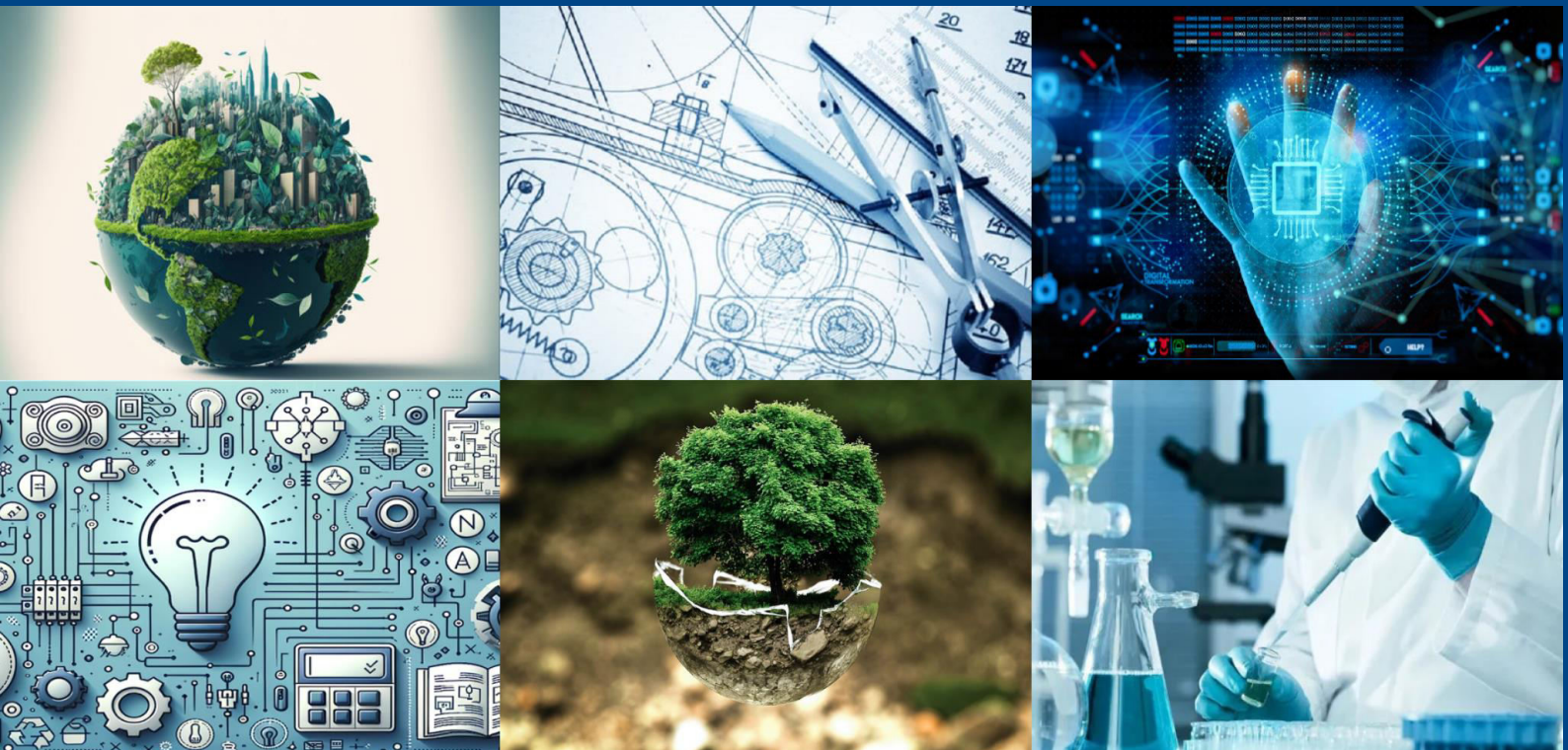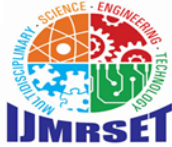# International Journal of Multidisciplinary
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Employee Perception toward Corporate Social Responsibility with Special Refers to it Sector in Coimbatore City

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ABSTRACT: Corporate Social Responsibility (CSR) has become a prime driver of employee perception, job satisfaction, and organizational commitment, particularly in the IT industry. This research is a study on the perception of employees towards CSR activities in IT firms in Coimbatore City, where their awareness, participation, and influence on organizational attitudes are explored.

The study ventures into different facets of CSR, such as environmental sustainability, ethical business operations, community development, and employee well-being. Surveys and interviews were conducted among IT professionals to identify their opinions on how CSR activities affect their motivation, loyalty, and job satisfaction. The study identifies that employees tend to view CSR as a crucial component of business ethics and social responsibility, and it has a positive effect on their trust and commitment towards the company.

