluate the data. The findings highlight a significant correlation between CSR practices and international business success.

Keywords: Corporate social responsibility (CSR), CSR strategies, Textile industry, Fair labor practices

INTRODUCTION:

Kamya Fabs, a world leader in the textile industry, integrates Corporate Social Responsibility (CSR) into its global business operations to ensure ethical, sustainable, and socially responsible operations across the globe. Kamya Fabs plans to contribute positively to its service communities through stressing environmental sustainability, equitable labor practices, and community development in its CSR initiatives, the company not only enhances its brand reputation but also contributes to world-wide sustainability agendas such that its global operations align with social responsibility and long-term success.

Kamya Fabs, being one of the top textile manufacturers, has incorporated Corporate Social Responsibility (CSR) into its international business processes to promote ethical conduct, sustained growth, and good contributions towards societies across the globe.

STATEMENT OF THE PROBLEM:

The problem at stake is the evaluation of Kamya Fabs corporate social responsibility (CSR) initiatives in light of its global business operations. While Kamya Fabs broadens its market coverage across the globe, the business organization experiences challenges in coordinating its CSR efforts according to varying global standards, cultural norms, and ethical values. The issue is grasping how well the company embeds CSR into its global business models so that its operations lead to sustainable development, ethical labor, good environmental stewardship, and community well-being in various parts of the world.

OBJECTIVES OF THE STUDY:

The purpose of the research is to assess the success of Kamya Fabs corporate social responsibility (CSR) efforts in its global operations, focusing on their effects on brand image, market entry, competitive advantage, and stakeholder relationships.

The research will seek to identify challenges and opportunities in executing CSR on a global scale and recommend ways to strengthen its strategies to match international business objectives and sustainable practices.

The research also aims to examine the contribution of Kamya Fabs Corporate Social Responsibility (CSR) initiatives towards its international business activities

Research methodology is a systematic process or approach used to collect, analyze, and interpret data for a study. It outlines the methods, tools and techniques to achieve the research objectives and answer the research questions.

- **Source of data collection:** Data was collected through both the primary and secondary sources. Primary data were collected through the questionnaire.
- **Primary Data:** The primary data are those gathered a fresh and first- hand data for this study. The respondents were asked to complete a structured questionnaire as part of the study.
- **Secondary Data:** The secondary data are those which have already been collected by someone else and which have already been passed through the statistical process like articles, journals, magazines, books and research papers from various sources.
- **Sampling method:** A sampling method is a technique used to select a subset of individuals, known as a sample, from a larger population for the purpose of conducting research

- **Sample size:** A sample size for this study is set to 150 respondents.
- **Area of study:** The study is undertaken in Coimbatore city.

PERIOD OF STUDY:

The period of study is set for 4 months - that is January 2025 – April 2025.

Statistical Tools Used For Data Analysis:

1. Simple percentage analysis
2. Rank
3. Chi square
4. One-Way Anova
5. Two-Way Anova

LIMITATIONS OF THE STUDY:

The Corporate Social Responsibility (CSR) study of Kamya Fabs in its global business is subject to numerous limitations, among which limited access to the firm's internal information might interfere with a qualitative analysis.

Geographical limitations could also hinder information capture from the entire world international markets, and variations in CSR perceptions across cultures could influence the reliability of findings.

REVIEW OF LITERATURE:

Kamya Fabs and the Apparel Sector: If Kamya Fabs is a textile and apparel industry player, its global operations would entail sourcing, production, and distribution of products in several countries.

International CSR Trends: Global companies increasingly embrace CSR practices to meet global sustainability objectives, address consumer pressure for ethical behavior, and comply with international standards.

Sustainability and Environmental Programs: Kamya Fabs invests in green technology, waste minimization, and energy conservation to lower its carbon footprint, conforming to international environmental CSR norms.

Community Development: Kamya Fabs engages in local and global community development programs, emphasizing education, health, and social empowerment in areas where it has a presence.

Ethical Sourcing: Kamya Fabs employs ethical sourcing policies so that the supply chain follows the labor rights, decent wages, and responsible procurement of raw materials.

