

BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY

Ms Soniya Marita Dsouza

In the Guidance of Dr. Asha
Jyothi
III B.COM
Milagres college, Mangalore

Asst. Professor
Milagres college, Mangalore

ABSTRACT:

In today's dynamic business environment, the integration of business ethics and corporate social responsibility (CSR) has become a crucial strategy for achieving sustainable growth and earning stakeholder trust. This paper delves into the interconnectedness of ethical business practices and CSR initiatives, positing that their confluence is vital for long-term success and societal benefit.

Business ethics, which involves applying moral principles to business operations, establishes a foundation for decision-making rooted in fairness, transparency, and integrity. CSR, on the other hand, extends corporate obligations beyond profit generation to include environmental sustainability, social equity, and community welfare. Together, these elements not only bolster corporate reputation but also enhance societal and environmental well-being.

This paper advocates for a holistic approach where ethics and CSR are integral to business strategy rather than peripheral activities. By adopting this approach, companies can achieve sustainable economic performance, build trust, and contribute positively to global challenges like inequality, climate change, and social justice.

KEYWORDS:

Business Ethics, Corporate Social Responsibility, Sustainable Growth, Stakeholder Trust, Ethical Decision-Making, Corporate Strategy, Environmental Sustainability, Social Equity.

INTRODUCTION:

In today's global business landscape, the integration of business ethics and corporate social responsibility (CSR) has become crucial for achieving sustainable success and maintaining stakeholder trust. As companies face growing scrutiny from consumers, regulators, and society at large, ethical principles and socially responsible practices have emerged as essential strategies.

OBJECTIVES:

1. To know about business ethics and corporate social responsibility.
2. To review corporate social responsibility and business ethics in business organizations.

RESEARCH METHODOLOGY:

The study collection of data was done through primary data and secondary sources. The questionnaire is generated with different questions, to know about business ethics and corporate social responsibility. The questionnaire has been distributed to 50 samples out of which 33 responded to the questionnaire. All the received data has been shown in graphs. The scope was limited to the geographical boundary of Mangalore. The outcomes of this inspection are recorded in the following diagrams.

LITERATURE REVIEW:

The method adopted for the literature review is a conceptual format that has been organized according to relevant concepts and theories.

According to Sekhar C.R. (1993), the complex ethics of the individual and the group, the author has clearly mentioned that the problem with ethics is not that there is a lack of knowledge about it or the acceptance of principles of behaviour underlying such knowledge. The problem is to make ethics form a part of human behaviour naturally and in the present context, part of making business decisions individually and collectively.

According to Kitson Alan and Campbell Robert (1996) The Ethical Organization Ethical Theory and Corporate Behaviour that Business Ethics and its positive effect on Organizational Culture and Performance is a growing area and both authors have employed a rigorous approach to the analysis of difficult issues and problems through an exposition and application of applied ethical theories and have emphasized on a process of reflectively considering how to adjust both our feelings and out theory until a stable balance is struck between them.

BUSINESS ETHICS:

Business ethics involves applying moral principles to business conduct. It addresses issues such as fair employee treatment, transparency with stakeholders, honest marketing, and adherence to laws and regulations. Ethical practices are foundational for building trust and credibility. Companies operating ethically are more likely to gain customer loyalty, employee commitment, and investor confidence.

CORPORATE SOCIAL RESPONSIBILITY:

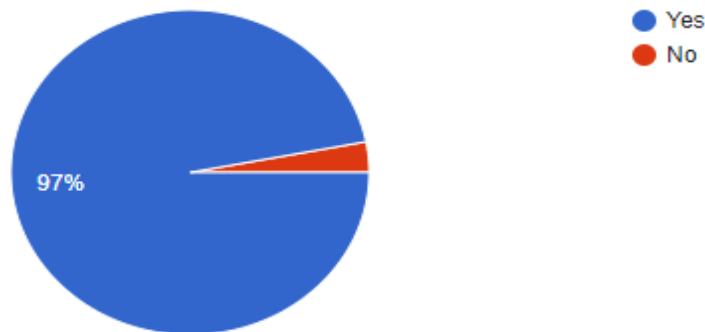
CSR extends business responsibilities beyond profit maximization to include societal and environmental impacts. It encompasses voluntary actions that contribute to societal goals like environmental sustainability, social equity, and community development. CSR initiatives may include reducing carbon footprints, supporting local communities, ensuring fair labor practices, and engaging in philanthropy.

