AN ANALYSIS ON THE IMPACTS OF CORPORATE SOCIAL RESPONSIBILITY PRACTICES ON BENEFICIARIES OF HEALTH CARE SECTOR IN BENGALURU

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ABSTRACT

Health care sector organizations are required to satisfy their social and market destinations following the law and general moral guidelines. Grasping a socially responsible conduct is seen as vital in a worldwide market, as it adds to the intensity of a specific substance and ensures its outer picture. As of late the possibility of Corporate Social Responsibility (CSR) has been a subject of heightened intrigue. In this manner, the social responsibility is a normal approach in vital arranging as well as part of daily practice. With expanding consideration being given to Corporate Social Responsibility by researchers, it has turned out to be evident that the center has been fairly uneven in nature, with the majority of consideration setting off to the corporate thought processes, procedures, and results of such endeavors. Less predominant has been an attention on the recipients of CSR, and subsequently lost in the discussion has been the basic part of social impact of such exercises. The paper revolves around CSR activities with regards to health care industry that measures the positive effect on the recipients using the CSR.

KEYWORDS: CSR, Hospitals, strategic planning, health care industry
INTRODUCTION

Corporate Social Responsibility (CSR) refers to an organization's key activities in completing its business operations in a moral and social circle. The center idea of CSR is identified with engaging partners and exploiting accessible assets in business operations (Bhattacharya et al. 2009). The extent of CSR activities is various, extending from participation, keeping up great associations with workers and different stakeholders, and even activities in safeguarding the environment.

CSR practice is seen as having the capacity to create an association's decent notoriety among partners in the long haul. With regards to hospital service, the execution of CSR is by and large performed in accordance with clinic tasks. CSR exercises directed in hospitals including patients can make recognitions in the minds of patients. The CSR in healing centers can influence notoriety, esteem, and client reliability. This eventually is relied upon to affect healing facility execution in both fulfillments of client and budgetary advantage (Susanto 2009). This paper endeavors to give an astute diagram that spotlights on the patient's point of view in assessing the effect of CSR activities actualized by hospitals rather than focusing on the internal assessment of the healthcare organizations.

Why Corporate Social Responsibility?

Following are the importance of Corporate Social Responsibility practices that are followed by various organizations across the globe.

- Financially viable responsibility to obtain profits
- The legal responsibility to obey the rules of relevant, federal, state and global laws
- The moral responsibility to meet the expectations of social and economical values that are not written as laws
- The flexibility of responsibility to meet the activities and additional behaviors that is desirable for the social system

CSR in Health Care Sector

CSR activities can draw in the consideration of laborers and in addition shape the conduct expected of paramedics and patients. This will support expanded viability and efficiency of
wellbeing administrations gave. In the wellbeing area, for example, in hospitals, the human services supplier's reputation has an imperative job in pulling in the consideration of customers to utilize the wellbeing administrations gave, notwithstanding drawing in mindfulness from others in the wellbeing division. This might be on the grounds that a good reputation, for instance as far as a human services supplier's administration and cleanliness, is impressively requested by clients. The vast majority will probably not have any desire to utilize the administrations of a hospital that does not have a good reputation. Above all, the hospital clients will focus on hospital administrations and quality issues, particularly with respect to healing facility achievement rate and risk of failure in the treatment.

Dimensions of CSR in Healthcare Sector

CSR ought to have the capacity to expand the organization's value through the creation of reputation and competitive edge in the long term. CSR is likely ready to build the estimation of the organization all in all. CSR is never again pretty much social philanthropy; it has turned into an efficient tool for marketing used to advance the reputation and value of the organization.

Health Benefit

With quick populace development in the nation, the requirement for health care service with high quality administrations is extending so likewise the need to give medicinal services at moderate expense. CSR rehearses are normal from this area as one of the formative issue of any nation i.e., Health and prosperity of the general population.

Livelihood

Health care in India have reliably performed CSR practices, for example, free eye treatment and general wellbeing training, including solid way of life style activities on a scope of individuals from primary school children to students in advanced education that encourages destitute individuals to profit their livelihood.

Environment

All encompassing CSR system in healing centers may result in higher proficiency in activities, for example, enhanced productivity in the utilization of vitality and regular assets can result in considerable cost reserve funds.
Peripheral Development

Fringe CSR is the most widely recognized type of CSR, particularly in the developing nations like India. Education at free of cost to physically challenged children, addressing the intense water shortage during summer, supply of drinking water and construction or repair of Toilets in government Schools are a portion of the fringe improvement exercises attempted by hospitals as a feature of CSR.

