Analyzing Important Corporate Social Responsibility Activities with help of Analytical Hierarchy Process

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Abstract

Corporate social responsibility (CSR) is a concept which industries use to improve their societal well-being through discretionary business practices and corporate resource contributions. It is a high profile notion perceived as deliberate by the production world in addition to being a well-known concept in academia and with its practionners. CSR now gets increasing attention in global sourcing and supply chains. Indian SMEs have started adopting CSR activities recently to ensure their social responsibilities. But, Indian SMEs struggle to identify major CSR acts to improve their social standing. Because of this, this study's objective was fixed as identification of important CSR activities and categories for improving its performance aided by the analytical hierarchy process (AHP). This study was undertaken in 47 SMEs in Tamilnadu, South India. The results reveal employee satisfaction to be the most important CSR category followed by social activity rewards, society view and combined social activities to improve CSR performance.

Keywords: Corporate social responsibility; analytical hierarchy process