SURVEY:

The survey was conducted among 50 people belonging to the age group from 15 years. This is the survey done to understand the views of the public on business ethics and CSR.

Chart-1
About Business Ethics

33 responses

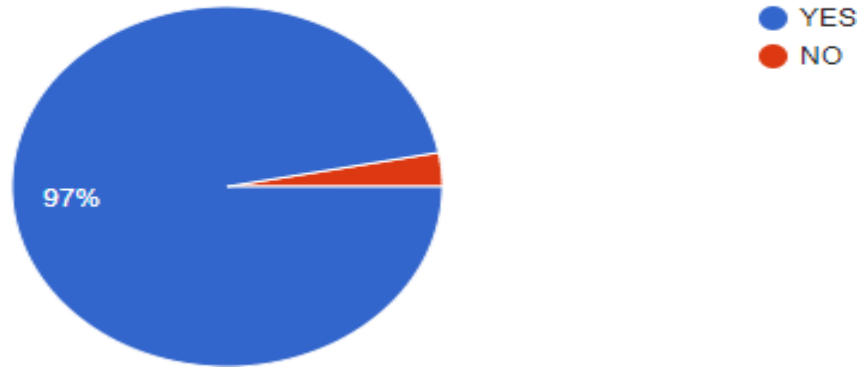


Interpretation: Among the 33 responses 97% people know about the concept of business ethics.

Chart-2

Business ethics important in company for better productivity?

33 responses

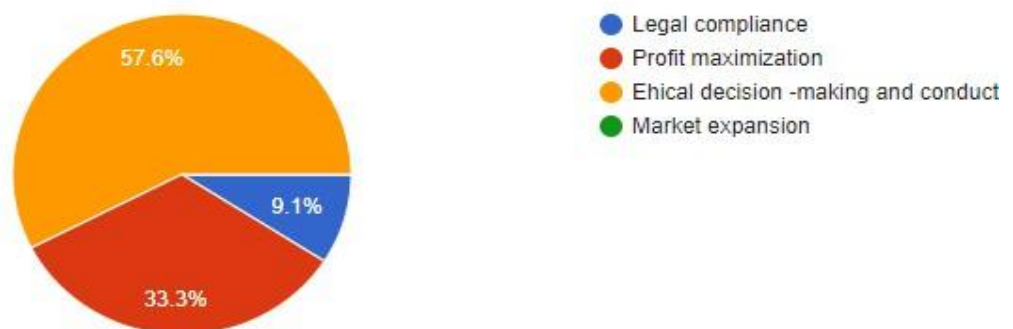


Interpretation: Among the 33 responses 97% people think that business ethics important in company for better productivity

Chart -3

Primary focus of business ethics

33 responses



Interpretation: About 57.6% of the people think that the primary focus of business ethics is ethical decision making and conduct. 33.3% of them think maximization of the profit and 9.1% of people think legal compliance.

Chart-4

Transparency important in business ethics

33 responses



Interpretation: Among 33 responses 57.6% people think it builds trust with stakeholders, 18.2% think it increases the complexity of operations, 18.2% people think it helps in hiding company's defects and remaining think that it reduces production costs.

Chart -5

Role of company's code of conduct

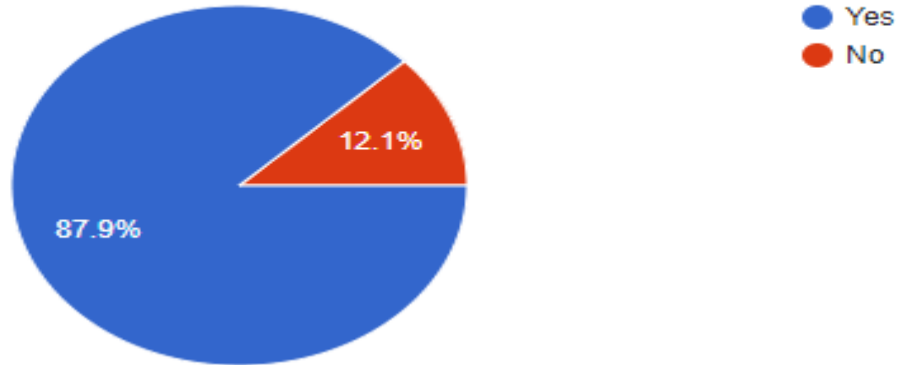
33 responses



Interpretation: Among 33 responses 54.5% people assume to establish guidelines for ethical behaviour, 30.3% think to outline the company's financial goals, 12.1% of people think to set marketing strategies and remaining think to define the company's production process.

