



Exploring the Relationship Between Students' Social Responsibility Efforts and Institutional Performance in Autonomous Institutes

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Abstract: Social responsibility could be a common path to travel which can provide the competitive advantage to the autonomous institute and students. Students create the idea of social responsibility; however the colleges are accountable for developing and fostering the students towards being accountable, the aim of this paper is to answer the question if the initiative towards social responsibility ought to be driven by the scholars or universities management. the present study seeks to understand the impact of the autonomous institute on its social responsibility initiative well thought-out on the performance of the autonomous institute and additionally on students, an appropriate sample size of 150 potential students presently listed and graduates were selected for the survey by faculty, The study style was quantitative, and therefore the form was used as information assortment tool. The response of 80 sampling subjects was submitted. The questionnaire constituted the demographics info further as itemized variables measured on five purpose Likert scale. SPSS 21 has been used for statistical analysis. Findings of the results were calculated by applying frequency, factor analysis and correlation tests. The results showed that social responsibility initiatives and steps have considerably robust and positive relationship in boosting overall performance of the institute. the present study recommended that the academicians ought to take into account it to include it within the study courses.

Keywords: Students, Social Responsibility, Autonomous Institute, Institutional Performance.

1. INTRODUCTION:

The basic idea behind Social Responsibility constitutes the importance of students. Commonly said social responsibility constitutes the thinking and learning likewise as behavioral pattern of individuals to focus on the far side themselves and initialize caring perspective regarding their environment. In the year (1979) Carroll named CSR as, "The social responsibility of business encompasses the economic, legal, moral and discretionary expectations that society has of organizations at a given purpose in time. Autonomous education Institute faculty ought to tell their students regarding current problems faced by the society and build them attentive to it. Institute thought their students to keep their eye and hands always open for the needy nearby their surroundings and make visits to nearby NGO and other society were needy people reside and make them aware about the situations they are facing to run their livelihood. Institute brings awareness among students about their thoughtfulness and their structure of CSR. Because of the wide selection of the topic, there several barriers within the approach of understanding of CSR a common definition has not been finalized and reaching a pinpointed clear understanding is still difficult, the shortage of monetary resources, awareness and interest, the misunderstanding that everybody is aware of already regarding the issues, the absence of internal control, the exclusion of students whose cannot maintain such expensive education fees of higher education or perhaps the shortage of knowledge about institutions other courses that run on scholarship and additionally other skill



based learning courses regarding the probabilities to become educated and earn money also enhance their livelihood. There is lack of information among students and their parents.

Furthermore, there are challenges major one is monetary i.e lack of investment because of slump exists in Asian nations and economy slowdown in the current phase (2019). The variations in their issues and wishes a sensible resolution however until currently none of the final resolution has been found. there's a requirement for to bring amendment in the education institute thought and mental attitude that results in proactive CSR ends up in dominant, and institute need to bring controlling, monitoring as well as ensuring the observance likewise as assurance to be the integral a part of everyday life that in future it can become a habit of students to help others.

2. LITERATURE REVIEW:

Empirical Studies on the Impact of CSR in Developed Countries

Author(s), year	Journal	Context Countries	Main Findings
Brown and Dacin, 1997	Journal of Marketing	USA	Students knowledge about CSR may influence their beliefs and attitude toward products launched by a company.
Creyer and Ross, 1997	Journal of Consumer Marketing	USA	Consumers reward a company's ethical behaviour by a willingness to pay higher price for that firm's product.
Wright and Ferris, 1997	<i>Strategic Management Journal</i>	USA	researchers trusted the relationship in the middle of CSR and corporate money related execution (CFP) is negative
Siu, 2001	BRC Paper on China	China	People with more education show more ethical concern than those in lower social classes
Maignan, 2001	Journal of Business Ethics	USA, French, German	Each country has different evaluations of the economic, legal, ethical and philanthropic responsibilities of the firm.
Al-Khatib et al., 2003	International Marketing Review	Saudi Arabia, Oman and Kuwait	Consumers in developing countries can be divided into three segments: principled purchasers (i.e. more trusting of others); suspicious shoppers (i.e. proceed with caution but emphasize ethical behavior) and corrupt consumers (i.e. not ethically oriented and take advantage of opportunity).
Auger et al., 2003	Journal of Business Ethics	Australia, Hong Kong	Most consumers are ignorant of the ethical features that comprise the products they consider and purchase.



