

Corporate Social Responsibility Practices in India: A Bibliometric Analysis

Bikash Sethy^{1*}, Aruna Sharma² and Priyabrata Panda³

¹Research Assistant, Minor Research Project, OURIIP Seed Fund, Gangadhar Meher University, Amruta Vihar, Sambalpur, Odisha. E-mail:- bikashbutu@gmail.com

²Research Scholar, Gangadhar Meher University, Amruta Vihar, Sambalpur, Odisha. E-mail: arunasharma275@gmail.com

³Assistant Professor & Head School of Commerce Gangadhar Meher University, Amruta Vihar, Sambalpur, Odisha, E-mail: pandapriyabrata@rocketmail.com

*Corresponding Author

Abstract: Corporate social responsibility has become crucial to any company's strategic decision-making and has attained a level of significance. Government cannot succeed in its mission to improve society on its own. As a result of globalization, Liberalism, and outsourcing as well as due to the changing environment, corporates have established separate CSR wings to promote sustainable development. This paper explains regarding the corporate social responsibility practices framework in India. Bibliometric analysis has been applied for such purposes. Defining terms, choosing the database, collecting research papers, improving search results with acceptance and rejection standards, and compiling and analysing data are all steps that were involved in conducting such an analysis. The research database Dimension has been to compile articles from 2013 to 2023. Keywords like "Corporate Social Responsibility", "Practices" and "India", etc. are used for searching papers. The analysis of data is done using the R software tool Biblioshiny. The study will help in encouraging and promoting corporate social responsibility activity more in the Future.

Keywords: Corporate Social Responsibility, Sustainable Development, CSR Activity, Companies, Changing Environment.

JEL Codes: M140, G22, F64

1. INTRODUCTION

In an amendment to the Companies Act, 2013 in April 2014, India became the first nation in the world to mandate corporate social responsibility (CSR). As part of any CSR compliance, businesses can allocate a portion of their earnings to causes like hunger, gender equality, poverty, and education. Corporate Social Responsibility (CSR) and Sustainable Development (SD) are currently becoming more widely known. As a result, all kinds of organizations are working together to guarantee that sustainable development is not overlooked as they

pursue their objectives like profit making, providing social services, philanthropy, etc. To practice corporate social responsibility, businesses must incorporate social and environmental considerations into all aspects of their operations, including interactions with stakeholders. (Narwal & Singh, 2013) CSR is a method of doing business that transforms corporate entities into socially conscious citizens who actively advance the common interest. Corporate CSR combines social, environmental, and fiscal goals with business operations and expansion. The European Union has provided a definition of CSR that is frequently referenced in business and social contexts. (EU) The meaning of term “concept that an enterprise is accountable for its impact on all relevant stakeholders” is used to describe CSR. It is the ongoing promise made by businesses to act ethically, for their families, the local community, and society as a whole (Singh & Sharma, 2015). CSR is a comprehensive and integrated management idea that enables businesses to combine their social and environmental goals with their commercial goals. It employs a triple-bottom-line strategy, meaning that all of its constituents’ needs are met while the company concentrates on the three Ps: Profit, Planet, and people. To promote strong human development, the majority of policy initiatives in the nation are motivated by the goals of equal opportunity, reducing poverty and human deprivation, putting a strong emphasis on basic rights, etc. (Samantara & Dhawan, 2020).

Corporate Social Responsibility is Multidimensional in nature and not limited to just one or two aspects. Customers, Workers, Suppliers, Government, Environment, and Society at large are the stakeholders in the business. Due to this, there are several business units engaged in socially responsible activities. Taking care of the company’s human resources, or the personnel and workers as well as ensuring their health and safety is at the forefront of socially responsible practices. Companies can make a difference externally by improving societal welfare, health, and education. Companies engaging in such activities must ensure that these initiatives coordinate with their corporate goals for their efficiency to be at a certain level. The issue that now arises is how and how much these CSR activities will impact their stakeholders as well as their company. Companies develop various CSR policies in response to these concerns. A review of the literature reveals that there have been some prior studies (Planken et al., 2010; Sachdeva, 2010) to examine CSR activities of businesses in India, and the majority of them demonstrate encouraging trends in this field. With a focus on their host economies, which are typically developing ones, many authors have also made an effort to investigate the role of MNCs in the field of CSR (Prout, 2006; Eweje, 2007; yang and Rivers, 2009; Amaechi and Amao, 2009; Kolk and Lenfant, 2009; Tan, 2009; Adewuyi and Olowookere, 2010). The background for the current study was formed by the information that was already known in this field. In almost every field, including CSR, MNCS from around the world are fiercely competing with their Indian peers due to India’s popularity as a travel destination.

