

Global CSR-A Platform that Connects the Society with the Corporates

R.Deepalakshmi, Shakthi Rishi RV, Manish Kumar, Ruthran B, Kathirvel

Abstract: Corporate Social Responsibility is a management concept whereby companies integrate social and environmental concerns in their business operations and interactions with their stakeholders. In this sense it is important to draw a distinction between CSR, which can be a strategic business management concept, and charity, sponsorships or philanthropy. Even though the latter can also make a valuable contribution to poverty reduction, will directly enhance the reputation of a company and strengthen its brand, the concept of CSR clearly goes beyond that. When landing on a company's CSR homepage, the focus of this company is clear – Human Rights and Environmental Sustainability. There is no lack of clarity, and the minimalist creative is simply stunning. From video to photos, news stories to social media, the companies aren't afraid to combine various mediums on their CSR site. After just two scrolls on the homepage, visitors can consume a video on global financial inclusion, which is a focus of the company's CSR goals and objectives. From the perspective of what CSR is, based on this knowledge which lays the foundation idea of common Global CSR. Apart from keeping the CSR only for the corporates, through this project, individual CSR is converted into its own way into the public. The highlighted concept for common CSR is transparency. So that each individual can see what others are contributing to the society and gets self-motivated.

Keywords: Stakeholders, philanthropy, Sustainability, Minimalist, Inclusion, Transparency, Obligation, accountability, Globalized, Initiatives, Encouragement, Crowd funding, malfeasance, Corporates, Collaborative, Compatibility, Administrator, team, Activities, Strategy, Investigate, Performance, Economic, Donations.

I. INTRODUCTION

Currently most organizations have their own CSR activities and perform social events separately. Due to lack of resources and budgets, it limits their ability to perform these activities on larger scale or remote areas. Also, other corporates may not be aware of such events, so that they can participate as well. So, idea is to develop an organized Common CSR portal where different corporates or individuals can come together and collectively provide valuable service to society.

Revised Manuscript Received on April 15, 2019.

R.Deepalakshmi, Professor and Supervisor / Department of CSE, Velammal College of engineering and technology, Madurai

Shakthi Rishi RV, UG Scholars / Department of CSE, Velammal College of engineering and technology, Madurai

Manish Kumar, UG Scholars / Department of CSE, Velammal College of engineering and technology, Madurai

Ruthran B, UG Scholars / Department of CSE, Velammal College of engineering and technology, Madurai

Kathirvel, UG Scholars / Department of CSE, Velammal College of engineering and technology, Madurai

Corporate social responsibility (CSR) is considered as a device to sort out these problems up to some extent because business is running in the society, by exploiting the different resources. Social Responsibility is an obligation to the planet & people living inside and outside the business organizations. Any business is having number of contacts in the society such as owners, employees, customers, government, suppliers, environment etc. The obligations of business, includes satisfaction to these parties with its owner, is called corporate social responsibility of business.

In present scenario, the society as well as media is increasingly requesting the companies to consider social and environmental problems while operating their business activities. Many of the corporates started their own CSR where the companies will contribute and solve problem. Based on such events this paper has four examples of what corporate social responsibility does and what they aim and achieve.



Fig. 1 Describes some of the parts of CSR

One of the great examples is a Corporate called Corp Watch. Corp Watch works to promote environmental, social and human rights at the local, national and global levels by holding multinational corporations accountable for their actions. They employ investigative research and journalism to provide critical information on corporate malfeasance and profiteering around the world to foster a more informed public and an effective democracy. Corp Watch is a research group based in San Francisco, California, USA.

Global CSR-A Platform that Connects the Society with the Corporates

Its stated mission is to expose corporate malfeasance, and to advocate for multinational corporate accountability and transparency. You can check more about Corp Watch in Corp Watch CSR.

The second example of CSR is a Google which excels in working on the problems of the society and also checks the way to make it efficient. They focus on Energy Consumption by Google, Water Consumption by Google, Waste Reduction and Recycling by Google, Carbon Emissions by Google. More about in Google CSR.



