An Essay on:

The extent to which the concept of Corporate Social Responsibility is accepted

[Pick the date]

Business Organizations have evolved and developed radically over the ages, crossing several geographical boundaries of states, regions, nations and continents. Earlier it was only the manufactured produce of the organizations that used to be exporter across the borders. In the recent times, with the advent of globalization and opening up of economies; it is the Organizations and skilled human resources that are exploring nations and continents for business expansion and profit maximization "Profit motive" still continues to be at the helm of the business goals and objectives of the multinational firms and organizations, that strive to optimize their business operations for gaining maximum profits. These actions are still in line with the traditional theories of economics that suggest 'profits' as the sole motive of the existence of a business enterprise.

The modern era however, has brought forward several concepts and ideologies that tend to differ with these traditional views. Incorporation of the concept of 'Corporate social responsibility' in the business functioning of the organizations is one such ideology, which has received massive attention from the stakeholders of the business entities (Marquez and Fombrun, 2005). The roots of the concept of 'Corporate social responsibility' lie in being responsible and accountable to the surroundings, society and the environment in which a business firm operates and functions (Shamir, 2011). This concept is more or less related to the traditional philanthropic concepts such as Charities, donations, etc. carried out by the organizations. The concept of corporate social responsibility, is all about the commitment shown by the business organizations in contributing towards the economic development, along with balancing of the improvement of the quality of life of the surrounding community and society at large (Garriga and Mele, 2004).

The Corporate social responsibility is a management concept that allows companies to integrate its business operations with environmental and social concerns. The following of this

concept, is often positively reflected while formal interactions with the stakeholders of the business like the business customers, investors, shareholders, employees, suppliers, regulators, etc. This initiative ultimately helps the business organizations in strengthening its brand image as an ethically responsible company that attracts the attention of several investors and potential customers (McWilliams and Siegel, 2001). Most of the stakeholders believe in being associated with an ethical company who is responsible towards its surrounding community and environment, thereby attracting more business for the organization. The business organizations belonging to the twenty first century, are expected are expected to be highly efficient and profitable in their business operations and are also expected to keep the interest of all the stakeholders balanced in the process (Marquez and Fombrun, 2005). The Business organizations have also to serve a whole lot of legal responsibilities by complying with the set of rules and regulations laid down by regulators to govern the competition in the market place. These include compliance to a bunch of consumer protection laws, employment laws and environmental laws as well. Thus, the modern organizations have to execute a tight rope walk by making proactive efforts for anticipating and meeting the norms of the law as well as the society. All this could be easily achieved by proactively following and maintaining the right corporate social responsibility standards, within the organizations. Many of the global business players have highly appreciated the concept of having adequate corporate social responsibility by business organizations, and have also started working towards it (Arthaud-Day, 2005).

The concept of corporate social responsibility is thus increasingly accepted by several organizations, as it is mutually beneficial for both the Organizations as well as the community (Giesler and Veresiu, 2014). An organization which displays a high corporate social responsibility, receives considerable attention from the television, print and social media. The

organization's high brand image makes it flourish in the business sector. This positivism of being associated with a high corporate social responsibility oriented company is also reflected in the young talent pool of the society. The ethical organizations thus tend to attract highly skilled employees that are keen to work in a progressive socially responsible organization that strives for the well being of the surrounding community (Bhattacharya et. al, 2008). 'The Organizations who tend to give back to the society should necessarily be fundamentally strong'; this ideology also helps several organizations following adequate social responsibility activities in attracting huge foreign investments (Eisingerich and Ghardwaj, 2011). The Organizations adhering to the necessary corporate social responsibility policies thus may not require coming up with additional investment schemes to lure investors; these organizations may actually save real costs in these activities. The last but not the least, 'the cost of attracting customer/client attention' can also be considerably reduced as the prospective customers would always look forward to be associated with an ethically and fundamentally strong company that has good brand name in the market (Mohr et al., 2005).

Corporate social responsibility is a step ahead of following of the morality and ethics in business operations. This concept encompasses legal, ethical, economic and discretionary responsibilities of the business organizations above the moral judgments and interactive moral behaviors of the employees' within an organizational setup (Eisingerich and Ghardwaj, 2011). The wide acceptance to this concept of corporate social responsibility has helped in evolving several related ethical concepts related to business operations. Incorporation of a triple bottom-line reporting structure (reporting of meeting financial goals, social objectives and environmental objectives by the organizations in its formal periodic reports) has been made mandatory by several regulators across most of the developed countries (Arthaud-Day, 2005). Several

multinational organizations in the developing regions are voluntarily following this structure to display their responsiveness towards the surrounding community in which it functions. This has indeed helped the incorporation and acceptance of corporate social responsibility initiatives, in the right direction in the business world.

Thus, we may conclude that with the increase in the number of the several social and environmental problems created by modern age organizations; corporations are coming forward and assuming greater social and moral responsibility for addressing these problems. Implementation of corporate social responsibility in the Organizations is directly helping them avert these problems. This concept is not only applicable in the best interest of the society and the environment, but also for the sustained profitable growth of the business organizations as well, in the long run.

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