In this context, the study tries to explore the research questions which are as follows:

1. What is the inferential result of the study in the context of the document type, document content, authors, and authors' collaboration?
2. Which are the most occurred keywords related to the study area (word cloud and word tree map)?
3. What are the clusters and their contents in terms of authors and keywords?

2. METHODOLOGY

Dimension database was used to gather research data because it broadcasts peer-reviewed publications and conferences and contains original citation sources. A total of 631 articles that have been published have been chosen for Bibliometric analysis. The term "Bibliometric Methodology" refers to the application of Quantitative techniques like Bibliometric analysis and Citation analysis on Bibliometric data (Broadus, 1987; Pritchard, 1969).

The study's process began with the selection of the database and keywords, then moved on to the data analysis and interpretation of findings.



Figure 1: Workflow of the study

Source: Authors' Compilation

3. DISCUSSION

The results of the data analysis acquired from the Biblioshiny platform have been used to inform the discussion.

3.1. Most Local Cited Document

The above figure shows the number of local citation documents between 0 and 2000. It was found that the journal of business ethics has a higher number of local citations comprising 1749 times. The journal academy of management review has 565 local citations which are the second highest after the journal of business ethics. The journal corporate social responsibility and environmental has 392 local citations which are the third highest. The journals such as strategic management, social responsibility journal, journal of marketing, business and society,

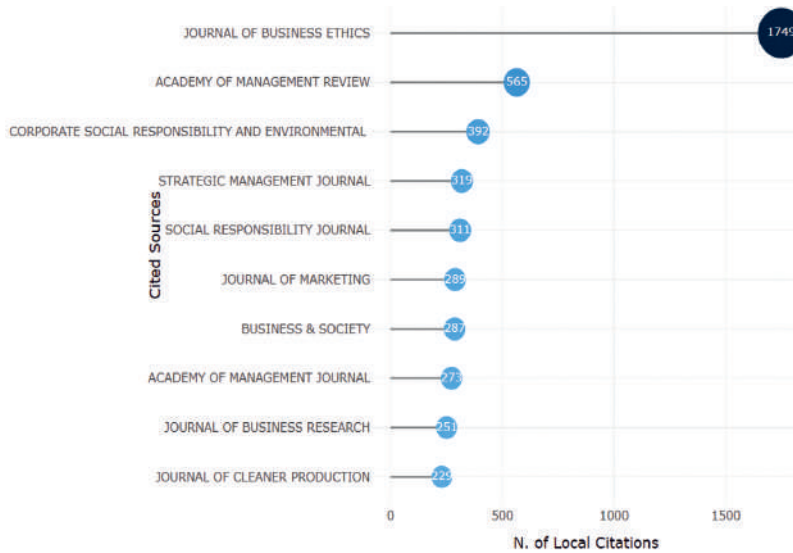


Figure 2: Most Local Cited Document

Source: Authors' Compilation

and academy of management journal have local citations between 250 and 300. The journal of cleaner production has the least number of local citations as compared to the above-mentioned sources and journals.