Fig. 2 Describes the types of development activities involved in CSR

The Third example is Coca Cola. Coca Cola releases Sustainability Report that comprises the details of CSR programs and initiatives engaged by the company. Coca Cola aims to give back at least 1% of its annual income for charitable causes annually. More about their stories in Coca Cola CSR. The last example is Microsoft. In January 2016 Microsoft announced that they would donate more than \$1 billion in cloud technology to non-profits and university researchers. We've achieved that goal a year early, donating cloud services to more than 90,000 non-profits, and they aren't stopping there. For more than 30 years our employees have given generously to non-profits and the company has matched their donations through our employee giving program, raising more than \$1.5 billion to-date, and a record breaking \$149 million FY17. The corporate identity of each company among many companies on CSR is referred from reference paper [1]. The concept of stakeholder theory in the Australian context where stakeholders held a range of values on and meanings of CSR that broadened its scope and potential capacity to meet societal interests ref. [2]. The Stakeholder engagement relates the individual stakeholder's engagement in their project in the Australian resource sector through CSR ref. [3]. To assess the extent that CSR strategy really affects consumers' decision making, and to determine which one of the CSR activities or tools involving social, economic, or environmental dimensions carries the highest impact on changing consumers' decision ref. [4,5]. The SAGE Encyclopedia of Corporate Reputation comprehensively overviews concepts and techniques for

identifying, building, measuring, monitoring, evaluating, maintaining, valuing, living up to and/or changing corporate reputations ref. [6,7].

Dictionary of CSR paper helps in reference work and dictionary in the field of corporate social responsibility, sustainability, business ethics and corporate governance. It provides reliable definitions to more than 600 terms and concepts for researchers and professionals alike. By its definitions the dictionary helps users to understand the meanings of commonly used terms in CSR, and the roles and functions of CSR-related international organizations ref. [8, 9]. A paper "rise and fall of CSR" provides a valuable perspective from which to revisit the debate concerning the public purpose of large corporations. It also offers new ideas that may transform the public debate about regulating larger corporations' ref. [10, 11 and 12]. The CSR for corporate managers and communicators, brings the newly emphasized area of social concern and responsibility into clear focus. Anderson provides a complete overview of all aspects of Social responsibility ref. [14, 15]. The Impact of Chinese Culture on Corporate Social Responsibility guides the corporations to a new way of improving their CSR performance ref. [16, 17]. CSR has both good and ugly side of it as everything in this world has and this has been given in a paper that illuminates the scale of the challenges and lucidly assesses the relevance and value of CSR responses to date ref. [19, 20] and it projects globalization and transparency as a key and highlighting feature of the Global CSR which satisfies the current need.

II. PROPOSED SYSTEM

Currently most organization have their own CSR activities and perform social events separately. Due to lack of resources and budgets, it limits their ability to perform these activities on larger scale or remote areas. Also, other corporates may not be aware of such events, so that they can participate as well. So, idea is to develop an organized Common CSR portal where different corporates or individuals can come together and collectively provide valuable service to society. As per the standards each and every corporate have to contribute at least 2 percent of their net annual total profit each year to the welfare of the society [referred from Google]. In order to take this valuable contribution to next level, through this project CSR are globalized, incorporating transparency, encouraging other corporates to involve in CSR and providing a verified path to contribute towards all the problems in the society. Transparency is achieved through contacting and collecting the details of the corporate involved and other relevant details then publishing it over the global corporate social responsibility portal. Globalization is achieved through requesting all the corporates to join this portal by having an individual gateway to this platform so that each and every company has an identity in this CSR portal. This portal has three main parts in it. A News Feed Page which shows several problem feed and some meta information



about it such as the short description about the problem and some images of the situation and if there is any need of more such information about that particular problem then by clicking on it which takes the flow to problem details page where it contains all the relevant details about the problem and the help needed for the problem to be solved which in turn helps the beneficiary. One of the other parts is a Success Stories page where one can find all posts of the problems which is posted by the administrator team that are solved through this platform. This includes all the details and information about the actions taken to the problem. This page mainly acts as an encouragement to other corporates and an initiative to make them as an active participant in this mission. The last page is the crowd funding module which are related to medical and education only. Crowd funding is the practice of funding a project or venture by raising small amounts of money from a large number of people, typically via the Internet. Crowd funding is a form of crowd sourcing and alternative finance.