Chart-6 About CSR

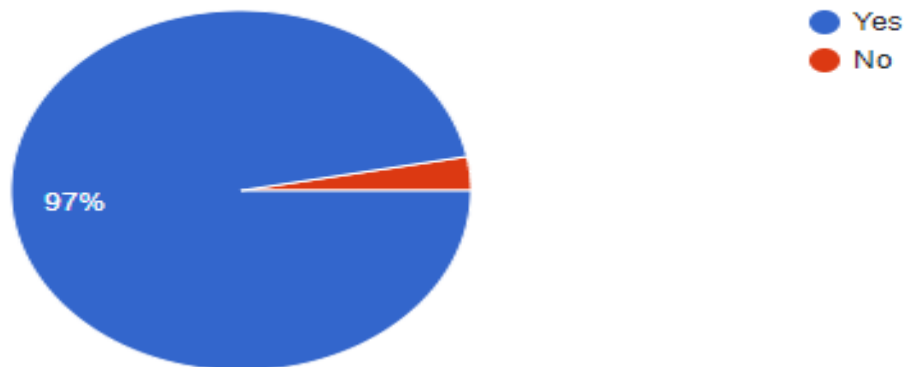
33 responses



Interpretation: Almost 87.9% people know about CSR and remaining don't know about it.

Chart -7:
CSR help society or environment

33 responses

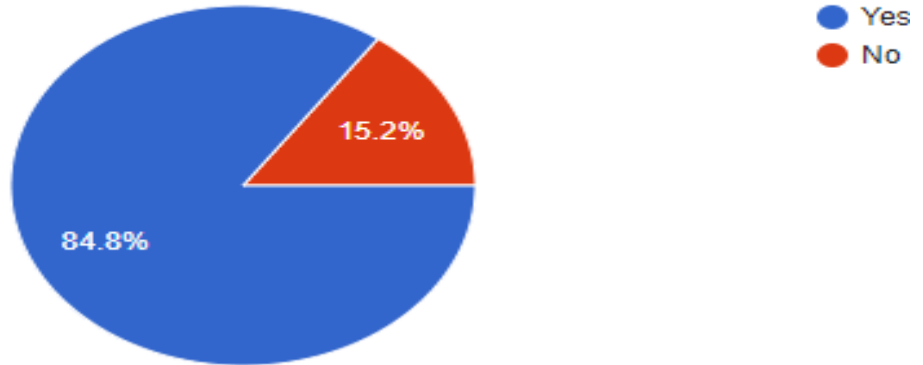


Interpretation: Among 33 responses 97% people think CSR help society or environment

Chart -8

Companies do CSR because of publicity

33 responses

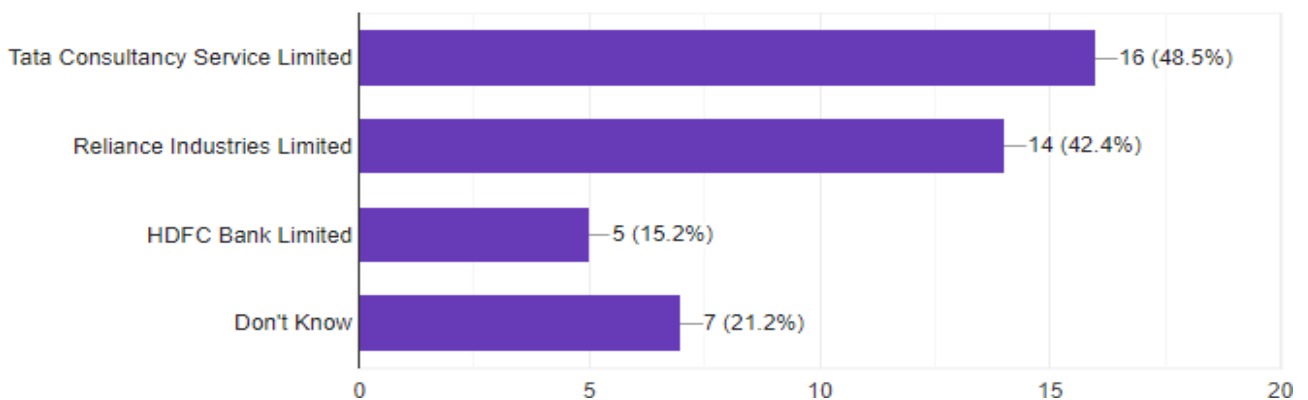


Interpretation: Almost 84.8% people think some companies do CSR because of publicity