3.2. Number of Documents Cited by different Authors

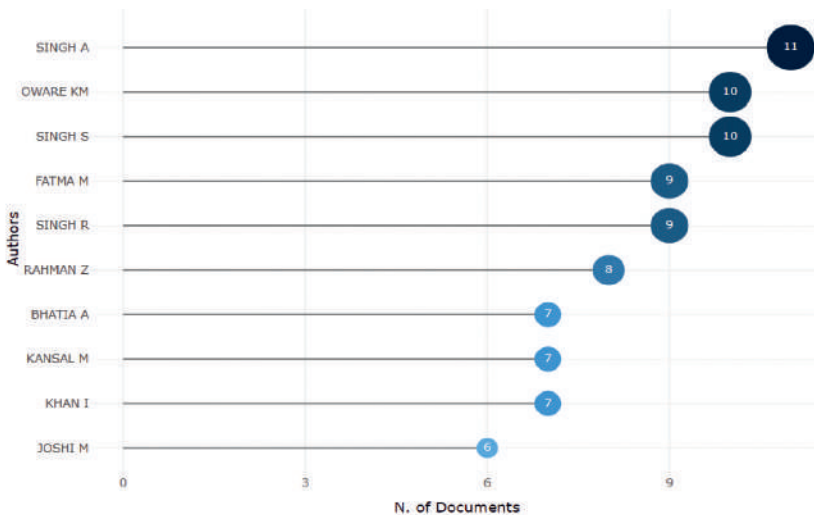


Figure 3: Number of Documents Cited by different Authors

Source: Authors' Compilation

looked at in this research, as well as other pertinent keywords (other than the author's keywords) to capture deeper variations.

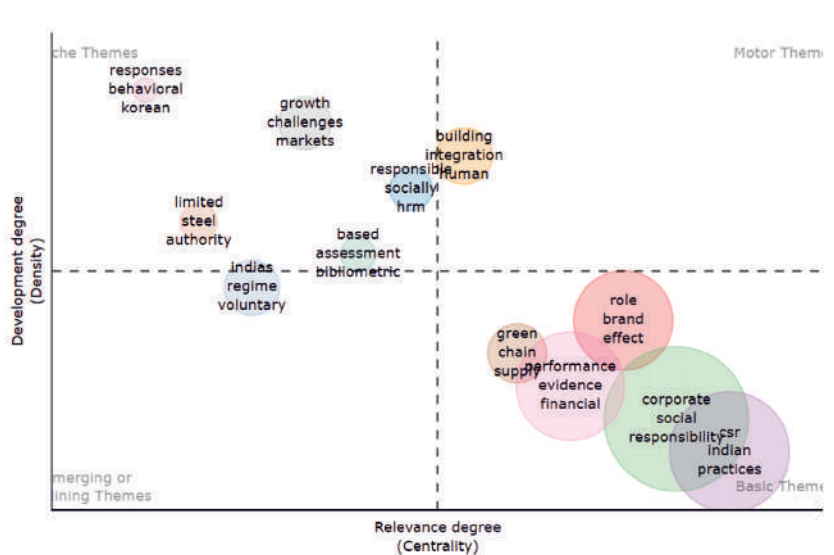


Figure 5: Thematic Map based on Density and Centrality, Divided into Four Topological Regions

Source: Authors' Compilation

The upper right quadrant contains “motor” or “driving” topics, which are indicated by high density and centrality; these topics are important for future research consisting of the theme-building integration of humans. The top left quadrant contains specific and under-represented topics that are nonetheless areas of rapid development, as indicated by the high density of responsible behavioural Korean, growth challenges markets, responsible social HRM, limited steel authority, and based assessment bibliometric.

The lower quadrant contains topics that have been used but have not decreased in popularity, as evidenced by low centrality and density, this region includes “India’s regime voluntary”. Finally, the lower right quadrant contains basic topics, indicated by high centrality. This topic is important for general research and includes a section on “green chain supply”, “role brand effect”, and “performance evidence financial”. “Corporate social responsibility”, and “CSR Indian practices”.

3.5. Thematic Evolution

The evolution of the themes is depicted in the image below from the period from 2013 to 2023. The data reveal several frequently used topics. Some of the motifs that will be popular from 2013 to 2017 are displayed on the left side. Twenty-two themes are listed, each with a

varying size based on how frequently used. The middle section reflects the most used themes from the period between 2018 and 2021 containing a total of nineteen themes. The right section displays the most frequently used themes in the period between 2022 and 2023. Fifteen themes are listed, each with a distinct size based on how it will be used.