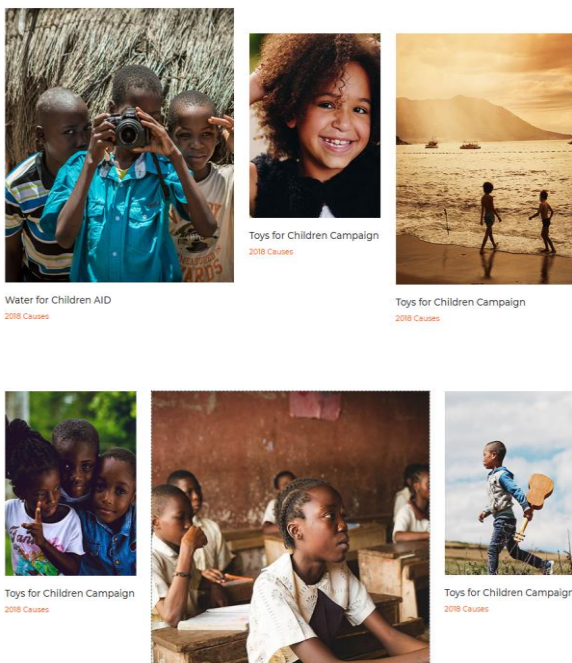


Fig. 3 News feed page of Global CSR

There are several verified posts uploaded by any registered user which has some meta information about the money need or etc., and clicking upon takes the flow to the detailed description page where anyone who has registered their identity on the platform either an individual or a representative of any corporate can do the needful help for the beneficiary. All the posts which are visible in the platform are properly verified by the backend team and the trust is built.

III. MODULES INVOLVED IN GLOBAL CSR

News Feed Module

The global CSR platform looks like fig. [3, 4]. As a person has a problem that needs a solution, he will login to the system and post his problem by giving a detailed description on that problem along with additional information like images and videos. As soon as the problem is posted, the administrator will get the notification which will involve

three step verification, first the person who posted the problem will get a OTP message to the registered mobile number to verify whether he is a bot or a person which in turn verifies the person with the particular mobile number, secondly the user will get an auto generated email verification message which includes a link which sends the verification code to the portal which verifies email identity of the campaign organizer. If the second step verification is true then the flow takes to the third and final step of verification process. Finally, the user will get a phone call from the administrator team who will verify the problem posted by campaign manager and checks if it is valid or not along with all the supporting information. Once all this process is done the problem will be posted in the News feed page which will be visible to every individual or corporate who are part of the system through their profile page. The problem will be displayed in the news feed page in recently added order. If the campaign manager wants to add something to the problem like an update, that respective campaign manager will go to their profile page and by clicking on the problem which they have posted a while ago, displays a form where the campaign manager will have to fill the form and add description on the updates with additional information. Once the form is filled and submitted the update will be reflected on and will be accessible through the news feed page by individual or by any corporate.