Bhattacharya and Sen, 2004	California Management Review	USA	user lack of awareness about CSR initiatives is a major barrier to their ability to respond to initiatives.
Mohr and Webb, 2005	Journal of Consumer Affairs	USA	CSR has a positive impact on evaluations of the company and purchase intentions; the environmental domain affects purchase intentions most.
Becker-Olsen et al., 2006	Journal of Business Research	USA	Low-fit initiatives negatively affect consumers' beliefs, attitudes and intentions toward CSR; proactive initiatives improve consumers' beliefs, attitudes and intentions.
Honkanen et al., 2006	Journal of Consumer Behaviour	Norway	The more consumers are concerned about ethical issues, the more positive their attitudes and the more likely they are to consume products.
McGoldrick and Collins, 2007	Review of Retail, Distribution and Consumer Research	United Kingdom	Consumers are willing to pay premium prices if they are convinced of a product's ethical credentials
Jamali, 2007	Business and Society	Lebanon	CSR is perceived as merely voluntary philanthropic contributions.
Freestone and McGoldrick, 2008	Journal of Business Ethics	United Kingdom	Motivational attitudes are a function of respondents' stage of ethical awareness, concern and action.
Ramasamy and Yeung 2009	Journal of Business Ethics	China	Economic responsibilities are the most important; philanthropic is the least important.
Auger et al., 2010	Journal of Business Ethics	Turkey and India	Despite getting information about social attributes, consumers still put more emphasis on brand than consumers from developed countries.
Xu and Yang, 2010	Journal of Business Ethic	China	CSR is closely related to social and cultural background, and some dimensions are very different from their Western counterparts.

Corporate social responsibility may be a wider idea that not solely focuses on the organization obligations towards the society. aside from the company sector, instructional establishments particularly

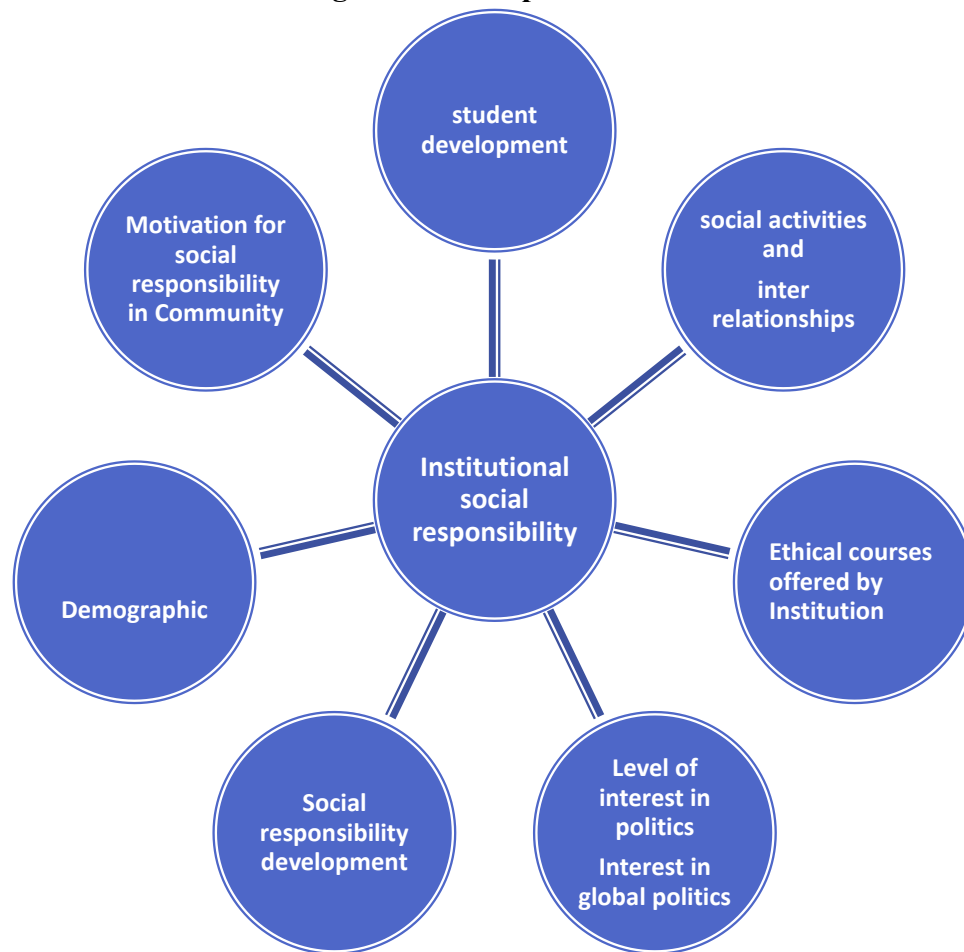


education Institution are socially liable for citing the modification until the roots of the society. The importance of developing social and private responsibility in universities and faculties isn't a brand new idea. Already within the 1940's, there are studies that emphasize on the importance of raising awareness among the students, college and universities and academic establishments administration (Reason, 2013). Corporate social obligation has been characterised by varied creators, institutions and enterprises otherwise because of its dimension measuring nature. On the opposite hand, Parliamentary Joint Committee on companies and monetary services (PJC, 2006) characterised CSR as “the company considering, managing and equalisation the economic, social and environmental impact of its activities”. Munasinghe and Kumara (2013) processed that CSR offers organizations a strategies by that they'll administrate and impact the disposition and look at of their partners, building their trust and empowering the benefits of positive connections to convey business focal points.

