

Contents

CHAPTER 1: INTRODUCTION.....	2
1.1 OVERVIEW OF CORPORATE SOCIAL RESPONSIBILITY.....	2
1.2 CORPORATE SOCIAL RESPONSIBILITY EVOLUTION.....	6
1.3 THE CRITICAL ROLE OF CORPORATE SOCIAL RESPONSIBILITY	9
1.4 BUSINESS AND SOCIAL RESPONSIBILITY	12
1.5 CONCEPTUAL FRAMEWORK	15
1.6 INDIA'S CORPORATE SOCIAL RESPONSIBILITY	16
1.6.1 <i>DEBATE ON DEVELOPMENT AND PRIVATE-SECTOR</i> <i>RESPONSIBILITY.....</i>	<i>17</i>
1.6.2 <i>INDIA'S CORPORATE SOCIAL RESPONSIBILITY: THE EVOLUTIONARY</i> <i>PROCESS.....</i>	<i>18</i>
1.6.3 <i>PERIOD BEFORE INDUSTRIALIZATION (BEFORE THE 1850s).....</i>	<i>20</i>
1.6.4 <i>EMERGENCE OF BUSINESS (1860-1920).....</i>	<i>21</i>
1.6.5 <i>BUSINESS PHILANTHROPY WITH PRINCIPLES (1920-1960).....</i>	<i>23</i>
1.6.6 <i>THE EXPANSION OF CSR (1960-1980).....</i>	<i>25</i>
1.6.7 <i>STRATEGIC CSR: 1990 TO THE PRESENT.....</i>	<i>27</i>
1.7 INDIA'S LEGAL FRAMEWORK FOR CSR.....	31
REFERENCES	32
CHAPTER 2: LITERATURE REVIEW	34
2.1 INTRODUCTION	34
2.2 LITERATURE REVIEW.....	34

2.3 RESEARCH GAP.....	45
REFERENCES	46
CHAPTER 3: RESEARCH METHODOLOGY	53
3.1 INTRODUCTION	53
3.2 RATIONALE OF THE STUDY	53
3.3 RESEARCH OBJECTIVES	53
3.4 SOURCES OF DATA.....	54
3.5 SAMPLING METHOD	54
3.6 SAMPLE SIZE.....	54
3.7 DATA ANALYSIS TECHNIQUES	54
3.8 RESEARCH HYPOTHESIS	55
3.9 LIMITATIONS OF THE STUDY	57
REFERENCES	58
CHAPTER 4: DATA ANALYSIS & INTERPRETATION	60
4.1 % ANALYSIS OF RESPONDENTS' PROFILE AND PERCEPTION OF BANKS' EMPLOYEES	60
4.2 HYPOTHESIS TESTING.....	65
4.2.1 <i>CHI-SQUARE TESTING</i>	65
4.2.2 <i>ONE SAMPLE TEST</i>	190
CHAPTER 5: SUMMARY, FINDINGS, SUGGESTIONS, CONCLUSION AND SCOPE	198
5.1 FINDINGS	198

5.2 SUGGESTIONS	219
5.3 CONCLUSION.....	222
5.4 SCOPE FOR THE FURTHER STUDY	224
BIBLIOGRAPHY	226
APPENDIX.....	234

List of Figures

Figure 1 : Corporates and Environmental Factors	11
Figure 2 : Corporate Social Responsibility towards the society at large	12
Figure 3 : Business and the total environment.....	13
Figure 4 : The Stakeholder map of an organization.....	14
Figure 5 : Conceptual Corporate Social Responsibility - Organizational culture -Business Ethics Linkage model	15
Figure 6 : Gender of the banks' employees.....	60
Figure 7 : Age of the banks' employees	61
Figure 8 : Education of the banks' employees	62
Figure 9 :No. of years of experience as banks' employees.....	63
Figure 10 : Type of banks	64

List of Tables

Table 1 : Gender of the banks' employees	60
Table 2 : Age of the banks' employees	61
Table 3 : Education of the banks' employees.....	62
Table 4 : No. of years of experience as banks' employees.....	63
Table 5 : Type of banks	64