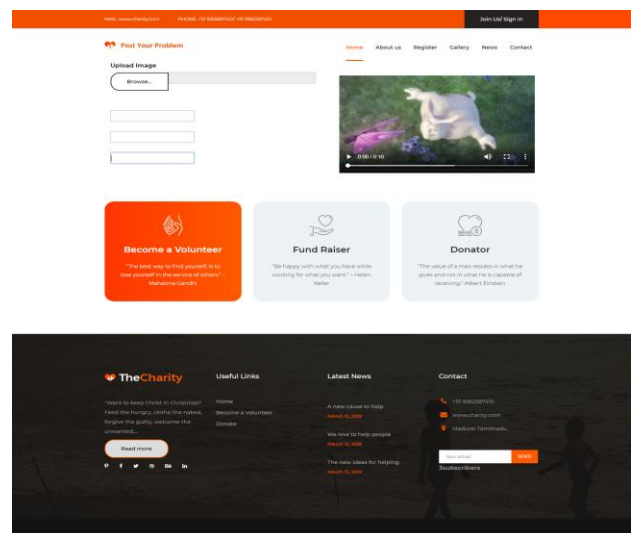


Fig. 4 Problem Posting page in CSR

Success Stories Module

Once the problem posted on the Global CSR is solved, the user can inform the admin team by going to their profile page and clicking on the problem under posted problem section, there will be a button at the top right corner called "Problem Solved" by clicking on it takes the user control to the next page where the user is needed to provide the information related to the solved problem such as the who helped them to solve the particular problem etc. By submitting the form, the problem feed posted on the news feed module will be deleted and will be redirected and



posted in the success stories module in a recently added order along with the details of who solved that particular problem. Any registered user of Global CSR can access the success stories module and which encourages every to contribute some help and become a cause for one's wellbeing.

Crowd-Funding Module

This module is added advantage in Global CSR as this micro module is embedded into the entire platform. Any registered user can make donations to any particular problem if the user wishes to. The donated money will be registered in the database. The total incoming donations for each problem will be appeared on the campaign organizer's user profile page and can see the progress of their problem. The user is allowed to withdraw any amount not exceeding the total incoming donations to the beneficiary's bank account. The Corporate or the individual users can see their contributions or any help that they have made to the problems posted in Global CSR will listed in the User profile page.

IV. PLATFORM FLOW DIAGRAM

The fig [5] use case diagram explains about the administrator role in global CSR. The admin can login into the system and can validate the contact info problems, and can issue fund raise message globally and as soon as the validation is over the problem will be displayed in the news feed in latest first sort order. The validation process includes a three-step verification. The primary step is to verify by sending a One-time password to the registered mobile number which in turn verifies the person with the particular mobile number. If the primary verification is true then the flow is takes to the second step, email verification. This is done by sending an auto generated email to the registered email address which includes a link which sends the verification code to the portal which verifies email identity of the campaign organizer. If the second step verification is true then the flow takes to the third and final step of verification process.

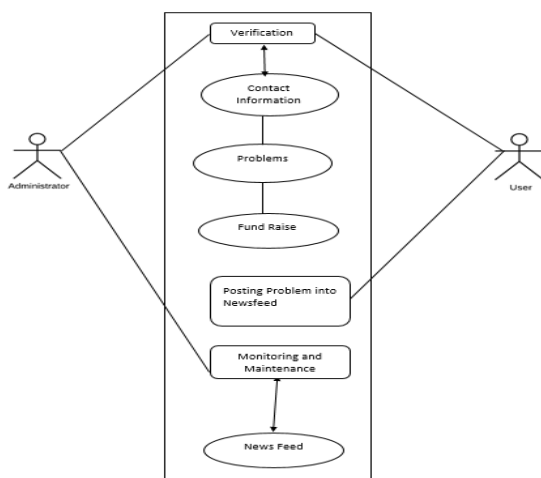


Fig. 5 Use Case Diagram of Administrator

This step manually executed by the administrator team. The administrator team calls the campaign organizer and asks for information and cross checks with the previously

submitted information, if the team feels the exist stance of such a problem then team verifies and clears the three-step verification process and allows the problem feed to appear on the news feed module. If the verification is failed at any stage, then an email is sent to the registered email address stating the reason(s) of failure of the verification process and some steps to re-try the process. After the problem feed is allowed to post on the news feed page, the admin team periodically scans through the problem feeds and tries to identify if any more information is needed to be updated by the particular campaign organizers for any particular problem feed and checks for the exists stance of the problem. These are the activities done by the administrator and his team.

The fig. [6]Flow diagram explains the Platform flow of global CSR. Whenever a new user comes into the system he will be prompted to register into the system. In case of existing user the user will be allowed to go through the Authorization gateway the which will take them to the news feed page where they can view the current problems and make a decision either to donate or do any kind of help. By clicking the problem feed available in the news feed page, the flow takes the user to the detailed description page where the complete information about the problem and some supporting information is present along with an access to donate some money via the payment gateway. In addition to that each user will have individual profile page where they can edit and update their profile whenever needed. Along with that they can view success stories in the success stories module where all the stories which is solved have been posted. The user also has a privilege to post a problem on the portal to get any sort of help, add some description to it, adding contact details, images, video etc. which will in turn verified by the admin team. The user can update the problem description which states the current situation and status of the particular problem which has been previously posted by user.