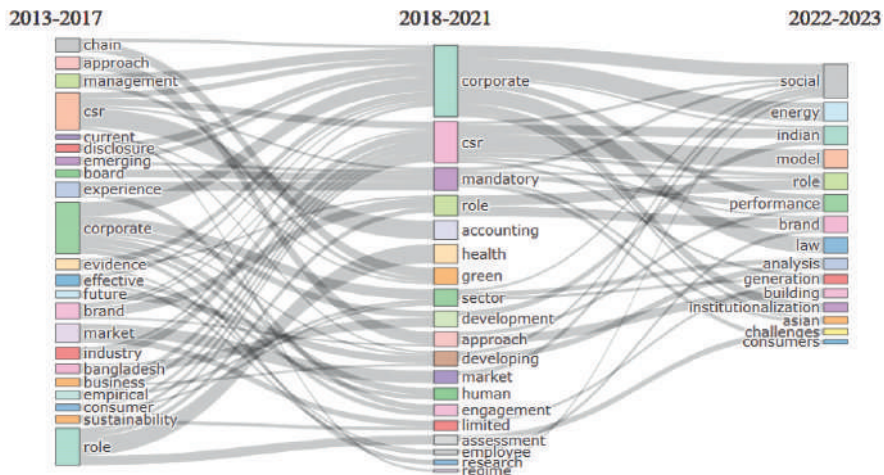


Figure 6: Thematic Evolution

Source: Authors' Compilation

The left section shows that from 2013 to 2017. The word “Chain” has been first added to “Green” and then added to “Corporate”. The second-word “Approach” is added to “Approach” only. The third-word “Management” is first added to “Corporate” then “Green” whereas the fourth word “CSR” is first added to “Corporate” and then “CSR” and also added to Mandatory. In the middle section, the thematic evolution is reflected from the period 2018 to 2021. The first word “Corporate” was added to “Social”, “Indian”, “Energy”, “Performance” “Law” and “Institutionalization”. The Second word “CSR” is added to “Social”, “Indian”, “Model” and “Analysis”. And the third word “Mandatory” is first added to “Social” and then to the “customers”. In the right section, the theme from the period 2022 to 2023 is shown. The word “Social” is added to “Corporate”, “CSR”, and “Mandatory”, then the word “Energy” is only added to “Corporate” whereas the word “Indian” is first added to “Corporate”, “CSR” and “Sector” and so on. The thematic evolution infers that Corporate Social Responsibility is a mandate for Indian companies. All the companies are practising CSR activities within their capacity and interest.

3.6. Tree Map

A description of the terms that occur in various forms in a group of papers from the current research is provided in the word “tree map” below

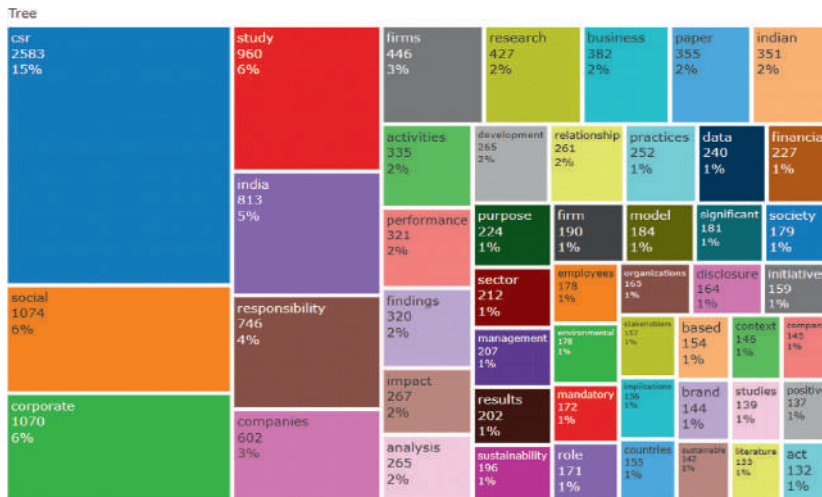


Figure 7: Word Tree Map

Source: Authors' Compilation

First, the term “CSR” is widely used 2583 times which is 15% of total usage. The word “Social” is the second most used word which is used 1074 times comprising 6%. And in third place, there is the word “Corporate “. Similarly the word “Responsibility”, “Study”, “India” and “Companies” ranges from 3 to 6%.