Barnett (2007) contended that CSR prompts reliableness that fortifies the association with essential partner, during this manner decreasing the exchange price and prompts financial profit. what is more, CSR prompts profit as set by varied researchers (Beurden and Gössling, 2008; Boaventura, Silva, and Bandeira - deMello, 2012; Margolis and Walsh, 2003; Orlitzky, Schmidt, and Rynes, 2003). a couple of researchers trustworthy the connection within the middle of CSR and company cash connected execution (CFP) is negative (Brammer, Brooks, and Pavelin, 2006; Wright and Ferris, 1997) and a few few trustworthy that the connection is nonpartisan (Fauzi and Idris, 2009; McWilliams and Siegel, 2000). The core idea arises from the thought that “Educating the mind while not educating the center isn't education at all”- Aristoteles Social responsibility is Associate in Nursing moral ideology that proposes that a personal or a company has Associate in Nursing obligation to act to profit society at giant (Brodeur, 2013). A company's awareness of other's expectations towards social teams keeping additionally earth (both biological additionally social) to that it works, called company social obligation. Organizations categorical this citizenship through: 1:) Waste and contamination diminishment courses, 2:) serving to instructive additionally social programs, 3:) Procuring spare returns on the utilised assets.

Christian (2004) characterizes CSR Likewise “a wholly voluntary, company driven activity can Push oceans Associate in Nursing substitute to regulation throughout whichever Associate in Nursing national or world level”. Dusuki and Dar (2005) contended that company Social Responsibilities layout the quality of conduct to that a firm should subscribe to impact society in an exceedingly positive and a helpful means within the meanwhile as keeping qualities that forbid profit trying to find at any price. Colleges and universities have a substantial impact on the event of student's personal and social responsibility (Sibbel, 2009). what is more, students move to school with high expectations of the sweetening of their self-understanding and self-development. the attention regarding the importance of teaching and sending social and private responsibility to the scholars is core of USR, however gap still lies between however it ought to be schooled and practiced at campuses (Dey & Associates, 2009; 2010a; 2010b). The idea of private and Social Responsibility (PSR) was introduced by Knepfelkemp and Hersh that was later redefined by Dey and Associates (Reason, 2013). in step with Hill and his colleagues (2003), bestowed a precise definition of CSR is difficult to pin down as a result of beliefs and attitudes regarding the character of the connection between business and society fluctuate with the relevant problems with the day. The PSR is split into 5 dimensions: 1:) nisus for excellence, 2:) Cultivating tutorial integrity, 3:) contributive to a bigger community, 4:) Taking seriously the angle of others and 5:) Developing ability in moral and ethical reasoning and action (Boyd & Brackmann, 2012; Glass, 2013; Ryder & Mitchell, 2013). The information given to the students within the Educational Institution is to not solely equipped of the technical skills however additionally to form them socially accountable students in order that they may not interact in activities glorious to enhance civic information and skills at acceptable rates, even with enhanced attention on civic learning and community engagement (McTighe Musil, 2012). On the premise of intensive literature review and theoretical foundations Figure one presents the abstract model to check the impact of CSR initiatives on Institution Performance.

Figure 1: Conceptual Model



Source : author's own

3. OBJECTIVES:

- To check the motivational level of students who are actively involved in the CSR activity.
- To understand the role of CSR in students overall performance (personal development)?
- To verify students awareness towards institute initiatives taken in Asian country

4. RESEARCH METHOD:

This study is focused on the quantitative approach and cross sectional in nature. The study is survey based. The population of study was the current and graduated students of pioneer Institute, Indore. The questionnaire consists of how CSR practices are implemented in a specific Institution in Indore. An appropriate sample size of 350 potential candidates currently enrolled and graduates at Pioneer institute were selected for the survey by using questionnaire that was conducted during September 2019. The study design was quantitative, and the questionnaire was used as data collection tool . The response of 315 sampling subjects was submitted (response rate: 87%). The questionnaire constituted the demographics information as well as itemized variables measured on 5 Point Likert scale. SPSS v24 has been used for statistical analysis.

For the research quantitative data was used, divided into demographic variables measured on categorical scale and items of variables measured on Likert scale. The demographic variables were used to distinct the group whereas the Likert scale questions were used to answer the research question. The questionnaire was distributed in groups among students who enroll in CSR activities and social media help via Face book and Whats up App is also used. The age of the respondents varies including 28.3% between 18 and 21, 40.7% between 21 and 26 and remaining 22% were above 26.



