

Social responsibility and ethics in marketing

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ABSTRACT

This Paper explains the concept of Corporate Social Responsibility (CSR) and Ethics in marketing and identifies and analyse: Understand concept and dimensions of social responsibility, definition and the importance of marketing ethics. The paper also deals to know the major social criticisms of marketing. It also helps to define consumerism and environmentalism and to know how they affect marketing strategies. The paper also helped to learn the principles of socially responsible marketing and also the role of ethics in marketing.

Key words : Market, Stakeholder's, Corporate social responsibility (ESR)

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There is a growing trend among academicians and professionals (Indian Marketers and MNCs) operating in India started realizing the importance of CSR and ethics in marketing and their role in conducting the business which takes care of the society's interest at the same time optimizing the profit of their organizations.

Corporate social responsibility is the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large". Here society meaning customers and people at large. It is an expression used to describe what some see as a company's obligation to be sensitive to the needs of all the stakeholders in its business operations. A company's stakeholders are all those who are influenced by, or can be influenced by, or can influence, a company's decisions and actions.

Social responsibility and ethics are blended together and applied in various discipline of management such as HR, Finance, and Marketing etc. Here we have discussed on CSR and marketing ethics and its impact on the society.

The concepts of corporate social responsibility (CSR):

Kotler and Levy, in their book, Corporate Social Responsibility define as "a commitment to improve community well-being through discretionary business practices and contributions of corporate resources".

With the understanding that businesses play a key role on job and wealth creation in society, Over the past decade, numerous debates have emerged around the question of whether such 'responsibilities' should be voluntary or not, especially regarding growing environmental challenges in areas such as climate change as well as regarding the enforcement of labour standards and basic human rights *i.e.* state like Gujarat faces huge problems of pollution because Gujarat has the longest coastal belt, and most of chemical, cement and soda ash factories are located on sea shore. More ever, the lime stone mining activity in the recharging ground has caused huge salinity increase.

CSR commitments and activities typically address aspects of a firm's behaviour (including its policies and practices) with respect to such key elements as; health and safety, environmental protection, human rights, human resource management practices, corporate governance, community development, and consumer protection, labour protection, supplier relations, business ethics, and stakeholder rights.

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