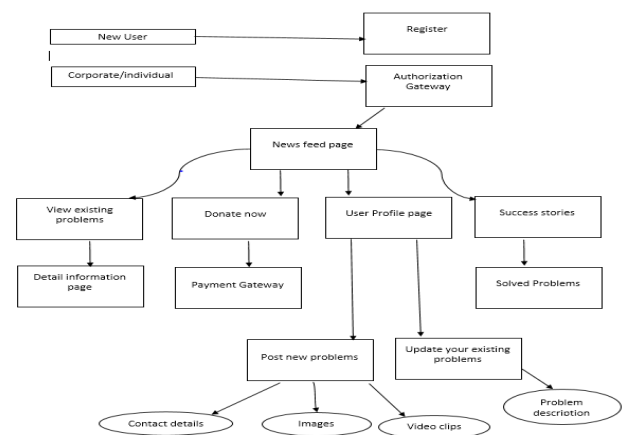


Fig. 6 Platform Flow of User in Global CSR

V. COMPARISON

Like all other CSR, our proposed system will focus on all the problems related to Environment, human rights,



consumers, supply chain sustainability, Transparency. The Difference between the Existing system and the proposed system is that our system will focus on bringing corporates together in order to achieve a common goal and contribute resources to the environment which in turn offers Economic growth and increase in employment. Unlike the existing system where the respective corporate just focuses on the problems themselves and contribute resources, which will result in good outcome, but the problem there is that no one other than the respective Corporate will know what they are contributing.

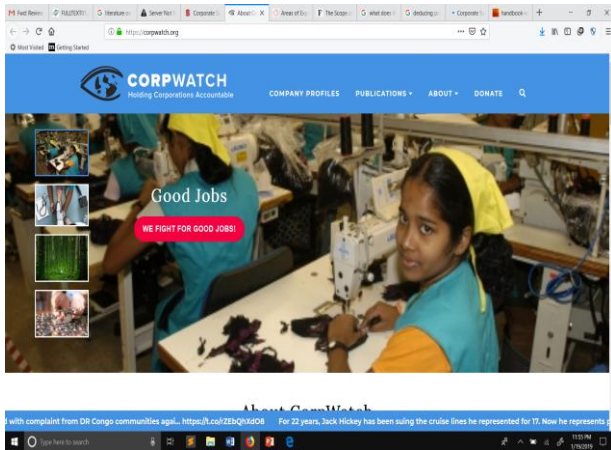


Fig. 5 Corp Watch Home page

So, this is where our proposed system will come to play, the intention is to make a common platform with each corporate either small or big coming together in a single view of communication where each individual from different corporates can contribute the society or the corporates can collaborate with each other on the same project that will result in welfare of the environment. The main feature of our proposed system is a gateway where people can communicate with each other on the common problem or can talk with the society of what can be done to make the environment better. The gate way will also allow the people to make donations to the society which reduces the workload of asking donations in person.

VI. CONCLUSION AND RESULT

With the proposed system CSR is taken to next level which in turn helps in Brand differentiation and Human resources, Transparency in social funding and activities, Proper Risk Management, Globalization of CSR, Corporate fund donations, CSR Monitoring and Maintenance Active participation and Encouragement of every Corporate. So, this proposed system helps the society and environment in many aspects, even this platform acts as a bridge to connect the society with the corporates and share their views, problems and to solve their problems by working in collaborative manner among the corporates all of which is taken place in a globalized platform with high level of transparency.

REFERENCES

1. The impact of corporate identity on Corporate Social Responsibility disclosure - Anne Michaels and Michael Grüning International Journal of Corporate Social Responsibility, 2018, published: 21 February 2018.