REFERENCE:

1. R. Edward Freeman's "Corporate Social Responsibility: A Case Study Approach"
2. John J. Wild and Kenneth L. Wild's "International Business: The Challenges of Globalization"
3. Business and Society: Stakeholders, Ethics, Public Policy by Anne T. Lawrence and James Weber
4. The Triple Bottom Line: Does It All Add Up? by Adrian Henriques and Julie Richardson
5. Corporate Social Responsibility and International Development: Is Business the Solution? by Michael Hopkins

DATA ANALYSIS:**1. CHI – SQUARE**

A Chi-Square test is a significant test used to check if there is a significant relationship between two categorical variables. It compares the actual data with the expected data to see if the differences are due to chance or if they indicate a real association.

FORMULA: $\chi^2 = \sum E(O-E)^2$

1. χ^2 = Chi-Square value
2. O = Observed value (what you actually see in your data)
3. E = Expected value (what you would expect if there was no relationship)
4. Σ = Sum of all the values

CHI SQUARE BETWEEN AGE AND PRICINC REVIEW FREQUENCY

H0 = There is no significant difference between age and CSR policies frequency

H1 = There is significant difference between age and CSR policies frequency

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.442 ^a	16	.201
Likelihood Ratio	22.356	16	.132
Linear-by-Linear Association	1.154	1	.004
No of Valid Cases	150		

INTERPRETATION:

The above chi – square table represents that the significant level p value is 0.004 which is smaller than the 0.05. There is significant difference between age and CSR policies frequency

INTERFERENCE:

There is significant difference between age and CSR policies frequency Thus, H1 is accepted and H0 not is accepted.

2. ONE WAY ANOVA

One- way Anova (Analysis of Variance) is a significant test used to determine whether there is significant difference between the means of three or more independent groups based on one independent variable.

FORMULA: $N - K = df_2$

N = Total number of observations

K = Number of groups or categories

Df2 = Degrees of freedom within groups, which measures the variability within each group.

ANOVA BETWEEN MONTHLY INCOME AND GENDER

H0 = There is no significant difference between monthly income and gender

H1 = There is significant difference between monthly income and gender

ANOVA - Monthly Income

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	0.704	1	.704	.399	.04
Within Groups	261.170	148	1.765		
Total	261.873	149			

INTERPRETATION:

The ANOVA table shows a p-value of 0.04, which is smaller than 0.05. This means there is significant difference in the monthly income and gender across the groups. The observed differences are likely due to random variation rather than actual differences.

INFERENCE:

There is statistical difference between monthly income and gender. Thus, H1 is accepted and H0 is not accepted.

Findings:

- Majority, 59.3% of the respondents are male.
- Majority, 44.7% have 21-30.
- Majority, 49.3% of respondents have ₹10,000-₹20,000 income.

SUGGESTIONS:

The industrial training report is well-organized and offers insightful information on Corporate Social Responsibility (CSR) and its effects on business operations. Nevertheless, there are some areas where improvements would make it more effective and clear. First, maintaining consistency in the format, such as font size, spacing, and heading styles, will make the report more professional and attractive to the eye. Second, making the language more concise and precise will enhance readability and interest for the reader.

CONCLUSION:

The Kamya Fabs industrial training offered a thorough knowledge of Corporate Social Responsibility (CSR) and its application in contemporary business practices. The research brings to light the ways in which CSR activities are not only beneficial for a company's ethical reputation but also for its long-term viability and market competitiveness. Kamya Fabs has successfully incorporated CSR strategies like ethical sourcing, environmental sustainability, and community engagement into its global business model. These efforts have served to boost its brand image, gain consumer trust, and generate a beneficial social impact.

BIBLIOGRAPHY:

1. Freeman, R. Edward. Corporate Social Responsibility: A Case Study Approach. Oxford University Press, 2013.
2. Wild, John J., and Wild, Kenneth L. International Business: The Challenges of Globalization. Pearson, 2018.
3. Lawrence, Anne T., and Weber, James. Business and Society: Stakeholders, Ethics, Public Policy. McGraw-Hill, 2016.