Chart-9

Company which does CSR in India

33 responses

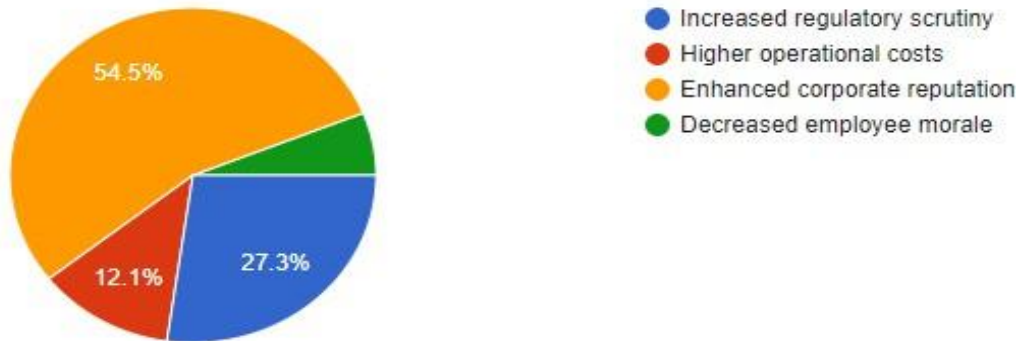


Interpretation: In the above graph show the companies which does CSR in India. 48.5% people know about Tata consultancy service limited,42.4% know about Reliance Industries Limited,15.2% know about HDFC bank ltd and 21.2% people don't know about it.

Chart-10

Potential benefit of adopting CSR practices

33 responses

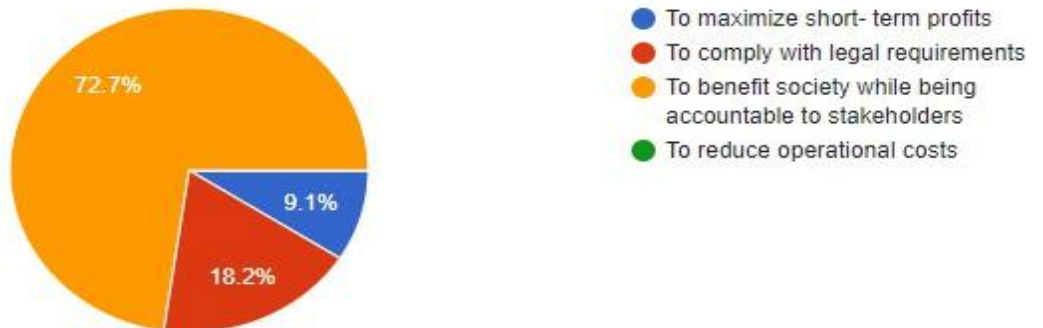


Interpretation: among 33 responses 54.5% people think enhanced corporate reputation , 27.3% think increased regulatory scrutiny , 12.1% think higher operational cost and remaining think decreased employee morale

Chart -11

The primary goal of corporate social responsibility (CSR)

33 responses



Interpretation: Almost 72.7% people think to benefit society while being accountable to stakeholders, 18.2% think to comply with legal requirements and 9.1% think to maximize short term profits.

CONCLUSION:

business ethics are essential for fostering trust and integrity within a business environment. Ethical practices not only enhance a company's reputation but also contribute to long-term success by promoting a culture of transparency, accountability, and social responsibility. Companies that prioritize ethical behaviour are better positioned to build strong relationships with stakeholders,

navigate regulatory landscapes, and maintain a competitive edge. Ultimately, embedding ethical principles into business operations is not just a moral imperative but a strategic advantage that drives sustainable growth and positive societal impact.

Corporate Social Responsibility (CSR) is a crucial element in modern business strategy that goes beyond profit maximization to encompass social, environmental, and economic sustainability. By actively engaging in CSR initiatives, companies can contribute to the welfare of communities, protect the environment, and promote ethical practices. This commitment to social responsibility enhances corporate reputation, builds consumer trust, and fosters employee satisfaction. Moreover, CSR practices can drive innovation and open new market opportunities, aligning business objectives with broader societal goals. Ultimately, integrating CSR into business operations is not only a moral obligation but also a strategic approach to achieving long-term success and making a positive impact on the world.

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