2. Mapping Meanings of Corporate Social Responsibility – An Australian case study by Guy M. Robinson and Anne Elizabeth Fordham, International Journal of Corporate Social Responsibility, 18 September 2018.
3. Mechanisms of change: Stakeholder engagement in the Australian resource sector through CSR. Fordham, A. E., & Robinson, G. M. (2018). Corporate Social Responsibility and Environmental Management, 25(4), 674–689.
4. Corporate Social Responsibility Impact on Consumer Decision - Hussin J. Hejase, Fadi Hashem, Ali Al Dirani, Ziad Haddad, Khalid Atwi Faculty of Business Administration, Al Maaref University, Beirut, Lebanon ACT Leaders, Business Consultancy, Beirut, Lebanon, Faculty of Business, Lebanese University, Beirut, Lebanon, Faculty of Business and Economics, American University of Science and Technology, The Journal of Middle East and North Africa Sciences, 2017.
5. Motivations for providing CSR-mediated initiatives in mining communities of Ghana: A multiple-case study. Boso, R. K., Afrane, S. K., & Inkoom, D. K. B. (2017). International Journal of Corporate Social Responsibility, 2(1), 7.
6. The SAGE encyclopedia of corporate reputation. Craig E. Carroll (ed.), New York University. First Edition. Los Angeles: SAGE, [2016]. 2 vols.
7. Rethinking corporate social responsibility in the age of climate change: A communication perspective. Allen, M. W., & Craig, C. A. (2016). International Journal of Corporate Social Responsibility.
8. Literature Review of Corporate Social Responsibility by Springer-Verlag Berlin Heidelberg S. Wang, Chinese Strategic Decision-making on CSR, CSR, Sustainability, Ethics & Governance, 2015
9. Dictionary of corporate social responsibility CSR, sustainability, ethics and governance. Samuel O. Idowu, editor-in-chief; Nicholas Capaldi, Matthias S. Fifka, Liangrong Zu, René Schmidpeter, co-editors. Cham; New York: Springer, ©2015
10. The rise and fall of corporate social responsibility Eichar, Douglas M New Brunswick, New Jersey: Transaction Publishers, [2015]
11. A values-based perspective on corporate social responsibility Shah, Shashank and V.E. Ramamoorthy. Soulful corporations New Delhi: Springer, [2014]
12. What We Know and Don't Know about Corporate Social Responsibility: A Review and Research Agenda. Aguinis, H., and G. Ante. 2012 Journal of Management 38, no. 4, p. 933. Abrams, F.W. 1951. "Management's Responsibilities in a Complex World." Harvard Business Review 29, no. 3, pp. 29–30.
13. Corporate responsibility: the American experience Carroll, Archie B., Kenneth J. Lipartito, James E. Post, Patricia H. Werhane, and Kenneth E. Goodpaster, eds Cambridge: Cambridge University Press, 2012.
14. A special Issue on Corporate Social Responsibility. Guest Editor: Mia Mahmudur Rahim Corporate Social Responsibility © 2008 David Crowther, Güler Aras & Ventus Publishing ApS ISBN 978-87-7681-415-1 Volume 3, 2011 - Issue 3
15. Corporate social responsibility: guidelines for top management Anderson, Jerry W New York: Quorum Books, 2011.
16. The sustainability officer's handbook: a step-by-step guide to helping your organization become sustainable Spence, Robert Allen Sustainability Press, c2009.
17. The Impact of Chinese Culture on Corporate Social Responsibility: The Harmony Approach by Lei Wang Heikki Juslin, Journal of business Ethics, Springer 2009
18. The Ashgate research companion to corporate social responsibility. Crowther, David and Nicholas Capaldi, eds Aldershot, England; Burlington, VT: Ashgate, c2008
19. Corporate social responsibility: the good, the bad and the ugly Banerjee, Subhabrata Bobby Cheltenham, Glos, UK; Northampton, MA: Edward Elgar, c2007.
20. Common Corporate Social Responsibility (CSR) Portal, A four-step model to an efficient Corporate Social Responsibility (CSR) implementation research done by Kristianstad University International Business and Economics Program.