

Commitment to Corporate Social Responsibility – An Empirical Analysis

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Abstract

In this world, the economic, social and environmental depression is seen today in different segments in the global world. One of the main causes is the impairment of ethical values both morally and socially. This article is an empirical analysis of the perception of the respondents. The area of survey is Tirunelveli. Several aspects of socially responsible behaviors of the companies were analyzed. It was ascertained that 88% of the companies' activities were environment conscious. Responding to consumers' grievances and contribution to eradication of poverty and hunger are the important corporate social responsibility practices among the companies of the manufacturing sector as their mean scores are 3.9414 and 3.9102 respectively. To conclude, businesses that want to stay relevant to new generations and to help people in need around the world while increasing their own revenue will benefit from embracing CSR. CSR principles should be considered non-negotiable parameters of business operations.