

An Empirical Study on the CSR practices with special reference to the North Eastern Region of India

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Abstract

Sustainability can act as a crucial source for a firm's success. The Corporate Social Responsibility Practices adopted by the company are used for developing sustainable growth. The purpose of this paper was to analyse the CSR practices among the companies in the North-Eastern region of India. It also aims to understand the difference in CSR practices between the private sector companies, public sector undertaking and Multi-National Corporations in the North-Eastern states of India. The study has used Factor Analysis for clearly distinguishing the factors by classifying and summarizing the CSR practices under their representative factors. A total of 24 items were anchored on a five-point Likert scale, where respondents had to rate with their level on agreement ranging from Strongly Disagree (1) to Strongly Agree (5), which led to the discovery of five distinguished factors, namely: Community Welfare activities, Employee Welfare Activities, Environmental Protection Practices, Law Abiding Activities and Employment generation Activities. The study also compared the adoption of CSR practices among the private sector companies, public sector undertaking and Multi-National Corporations in North Eastern Region of India. The findings of this research will be useful to researchers and practitioners in the field of corporate social responsibility.

Keywords: Corporate Social Responsibility; Sustainability; CSR practices; environmental protection; rural development

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