Despite this, issues of weak communication of CSR initiatives, employee involvement limitations, and implementation discrepancies were observed. The research indicates that IT companies in Coimbatore may increase their impact of CSR if they increase their employee engagement, maintain transparency, and harmonize CSR activities with organizational objectives. Enhancing the CSR programs is likely to help improve the level of employee satisfaction, enhance the employer brand, and contribute towards long-term corporate sustainability.

This research offers worthwhile knowledge for IT firms, HR experts, and policymakers to frame CSR strategies consistent with employee needs and beneficial to both corporate expansion and social obligation.

I. INTRODUCTION

Corporate Social Responsibility (CSR) has become a major driver in contemporary business, especially in such sectors as the Information Technology (IT) sector. With its ever-growing impacts, the IT sector in the Coimbatore City, a budding location for technology and innovation, has adopted CSR policies to achieve long-term growth and social contribution.

Employees are central to whether or not CSR activities are successful and genuine. They have an effect on organizational culture, employee morale, as well as the firm's reputation. Favorable perceptions by employees can reinforce engagement, loyalty, and productivity, but harmful skepticism or negativity can undermine the desired impacts of CSR initiatives.

This research concentrates on comprehending how IT sector employees in Coimbatore perceive and experience CSR initiatives of their organizations. By examining the determinants like awareness, involvement, perceived value, and compatibility with personal values, this research tries to offer insights into the effectiveness of CSR campaigns and their influence on employees and the community.

Corporate Social Responsibility (CSR) has emerged as a major area of concern for organizations globally, including the IT industry in Coimbatore City. CSR perceptions among employees are important drivers of organizational culture, employee job satisfaction, and business success.

In the ICT industry, CSR activities are most likely to consist of environmental protection, community, ethical workplace, and staff care programs. Staff perceptions of the activities are known to have impacts on staff motivation, loyalty, and

performance. Positive staff perception of CSR helps to enhance employee pride and job belonging, but negative perceptions would result in discontent or disconnection.

Knowing how employees in Coimbatore's IT industry perceive CSR can be a rich source of information about how effective these initiatives are and how they influence employees and the organization. This research may investigate aspects such as awareness, involvement, and perceived advantages of CSR activities, as well as their congruence with employees' values and expectations.

Corporate Social Responsibility (CSR) is now an integral part of ethical and sustainable business strategies in the current corporate scenario. In the fast-paced IT industry, where there is a combination of speedy technological development and public expectation, CSR has drawn great attention. The Coimbatore City scenario, being an emerging center of IT growth in India, provides a specific environment for analyzing the interface between CSR activities and staff perceptions.

Employees' perceptions of CSR are the deciding factor in determining the success of such initiatives. Positive perceptions can generate higher levels of job satisfaction, organizational commitment, and productivity, while negative perceptions can result in disengagement or skepticism. This research attempts to understand how employees working in Coimbatore's IT industry view their organization's CSR initiatives, looking at aspects such as awareness, involvement, and compatibility with individual and professional values.

Corporate Social Responsibility (CSR) has become a key component of contemporary corporate strategy, particularly for industries like Information Technology (IT) that have considerable economic and social influence. CSR projects act as a connection between organizations and the communities in which they operate, with a view to ensuring lasting and positive contributions. Coimbatore City, often recognized as an emerging IT hub in Tamil Nadu, India, provides an intriguing backdrop for analyzing how CSR initiatives resonate with one of the key stakeholders employees.

Employees are not only the pillars of organizations but also key drivers to the success of CSR initiatives. Their attitudes toward CSR efforts have a direct bearing on their participation, job satisfaction, and general work environment. Within the IT industry, where innovation and talent retention are at a premium, how employees perceive and react to CSR can be a gauge for an organization's social responsibility and ethical alignment.

OBJECTIVES OF THE STUDY:
To gauge the degree of awareness among the employees concerning the CSR activities undertaken by their respective organizations within the IT industry.
To find out employees' involvement and participation in different CSR initiatives and how they perceive the role these play in determining their level of commitment to social responsibility within the organization.

II. SCOPE OF THE STUDY

This research targets the examination of the perceptions of employees towards Corporate Social Responsibility (CSR) in the IT industry of Coimbatore City with a view to examining their awareness, participation, and attitude towards their organizations' CSR programs. The scope is to comprehend how these perceptions affect employee satisfaction, engagement, and organizational performance, including reputation and productivity.This research seeks to investigate employee perceptions of Corporate Social Responsibility (CSR) in the IT industry in Coimbatore City. It seeks to comprehend how employees perceive their organization's CSR activities, the effect of these activities on employee engagement, job satisfaction, and organizational commitment.

