

Factual dimensions of corporate social responsibility management-with reference to Reliance Industries Ltd.

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ABSTRACT

The present research paper traced out the Reliance Company's social responsibility, management in practice at surrounding areas of Kakinada, East Godavari district of Andhra Pradesh. The study found that the corporate industries followed ethical norms at some extent, involved to improve infrastructure facilities, social mobilization, provide employment opportunities etc. as recognized the some local people. But the range of activities was miserable compared to the environmental distressing in this area. Thus, as per the public perceptions, the present study suggests the company should extend public relations, control the environmental degradation and other community development works effectively.

Key words : Corporate industry, Environment, Pollution, Local needs, Business norms, Ethics

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In the last twenty years, there has been a sea change in the nature of the triangular relationship between companies, the state and the society. Ethical judgments based on the understanding of the society are now a prominent issue of business firms. No longer can firms continue to act as independent entities regardless of the interest of the general public. The evolution of the relationship between companies and society has been one of slow transformations from a philanthropic coexistence to one where the mutual interest of all the stakeholders is gaining paramount importance. Companies are beginning to realize the fact that in order to gain strategic initiative and to ensure continued existence, business practices may have to be molded from the normal practice of solely focusing on profits to factor in

public goodwill and responsible business etiquettes.

The modern corporate sectors feel social responsibility like ethical values, transparency, employee relations, compliance with legal requirements and overall respect for the communities in which they operate. It goes beyond the occasional community service action as an important business strategy especially in this globalize era.

Whatever the business goal behind is there, the corporate companies have managing social responsibility and implementing different public welfare activities. Keeping this in mind, the present study has been conducted to evaluate the corporate social responsibility management by corporate industries located in Kakinada surrounding areas of East Godavari district, AP.

METHODOLOGY

The study is specifically concentrated to find out the problems facing by the respondents regarding industries. Further, community/ rural development activities carried out by these industries against the peoples' problems and as social responsibility are also under taken.

The industries which are neighboring to the 9 villages

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