3.7. Keyword Co-occurrence Network

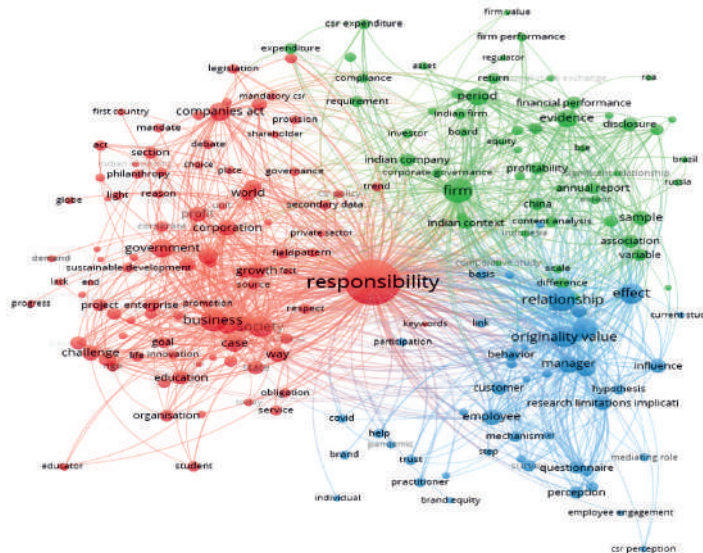


Figure 8: Keyword Co-occurrence Network

Source: Authors' Compilation

The keyword co-occurrence analysis has been done with various keywords in both the title and abstract words used in the phrase co-occurrence analysis. The most frequently used word was discovered to be responsibility, relationship, firm, society and business. Three groups have been discovered. The largest grouping is highlighted in red and it concentrates on the words such as responsibility, business, government, society etc. The second cluster which is highlighted in blue focuses primarily on relationship, originality value, effect, perception, employee etc. the third cluster which is highlighted in green, is concerned with firm, sample, evidence, period, disclosure etc.

