

Corporate Social Responsibilities and Leadership Qualities

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Abstract:

Corporate social responsibilities refers to the way a company undertakes activities that positively affect the wellbeing of employees, local communities, the environment and society as a whole. These actions are expected to earn the trust and respect from all the stakeholders. In the banking sector, customers are given priority since their deposit and loan transactions are considered to have a significant impact on the profit made. The services provided by the employees are critical in increasing the customer's retention and to attract new customers. It is therefore important that management should balance the attention given to employees. Customer and other stakeholder in the existing CSR policies proceed and function towards it. This study has assessed the level of adequacy of the inclusion of employee's interests in the existing CSR policies & activities. The data collected through questionnaire, interview reports & review of existing annual report in CSR Objectives & importance are the main things to change the environment. Practically experienced demonstrate if the organization is to be socially responsible then it need the commitment of the senior manager of that organization. The main result found is that there is a clear connection between different leadership styles and attitudes to CSR, where CSR initiatives aligned with long term goals and the company strategic values are most effective.

Keywords: Codes of conduct, environmental management, partnerships, governance, environmental standards, leadership.

INTRODUCTION:

Corporate Social Responsibility (CSR), also referred to as corporate citizenship or socially responsible business, is a form of corporate self-regulation integrated into a business model. The interest in CSR has grown with the spread of socially responsible investing, the attention of nongovernmental organization (NGOs), and ethics training within organizations. Recent incidents of ethics-based corporate scandals have also increased awareness of CSR. Organizations to hold accountable to others for their actions and seek to make a positive impact on the environment, their communities, and the larger society.(CSR) have increasingly attracted the interest of a wide range of scholars within political science, economics, sociology, anthropology and geography. Several factors have coincided to explain this renewed interest in CSR among both practitioners and scholars. These include ineffectiveness, to date, of much governmental and inter-governmental processes. Accelerating economic globalization that has placed special attention on transnational or global firms. And general interest in pursuing innovative "smart regulation" that, supporters argue, would encourage entrepreneurial innovation.

LEADERSHIP QUALITIES:

In understanding responsible business behaviour, the starting point remains the leadership qualities that are in the domain of personal attitudes and beliefs. These are values-driven and almost by definition relate to the moral aspects of decision making – distinguishing between right and wrong, good and bad. As such, they comprise those characteristics of the individual such as honesty and integrity. They are the deep seated personal qualities that change and develop only slowly over time.

RESPONSIBILITY OF LEADERSHIP:

The starting point for analysing the data generated by the survey is to examine whether there is consensus on the nature of leadership qualities that are likely to support corporate responsible behaviour within organizations. The survey invited respondents to assess the importance of certain key attributes or characteristics of responsible leadership. They were presented with attributes which were ordered into seven categories as follows:

1. Acting with integrity
2. Caring for people
3. Demonstrating ethical behaviour
4. Communicating with others
5. Taking a long-term perspective
6. Being open minded
7. Managing responsibly outside the organization.

1. Integrity:

A high level of ethical awareness Honest and trustworthy A willingness to take ethical action without a clear picture of the final outcome

2. Open-minded:

Willing to act on criticism from inside or outside the organisation Will not be complacent and assume things can't be improved Questioning business as usual by being open to new ideas, challenging others to adopt new ways of thinking

3. Taking a long-term perspective:

A belief that bottom line success can be achieved in an ethical way Understanding the role of each player in society - government, business, trade unions, NGOs and civil society Taking a strategic view of the business environment

4. Demonstrating ethical behaviour:

Ethical behaviour in personal actions and day to day behaviour willing to take the organization beyond minimum legal standards It is public role model for ethical behaviour .

5. Care for people:

Commitment to the growth and development of employees Respect for employees at all levels & diversity and equal opportunities for all A management style of empowerment rather than control

6. Communications:

Listen to others with respect for diverse views A broad model of communications - a two-way dialogue with staff Being honest and open with staff in the organization

7. Managing responsibly outside the organization: Treating suppliers fairly an interest in the impact of the business on surrounding local communities Building relations with external stakeholders, engaging in consultation and balancing demands.

INTERGATING RESPONSIBLE OF LEADERSHIP:

As well as examining the management attitudes that contribute to responsible leadership, the questionnaire survey also explored how corporate responsibility is integrated into a company's culture. The vast majority of organizations represented in this survey have integrated responsible leadership into their vision and value statements. Almost two thirds of organizations integrate it into HR systems including recruitment, induction and training and development. Just over one-third have integrated it into pay and reward systems or business metrics.

DEVELOPING RESPONSIBLE LEADER:

Beyond these company specific initiatives, many of the companies involved in the research address issues of corporate responsibility in their graduate recruitment programmes' where they are making participants more aware of the broader issues facing business today. Often the explicit purpose is to instill a sense that corporate responsibility is part and parcel of the way the company operates. In addition, some companies have developed stakeholder role playing exercises to develop the skills of participants in dialogue, negotiation and conflict management. Such programmes' are seen to be more challenging and more beneficial than traditional approaches to media handling or external communications. It is also interesting to note that in developing relevant programmes, many companies are entering into partnerships with external experts on social and environmental issues by working with NGOs and pressure groups. Such organizations are felt to bring valuable skills and Knowledge that informs both the design and delivery of initiatives.

REVIEW OF LITERATURE:

As Angus-Leppan et al.(2010) states, different leadership styles is needed for different situations, thus even though the implementation of explicit and implicit CSR demands conflicting leadership styles, there is room for a range of leadership styles in the context of the organization. The reason for this is that the actual implementation of CSR values is in the hands of individual managers. Therefore it is interesting to explore the connection of leadership styles and the implicit and explicit view on CSR. Anguse-Leppan et al. (2010), found that Autocratic leaders often are associated with explicit CSR, that is firmly based in the company, while the implicit CSR is linked to authentic and emergent leadership and values. A possible explanation for this could be that values instilled by the society resonates more with the authentic and emergent leadership as that leader embodies the values instilled, whereas explicit values is easier enforced by an autocratic leader.

CONCLUSION:

Now a day's corporate social responsibilities to helping to the society and providing the good environment. And the leadership must important for organization to tackle for the employees and motivate the managers to encourage the subordinate of the society. The main result found is that there is a clear connection between different leadership styles and attitudes to CSR, where CSR initiatives are aligned with long-term goals and the company strategic values is most effective. The connection of CSR and different leadership is a quite natural one; an authentic leader with strong personal social and ethical values will of course reflect this upon the organization this leader is working in.

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