



(REVIEW ARTICLE)



Calibration of employees through corporate social responsibility, environmental sustainability and ethics in IT sector

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Abstract

The aim of the study is to explore opportunity, preference and knowledge skills of service sector industry. It is a form of corporate self-regulation integrated into a business model. Academics in general management, applied psychology, corporate social performance, ethics and marketing have studied employee preference, with each fields taking different approaches and using different surveying techniques.

Keywords: Corporate social responsibility; Ethics; Environment sustainability; Technology; Career; Employees

1. Introduction

A company's sense of responsibility towards the community and environment) both ecological and social) in which it operates. Companies express this citizenship (1) through their waste and pollution reduction processes, (2) by contributing educational and social programs, and (3) by earning adequate returns on the employed resources. See also corporate citizenship.

Environmental sustainability involves making decisions and taking action that are in the interests of protecting the natural world, with particular emphasis on preserving the capability of the environment to support human life.

Ethics are about what is right and what is wrong. Business ethics (also corporate ethics) is a form of applied ethics or professional ethics that examines ethical principles and moral or ethical problems that arise in a business environment. It applies to all aspects of business conduct and is relevant to the conduct of individuals and entire organizations.

In sum our contribution is to use appropriate technology to provide graduates job preference calibration in a more holistic context than has heretofore been done. Thus both managers and researches should have a more considered appraisal of the importance of not only financial issues and job challenge, but also of CSR, environmental sustainability, and ethics.

Objectives

- To study and find out the career direction and career plan of employees
- To find out the factor which are linked or associated with career preferences
- To study and find out the influences and affecting factors for preferring ones career.

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2. Review of literature

The concept of corporate social responsibility (CSR) has a long and varied history. It is possible to trace evidences of the business community's concern for society for centuries. Formal writing on social responsibility, however, is largely a product of the 20th century, especially the past 50 years. Furthermore, although it is possible to see footprints of CSR thought throughout the world (mostly in developed countries), formal writings have been most evident in the United States, where a sizable body of literature has accumulated. With this in mind, my review of CSR's definitional evolution will focus on this body of literature. At the same time, however, it must be acknowledged that related notions may have developed both in theory and practice in other countries and at different times.

A significant challenge is to decide how far back into the literature to delve to begin discussing the concept of CSR. A good case could be made for about 50 years because so much has occurred since that time that has shaped our theory, research, and practice. Using this as a general guideline for this article, I note that references to a concern for social responsibility appeared earlier than this, and especially during the 1930s and 1940s. References from this period worth noting include Chester Barnard's (1938) *The Functions of the Executive*, J. M. Clark's (1939) *Social Control of Business*, and Theodore Kreps' (1940) *Measurement of the Social Performance of Business*. From a more practical vantage point, it should be noted that as far back as 1946 business executives (the literature called them "businessmen" in those days) were polled by *Fortune* magazine asking them about their social responsibilities (*Fortune*, 1946, cited in Bowen, 1953, p. 44).

For purposes of this definitional review, however, it makes sense to center our attention on more recent concepts of CSR. Therefore, I start with the literature of the 1950s and 1960s and then move on toward the 1970s and more recently, when the topic became widely discussed among academics and business practitioners. In this discussion, I organize my review of literature on a historical basis and treat the concept on the basis of decade-by-decade categories. The goal is to trace the evolution of CSR as a concept, or definitional construct, and come to appreciate what it has meant in the past and still means today.

Such a quest is essential to provide a solid foundation for further research on the topic. Space does not permit an exhaustive review, so my goal is to identify the major contributors to the evolution of the CSR definition, rather than to review all that has been said by anyone on the subject.

Consider environment sustainability, social conscious behavior when preferring the job

Table 1 Consider environment sustainability, social conscious behavior when preferring the job

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	The organization should have a good reputation concerning environmentally and socially sustainable development	41	75.9	75.9	75.9
	No need to particular reputation concerning environmentally and socially sustainable development	12	22.2	22.2	98.1
	organization has a poor reputation concerning environmentally and socially sustainable development	1	1.9	1.9	100.0
	Total	54	100.0	100.0	

Table 2 Willingness to forego financial benefits for Environmental sustainability

Environmental sustainability					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	13	24.1	24.1	24.1
	No	41	75.9	75.9	100.0
	Total	54	100.0	100.0	

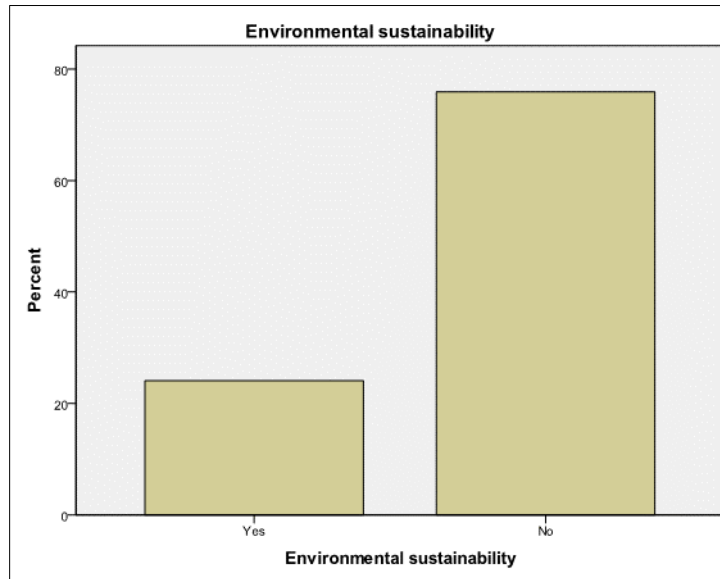


Figure 1 Environment sustainability

3. Statistical tool

Aim: To set the significant difference between gender with Expectation on the ethical reputation of the organization products, services and marketing practices, for choosing the job.

H0: There is no significant difference between gender and Expectation on the ethical reputation of the organization products, services and marketing practices, for choosing the job.

H1: There is significant difference between gender and Expectation on the ethical reputation of the organization products, services and marketing practices, for choosing the job.

Table 3 Chi square test

Chi-Square Tests					
	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	0.035	1	0.851		
Continuity Correction	0.000	1	1.000		
Likelihood Ratio	0.036	1	0.850		
Fisher's Exact Test				1.000	0.611
Linear-by-Linear Association	0.034	1	0.853		
N of Valid Cases	54				

Result

- Calculated value = 0.035
- Degree of freedom = 1
- Significance level 5% and confidence limit 0.05%
- Tabulated value = 3.8414
- The table value > calculated value

3.1. Interpretation

The table value of chi-square contribution of 5% level of significance is greater than calculated value. So the H_0 is accepted. Thus there is no significant difference between gender and Expectation on the ethical reputation of the organization products, services and marketing practices, for choosing the job.

4. Conclusion

This study has identified the very few weak areas where the company should improve its organizational climate and culture. And the organization aims at improving overall environmental sustainability and socially conscious behavioral factors.

The study identified various factors relating to ethical products service and marketing. It is encouraging that although Environmental Sustainability and Stakeholder and Community Relations were down in the job preference attribute importance list.

Compliance with ethical standards

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Disclosure of conflict of interest

No potential competing interest was reported by the authors.

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