3.8. Three fields plot

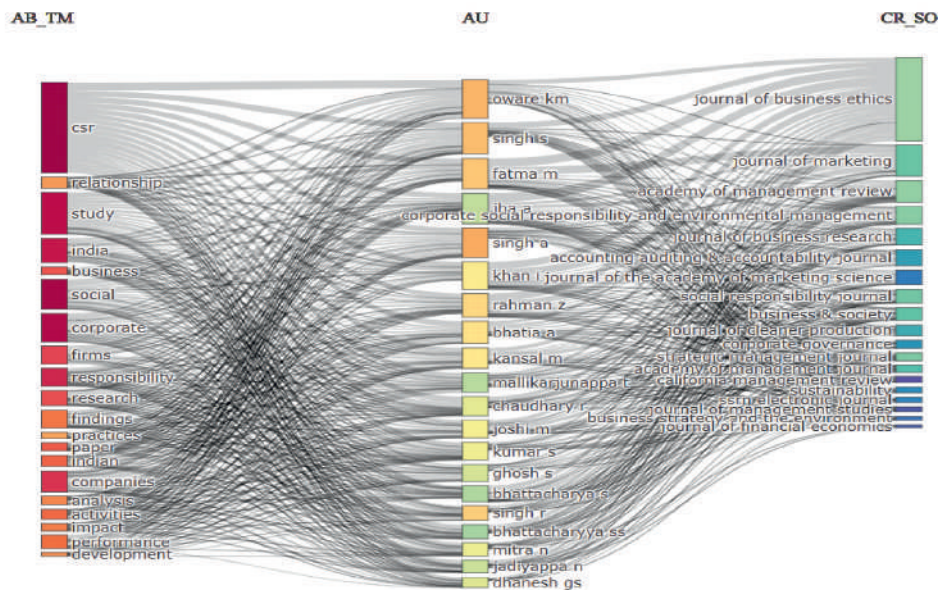


Figure 9: Three Fields Plot

Source: Authors' Compilation

The three fields plot is shown in figure 3 which is a picture comprising of 3 elements in it which are the name of the publication journal, a list of authors' names and the themes or the topics used. The three elements which are mentioned are connected with a grey line which is related to one another. Starting with the name of the journal, each writer identifies the author who frequently contributes to their publication, each journal identifies the author who frequently contributes to their publication and finally, each writer identifies the subject on which they frequently research the subject of corporate social responsibility. The rectangle's size demonstrates how many papers are linked to each of these components.

4. CONCLUSION

In the business realm, corporate social responsibility (CSR) has grown in importance. The best method to regulate CSR is still up for discussion. Different nations implement CSR in different methods. CSR is self-regulated in many nations and is governed by codes of behaviour and in other countries, it is strictly enforced by laws. In most nations, disclosure of CSR and sustainability practices is mandated by corporate legislation or stock exchange listing. The paper tried to emphasize the corporate social responsibility practices across India through a bibliometric analysis. Many research works on corporate social responsibility have been conducted throughout the world. As per the above analysis which is done with the help of R software, it is found that in the thematic evolution, the most important themes are found to be market, industry, corporate, social, consumer, society etc. the most key occurrence founded are responsibility, relationship, firm, society, business etc. the journal of business ethics has received the highest number of local citation whereas the author Singh A has received the highest number of citations for its documents. To examine corporate social responsibility from different perspectives, several research papers were published. However, their corporate social responsibility in building their nation's economy was not as heavily emphasized, providing a platform for new researchers.

References

- Adewuyi, A.O. and Olowookere, A.E. (2010), "Nigerian polluter: the West African Portland Cement (WAPCO) Nigerian PLC's case", *Social Responsibility Journal*, Vol. 6 No. 1, pp. 108-125.
- Amaeshi, K., & Amao, O. O. (2009). Corporate social responsibility in transnational spaces: Exploring influences of varieties of capitalism on expressions of corporate codes of conduct in Nigeria. *Journal of Business Ethics*, 86, 225-239.
- Eweje, G. (2007). Multinational oil companies' CSR initiatives in Nigeria: The scepticism of stakeholders in host communities. *Managerial Law*, 49(5/6), 218-235.
- Kolk, A., & Lenfant, F. (2010). MNC reporting on CSR and conflict in Central Africa. *Journal of business ethics*, 93, 241-255.
- Narwal, M., & Singh, R. (2013). Corporate social responsibility practices in India: A comparative study of MNCs and Indian companies. *Social Responsibility Journal*, 9(3), 465-478. <https://doi.org/10.1108/SRJ-11-2011-0100>
- Planken, B., Sahu, S., & Nickerson, C. (2010). Corporate social responsibility communication in the Indian context. *Journal of Indian Business Research*, 2(1), 10-22. <https://doi.org/10.1108/17554191011032910>.
- Prout, J. (2006). Corporate responsibility in the global economy: A business case. *Society and Business Review*, 1(2), 184-191.

- Sachdeva, R. (2010). Triple Bottom Line-A Step Ahead on the Way of Corporate Social Responsibility. *Prabandhan: Indian Journal of Management*, 3(12), 39-43.
- Samantara, R., & Dhawan, S. (2020). Corporate social responsibility in India: Issues and challenges. *IIMS Journal of Management Science*, 11(2), 91–103. <https://doi.org/10.5958/0976-173x.2020.00008.1>.
- Singh, S., & Sharma, A. (2015). Corporate Social Responsibility Practices in India: Analysis of Public companies. *International Journal of Business Quantitative Economic and Applied Management Research*, 1(11), 38–44. <https://doi.org/10.12725/ujbm.12.3>.
- Yang, X., & Rivers, C. (2009). Antecedents of CSR practices in MNCs' subsidiaries: A stakeholder and institutional perspective. *Journal of Business Ethics*, 86, 155-169.