Service Quality

CSR enables destitute individuals in India to profit advantage of free wellbeing to mind administrations with great nature of treatment in the medicinal services part. Arrangement of free or financially supported care as a part of CSR would make it available to all gatherings of individuals in the nation.

Beneficiary Sustainability

CSR activities connected by hospital and perceived by patient are more probable ready to empower understanding dependability. Fundamentally a reliable customer will bring more beneficiaries while holding themselves with the organizations. Loyal clients turn into a source of income that can be utilized to enhance value of the hospital.

Impact of CSR on Beneficiaries

The health care services industry is developing from the one concentrated on thinking about individuals to the one that must likewise work as a powerful and productive business. CSR activities viably resound around the way that associations that show duty towards the general public prevail with regards to giving patients the largest amount of consideration.

Justification of Study

Corporate Social Responsibility has turned out to be obligatory in India and India is the nation which has legitimate arrangements for the Corporate Social Responsibility. Since the idea of CSR is currently broadly perceived by the general population, numerous Companies both public and private effectively participate in CSR activities. At this crossroads, it is basic to see if it has
had any effect among the diverse partners of the general public particularly, the critical stakeholder, the consumer or the beneficiary.

Objectives of the study

- To determine the significance of Corporate Social Responsibility in Health care sector in Bengaluru
- To study the various dimensions that influence CSR activities in Health care sector in Bengaluru
- To analyze the impacts of Corporate Social Responsibility on the beneficiaries of Health care sector in Bengaluru

REVIEW OF LITERATURE

This study presents the Review of Literature relating to Corporate Social Responsibility practiced in Health care as well as various other sectors in which the various authors have studied the impacts of CSR on the end users.

V.V. Nishandar (2015) mentioned that as Government cannot take an interest in all social concern related activities, Corporate ought to spend increasingly for social responsibilities which will enhance the wellbeing of the general public. CSR exercises are not confined to a specific area or industry.

Nicolosi et al (2014) stated that the multidimensionality of the CSR idea has been regularly held to be a noteworthy purpose for this trouble of estimation. The trouble of sufficiently estimating CSR has remained a consistent theme all through the transformative procedure of the CSR idea advancement.

Öberseder et al. (2013) determined that in accordance with the idea of customer conduct, consumers would be more faithful to items that contain ethical components and organizations that reliably actualize CSR exercises. Purchasers consider CSR activities a factor in assessing the result of an organization that prompts steadfast conduct. In this unique situation, the hospitals should reliably execute and spending plan CSR exercises with an end goal to achieve customer dependability.
Elias G. Rizkallah (2012) identified that organizations are asserting that they are being tested to keep up benefit and carry on in socially dependable ways. The investigation has been endeavored to answer these inquiries and that is only the tip of the iceberg. The review incorporated an arbitrary example of 317 individual buyers in the Southern California area.

Nicklin and Dickson (2009) expressed that reputation is a wellspring of development and advancement in a venture. The reputation as healing facility accreditation assumes an imperative job in the view of the estimation of a hospital to people in general. Also, customer view of organization value will increment in surely understood organizations contrasted with those which are less popular.

Research Gap

The outcome of this paper demonstrates the justification in the research on the social effect of Corporate Social Responsibility. CSR must be substantiated by sound result measures. This weight, alongside the need to extend our insight base on CSR and the health care industry requires to be proceeded with research on social effect to all the more likely comprehend the complexities and impacts of CSR. Amazingly, one more road for future research concerning CSR and social effect would be the fuse of CSR activities changing in size and degree into academic research.

RESEARCH METHODOLOGY

The present paper used ANOVA and CHI-SQUARE as the major research tool for analyzing and interpreting the data collected from the respondents. Structured questionnaire is used for obtaining appropriate information from the respondents. The paper has considered 301 beneficiaries, that is, the consumers of Corporate Social Responsibility organized by various Health care centers in Bengaluru.

Research Design

The method used to collect information and analyze the research indicates research design. The research has proposed a framework that guides the study to gather and analyze the relevant data. The sampling design chosen for this study is descriptive.
Sampling Design

Estimating size of the sample, method of sampling, Framing and Population are the four major areas comprised within sampling design.

Research Tools

- CHI-SQUARE
- ANOVA

DATA ANALYSIS

The present chapter helps to analyze and interpret the data. The data gathered from the respondents belonging to Health care sector of Bengaluru is evaluated and interpreted to arrive at a conclusion for the research.

ONE WAY ANOVA (AGE)

H₀₁₁: There is no significant difference between age groups with regards to the Health benefits, Livelihood, Environment, Peripheral development, Service Quality, Impacts, Beneficiary Sustainability.

