



**Peer Reviewed Referred
and UGC Listed Journal
Journal No.: 47100**



**AN INTERNATIONAL MULTIDISCIPLINARY
HALF YEARLY RESEARCH JOURNAL**

GENIUS

**Volume - VI, Issue - II, FEBRUARY - JULY - 2018
ISSN - 2279 - 0489**

Impact Factor - 4.954 (www.impactfactor.com)

PART - III

AJANTA PRAKASHAN

ISSN 2279 - 0489
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ज्ञान-विज्ञान विमुक्तये

IMPACT FACTOR / INDEXING

2017 - 4.954

www.sjifactor.com

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Ajanta Prakashan

Aurangabad. (M.S.)

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CSR Ethics & Social Responsibility

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Abstract

Ethics is known as moral philosophy. It is concerned with practical problems of mankind. Ethics deals with human actions from the view point of ethical norms or standard.

Corporate Social responsibility is a unique social concept, which can be used for the upliftment of the socially or economically deprived peoples in the society. Corporation ethics are moral rules and principles that focused on how business ought to behave. It refers to the application of ethical values in business environment.

Key words: Ethics, Corporation Ethics, Corporate, CSR, Social Responsibility, Trusteeship

Introduction:

Ethics has a pivotal role in society building which holds human beings all together through a conscious endeavor of common good. In today's present world the relevance of ethics and morality is of highest importance because Globalization, material progress, competition give rise to temptation, rat race, conflict and stress. Present days problems have ethical aspects. All crimes, climate change, terrorism, technological innovations like artificial intelligence, cloud computing, Gene editing, nuclear chemical weapons, cyber-crimes as well as personal problems surely have an ethical dimension. Ethics is relevant today as it plays a critical role in shaping individual's behavior within a society.

Ethics is concerned with the practical problems of mankind in the survival and then those in the moral, organized and harmonious life. A man is a rational animal and possess a free will for his action. He apprehends Truth, realizes Good and creates Beauty. Man was governed by nature and then by laws. Now he is governed by his own autonomous moral will. Ethics deal with the course of human actions without which our actions will be aimless so that ethics is a requirement for human life.

Concept of Ethics

Plato famously said that philosophy begins in wonder. As a branch of philosophy, ethics arises from the curiosity about the values that are governed the human behavior. Human conduct is a change of voluntary actions. All activities that are determined by ends are related with ethics. Ethic inquiries into the nature of human conduct.

The word ethics is derived from the Greek word "Ethos" which means customs, habits. Ethics is also known as moral philosophy. The word "moral" is derived from the Latin "mores" which also means customs or habits. So ethics is the science of customs or collectives habits of human being. Customs are the ways of approved actions. Some definition of ethics hold that it is the science of good, Par excellence of the ideal and "ought". It is the science of highest good. It deals with human actions from the view point of ethical norms or standard. It is concerned with what is good or right human conduct. Ethics evaluates human conduct with reference to the "Summum Bonum" of human being.

Relation between Corporate/ Business and Ethics :

The development of a country is effectively measured and assessed by the business either in the form of national or international trade. It is a well known fact that the economy of a country or state depend upon business, corporation, trade, industries. Every sphere of human activity should work under certain principles and rules with enforcing power. Then only they can be effective. Business or corporation and mankind are strongly related with each other. For the betterment of both the concerned regulations, principles, rules, play a vital role. For this reason various laws are framed.

Corporation ethics are moral rules and principles that focused on how business ought to behave. It refers to the application of ethical values in business environment. As we already discussed, ethics refers to philosophical branch dealing with human values regarding what is good or bad and what is right or wrong. Ethics is the foundation of respect towards others. In corporation Ethics make sure about making profits through right and valid and proper channels. Corporation ethics guide to corporation to look after the needs of the employees as well as the community from which they get their resources. When Ethics is adhered to corporation or any business then only needs of the customers are respected. Business ethics means honesty, confidence, respect and fair actions in any circumstances. A business which does not respect ethical criteria and fails to improve them will disrupt its integrity and unity. It fails to achieve its goal, loses its capacity and lead to internal and external conflicts. So that Business ethics is very crucial and important that aims honest.

respectful and fair conduct by a business and its representatives in all of its relations. Moreover we can say that business ethics is a systematic reflection, based upon generally recognized societal values, on the moral significance of the institutions, policies and behavior of individuals and organizations in the normal course of their business activities.

CSR Ethics and Social Responsibility :

The type of business ethics that looks at how business should act within a society is sometimes referred as "Corporate Social Responsibility". Ethics, Transparency and Accountability are the most important factors in CSR. Corporation should not engage in abusive, unfair, corrupt, anti-competitive or any other mal practices. It includes corporate responsibility, corporate accountability, corporate ethics, corporate citizenship and responsible entrepreneurship. CSR is linked with the principle of sustainability. It means that corporation or business should make decisions based not only on financial factors such as profit and dividends but also based on immediate and long term social and environmental consequences of their actions and decisions. CSR involved in economic, legal, ethical and discretionary responsibility towards society. CSR means a corporation that work along with the NGOs or govt. organizations to solve various societal problems.

There are various approaches to CSR. It is said that for Chinese consumers, a socially responsible company makes safe, high quality products, for Germans it provides secure employment, in South Africa it makes a positive contribution to social needs such as health care and education.

A more common approach to CSR is corporate philanthropy. It includes monetary donations and aid given to non-profit organization and communities. Donation are made in areas such as the arts, education, housing, health, social welfare and environment.

Another approach to CSR is to incorporate the CSR strategy directly into operations.

Many companies employ benchmarking to assess their CSR policy, implementation and effectiveness. Benchmarking involves reviewing competitor initiatives, as well as measuring and evaluating the impact that those policies have on society and the environment and how others perceive competitor CSR strategy.

Corporate Social responsibility is a very important, unique and social concept, which can be used for the upliftment of the socially deprived citizens in the society. If Corporates or Industry can utilised the CSR funds in a proper way, they can change the un-even social-economic environment, which is exist everywhere in our country.

There are many socio-economic cultural issues exist in Indian society in present time. Corporate houses should look towards CSR activity as a opportunity to eradicate the various issues in society and transformed it into the healthy society. Though it is a law binding activity for industries, but they should keep in mind that they are existing in the society towards which they have responsibility to shoulder. Their business will grow in the healthy society. If the corporate houses identify the problems in the areas where they are functioning, they can easily reduce the level of problem. come with solutions to problems were Government machineries are unable to reach and unable to solve the problems.

I would like to put this CSR concept in Gandhian frame work, as per the Gandhian concept of the Trusteeship, the industrialist should behave as a trustees and not owner of the property. So they have to utilize their property for the benefit of the society. If Industrialists accept the Gandhian concept of Trusteeship, the ethical foundation will be created for the concept of corporate social responsibility.

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