

Values-Based Perspective on Corporate Social Responsibility: Indian Studies in Focus



Corporate social responsibility (CSR) has emerged as a key concept in the 21st century business landscape. Traditionally, CSR was viewed as an obligation for corporations to minimize their negative impact on society and

the environment. However, in recent years, there has been a shift towards a more proactive and values-based approach to CSR.



Soulful Corporations: A Values-Based Perspective on Corporate Social Responsibility (India Studies in Business and Economics Book 0) by Shashank Shah

★ ★ ★ ★ ☆ 4 out of 5

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The values-based perspective on CSR emphasizes the role of corporate values in shaping CSR practices. This perspective argues that corporations should not only focus on avoiding harm but also on actively promoting social and environmental well-being. By aligning their CSR initiatives with their core values, corporations can create a more authentic and meaningful impact.

This article explores the values-based perspective on CSR in the context of India. It presents a review of recent studies conducted in India that have examined the relationship between corporate values and CSR practices. The article also discusses the implications of these studies for businesses and policymakers.

Literature Review

There is a growing body of research on the values-based perspective on CSR in India. Some of the key studies include:

- A study by Bhattacharya and Sen (2016) found that Indian corporations that adopted a values-based approach to CSR were more likely to engage in CSR activities that were aligned with their core values.
- A study by Gupta and Sharma (2017) found that Indian corporations that had a strong commitment to CSR were more likely to have a positive impact on their stakeholders.
- A study by Mahajan and Singh (2018) found that Indian corporations that adopted a stakeholder-oriented approach to CSR were more likely to be viewed as socially responsible by their stakeholders.

Implications for Businesses and Policymakers

The findings of these studies have several implications for businesses and policymakers:

- **Businesses should adopt a values-based approach to CSR.** This approach can help businesses create a more authentic and meaningful CSR strategy. It can also help businesses to better align their CSR initiatives with their core values.
- **Policymakers should encourage businesses to adopt a values-based approach to CSR.** This can be done through the development of CSR policies that promote the adoption of values-based CSR practices.

- **Businesses and policymakers should work together to create a more enabling environment for CSR.** This can be done through the development of policies that support businesses in their efforts to implement CSR initiatives.

The values-based perspective on CSR is gaining increasing traction in India. This perspective emphasizes the role of corporate values in shaping CSR practices. By adopting a values-based approach to CSR, businesses can create a more authentic and meaningful impact. Policymakers can also play a role in encouraging businesses to adopt a values-based approach to CSR.

The studies reviewed in this article provide evidence that a values-based approach to CSR can lead to positive outcomes for businesses and society. By aligning their CSR initiatives with their core values, businesses can create a more sustainable and socially responsible world.

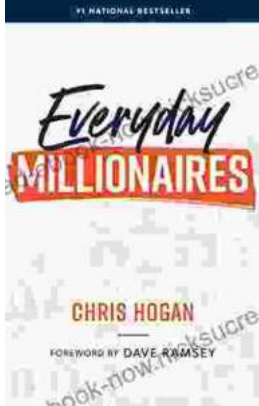


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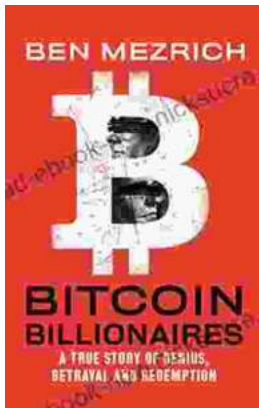
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