<table>
<thead>
<tr>
<th>TABLE – 4.1</th>
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<tbody>
<tr>
<td>Dimensions</td>
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<tr>
<td>Health Benefits</td>
</tr>
<tr>
<td>Between Groups</td>
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<tr>
<td>Within Groups</td>
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<tr>
<td>Total</td>
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<tr>
<td>Livelihood</td>
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<tr>
<th></th>
<th>Between Groups</th>
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<th>Within Groups</th>
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<th>Total</th>
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<td>Environment</td>
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<td></td>
<td>83.682</td>
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<td>8013.202</td>
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<tr>
<td>development</td>
<td>70.681</td>
<td>3</td>
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<td>122.520</td>
<td>3</td>
<td>5493.932</td>
<td>297</td>
<td>5616.452</td>
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<tr>
<td>Sustainability</td>
<td>121.567</td>
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<td>40.522</td>
<td>3.740</td>
<td>.012</td>
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</table>

* Significant at the 5% level
Analysis:

It can be seen from Table No - 4.1 that null hypotheses are rejected as the p values are lesser than 0.05 for Service quality and Beneficiary Sustainability. For all other dimensions, since the p value is greater than 0.05 null hypotheses is accepted.

Discussion:

There is significant difference between age groups with regards to the Service quality and Beneficiary Sustainability.

There is no significance difference between age groups with regards to Health benefits, Livelihood, Environment, Peripheral development and impacts of CSR.
CHI-SQUARE

TABLE – 4.2

Association between Occupation and Education

<table>
<thead>
<tr>
<th>Factor</th>
<th>Value</th>
<th>Df</th>
<th>Symp. Sig. (2-sided)</th>
<th>Statistical Inference</th>
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<tr>
<td>Pearson Chi-Square</td>
<td>36.324*</td>
<td>4</td>
<td>.000</td>
<td>X^2=36.324*</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Df = 4</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>P = .023 &lt;0.05</td>
</tr>
<tr>
<td>Likelihood Ratio</td>
<td>37.996</td>
<td>4</td>
<td>.000</td>
<td>*Significant at 5% level</td>
</tr>
<tr>
<td>Linear-by-Linear Association</td>
<td>4.131</td>
<td>1</td>
<td>.042</td>
<td>*Significant at 5% level</td>
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<tr>
<td>N of Valid Cases</td>
<td>301</td>
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<td></td>
</tr>
</tbody>
</table>

*Significant at 5% level

Analysis:

It can be seen from Table 4.2 the P value is lesser than our chosen Significance at = 0.05 levels, the null hypothesis is rejected.

Discussion:

It can be seen from Table 4.2, it is concluded that there is an association between Occupation and Education factors.
TABLE – 4.3

Correlation test between Health Benefit and the Impact of CSR on Beneficiaries

H₂.₁: There is no correlation between Health Benefit and the Impact of CSR on Beneficiaries

<table>
<thead>
<tr>
<th>Variables</th>
<th>Health Benefit</th>
<th>Impact of CSR on Beneficiaries</th>
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<tbody>
<tr>
<td>Health Benefit</td>
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<tr>
<td>Pearson Correlation</td>
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<td>Sig. (2-tailed)</td>
<td></td>
<td>.000</td>
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<tr>
<td>N</td>
<td>301</td>
<td>301</td>
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<tr>
<td>Impact of CSR on Beneficiaries</td>
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</tr>
<tr>
<td>Pearson Correlation</td>
<td>.514**</td>
<td>1</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td></td>
</tr>
<tr>
<td>N</td>
<td>301</td>
<td>301</td>
</tr>
</tbody>
</table>

*Significant at 0.01 level

Analysis:
It can be seen from Table 4.3 the P value is lesser than our chosen Significance at = 0.01 levels, the null hypothesis is rejected.

Discussion:
It can be seen from the table 4.3, it is concluded that there is a high positive correlation between Health Benefit and the Impact of CSR on Beneficiaries variables.
CONCLUSION

This paper gives some vital contemplation regarding the relevance of Corporate Social Responsibility in the health care area. CSR activities can energize steadfastness and reputation of the hospitals straightforwardly. Thus, CSR exercises ought to be connected deliberately and ought to be executed as vital business of the hospitals. Social Responsibility within a Corporate means imparting its share with the entire Community/Society at large. Sine Health Care Organizations are specialists or elite suppliers of medicinal services administrations, they should take up such CSR activities which firmly lined up with human services needs of the resident of the nation. Organizations in the health care can center around Geriatric Care, management of nutrition among women and children, adding to explore on developing preventive Measures for different diseases.

REFERENCES


Susanto AB (2009), Reputation-Driven Corporate Social Responsibility, Pendekatan Strategic Management dalam CSR. Jakarta: Erlangga