There were 66.6% participants were male and remaining 33.7% were female. In general it is normally distributed for a demographic variable; this can also be related to the distribution of age which shows the slightest amount of participants is in between 18-21 years old. About two thirds of the participants are either enrolled and pursuing their graduation Bachelor's degree while one third is enrolled in a Master degree.

5. FINDINGS

After reaching a definite quantity of responses to own a reliable sample size, the result was analyzed consistent with frequency and correlation to check the connection between the variables. This reflects the final behavior of society that additional folks get a Bachelor's degree than Master's degree. over sixty one agree and whole agree that they need a pre-existing plan regarding social responsibility representing that almost all of the sample was tuned in to the which means of social responsibility. the bulk of the respondents whole agrees (50.7%) and agrees (33.8%) that faculties area unit a very important issue for student's development. Only 4.2% whole disagree showing the high proportion of agreement and total agreement results in the insight that students and graduates area unit tuned in to the importance that faculties play in their development (Graphs in Annexure A). The majority, with 52.1%, agrees that their university takes action to assist the scholars to develop social and private responsibility and universities already take steps to develop students' social and private responsibility however there's area for improvement because the comparatively high proportion divided shows. To the statement if professors inspire students to grow on the far side themselves, fifty fifth either whole agree or agree whereas twenty three.9% whole disagree or disagree. 21.1% area unit indifferent.

The distribution of this question is associated with the very fact that respondents visit disagreeent|completely different} universities and also the quality of professors differ. Moreover, motivation additionally depends on the person himself. the bulk of participants (56.3%) whole disagrees, disagrees or is indifferent to the statement if university motivates them to participate within the community. This brings up the conclusion that universities have to be compelled to improve during this field and encourage students to urge actively concerned within the community. A large majority with sixty three.4% whole agrees or agrees that the respondents typically participate in social activities and may be understood that the motivation to participate in social activities or the community derives from the scholars themselves, neither than from universities. the bulk of the sample has had the prospect to require one or additional moral courses (57.8%) that results in the idea that the number of offers of universities is sufficient however there's an absence of quality shown within the previous queries, wherever participants showed that they don't feel actuated to urge actively concerned in social responsibility activities. The distribution is additional or less equal for each answer criteria. this might flow from to the very fact that participants may need had possibilities to require courses outside however didn't take them. Another rationalization is that respondents don't need to pay free time on social responsibility thanks to an absence of recognition within the importance of this issue. furthermore there might be a distinction within the giving of moral courses counting on the various regions and cities the participants and also the universities area unit settled. 49.3% crossed whole agree and twenty five.4% agree on the statement that smart relationships between students themselves and additionally between the scholars and also the professors matter for the educational outcome. the bulk of respondents either whole disagrees or disagrees with forty seven.9% that universities support political interest. The distribution is explained by students attending totally different universities that target alternative topics or emphasize varied subjects. moreover, the personalities and interests of the scholars have to be compelled to be thought-about and a few may additionally have a pre-existing interest from family background and area unit so additional driven to achieve data regarding property.

The outcome of Student satisfaction of cooperation between University and firms shows nineteen.7% total agreement, therefore there's area for improvement, that additionally refers to the businesses. they ought to place additional target cooperation as a result of each student could be a potential worker. The distribution of the answers of Student satisfaction of giving guest lecturers is analogous to the previous statements and could be additionally caused by a similar reasons. Investments of University in SR problems ought to increase by twenty eight.2% whole agree, that shows associate interest of the scholars in social responsibility and their would like that the university puts additional effort in such problems. solely seven-membered whole disagree,



that either will mean they're not curious about social responsibility or that they're fully happy with their university's investment. Overall respect of University to its commitment to community and plays important role in SR is completely united and agrees area unit answered by every twenty three.9%, indifferent by twenty eight.2%, disagree by eighteen.3%. once the statements the scholars were asked to price their leisure consistent with what quantity time they pay on activities like family, friends, work, sports, enjoying associate instrument and community service. Time disbursement on friends and family and sports was additionally evaluated. Time disbursement on community service is analogous as on hobbies. Students don't pay plenty of your time or most of their time serving their community. this can be confirmed by all of the previous outcomes.

6. RESULTS AND DISCUSSION

After reaching a definite quantity of responses to own a reliable sample size, the result was analyzed consistent with frequency and correlation to check the connection between the variables. This reflects the final behavior of society that additional folks get a Bachelor's degree than Master's degree. over sixty one agree and whole agree that they need a pre-existing plan regarding social responsibility representing that almost all of the sample was tuned in to the which means of social responsibility. the bulk of the respondents whole agrees (50.7%) and agrees (33.8%) that faculties area unit a very important issue for student's development. Only 4.2% whole disagree showing the high proportion of agreement and total agreement results in the insight that students and graduates area unit tuned in to the importance that faculties play in their development (Graphs in Annexure A).

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