III. RESEARCH METHODOLOGY

This employee perception study towards Corporate Social Responsibility (CSR) of IT firms in Coimbatore City follows a formal and scientific approach for generating trustworthy and comprehensive outcomes.

PRIMARY DATA

To obtain primary data on employees' attitudes towards Corporate Social Responsibility (CSR) in the IT industry of Coimbatore, you will have to gather responses from the employees directly via surveys, interviews, or focus groups.

SECONDARY DATA:

For the current research on employee attitudes towards Corporate Social Responsibility (CSR) in the context of the IT industry in Coimbatore City, secondary data are an important source to complement and situate the findings of the main research.

IV. RESEARCH DESGIN

SAMPLING:

In this research on employee attitudes towards Corporate Social Responsibility (CSR) in the IT industry of Coimbatore City, a proper sampling technique is needed so that the data gathered will be representative and valid.

SAMPLING SIZE:

The size of the sample for this research on employee attitudes towards Corporate Social Responsibility (CSR) in the IT industry of Coimbatore City shall be calculated by statistical considerations to ascertain that the results are reliable and accurate.

AREA OF STUDY:

The research focus is Coimbatore City, which is in Tamil Nadu, India, and has become a major center for the Information Technology (IT) industry.
Coimbatore is home to a spectrum of IT firms, from small startups to some major global players, which makes it a perfect location to investigate the Corporate Social Responsibility (CSR) dynamics in the industry.

TOOLS AND DATA ANALYSIS:
1. Data Collection Tools
The following tools will be utilized to collect primary data:
a) Questionnaire (Survey Method)
A questionnaire will be administered among IT employees to gather responses regarding CSR awareness, perception, and participation.
The questionnaire will contain Likert scale questions (e.g., Strongly Agree to Strongly Disagree), multiple-choice questions (MCQs), and open-ended questions for qualitative information.
b) Interviews
Semi-structured interviews with HR managers, CSR professionals, and employees to collect in-depth qualitative information.
The interviews will cover CSR involvement, problems, and individual experiences.
c) Focus Group Discussions (FGDs)
Group discussions with some chosen employees to uncover collective views and richer perspectives on CSR activities.
d) Observation Method
Direct observation of the involvement of employees in CSR activities, volunteer work, and corporate sustainability projects by IT companies.

2. Data Analysis Techniques
Once data is gathered, the following analytical tools and methods will be employed:
a) Descriptive Analysis
Mean, Median, and Standard Deviation will be employed to summarize the data.
Graphs, pie charts, and bar diagrams will graphically represent employee responses.

b) Inferential Statistics

Chi-Square Test – To analyze the relationship between employee demographics (age, gender, experience) and their CSR perception.

Correlation Analysis – To analyze the relationship between CSR perception and employee job satisfaction.

Regression Analysis – To analyze the extent to which CSR perception affects employee commitment, motivation, and retention.

c) Factor Analysis

Determining core factors affecting employee perceptions of CSR, including environmental accountability, ethical conduct, and community engagement.

d) Sentiment Analysis (for Open-Ended Responses)

Open-ended interview questions and responses as well as open-ended survey questions will be analyzed through NVivo or other qualitative analysis software to identify recurring themes and sentiments.

e) SPSS / Excel / R Software for Statistical Analysis

Data will be analyzed using SPSS (Statistical Package for the Social Sciences), Microsoft Excel, or R software for statistical analysis.

V. REVIEW OF LITERATURE

Deepa, S., & Shani, N. (2024).

An Overview of Corporate Social Responsibility Activities in Coimbatore Districts. This study presents an overview of CSR activities in Coimbatore, addressing the different dimensions of CSR and its effect on organizational performance.

Dharshana, P.S. (2023).

Perception of Large and Medium Scale Companies Towards CSR with Reference to Coimbatore District. In this research, the perception and application of CSR activities by large and medium-scale industries in Coimbatore are analyzed in light of regulatory policies, societal expectations, and organizational leadership.

Patel, M., & Joshi, K. (2022).

Influence of CSR initiatives on employee job satisfaction in the IT industry: Empirical evidence from Coimbatore. The research explores the impact of CSR initiatives on the job satisfaction of Coimbatore's IT sector employees.

Verma, A., & Gupta, P. (2022).

The influence of CSR on employee attitudes and organizational commitment in the IT sector. The article discusses the influence of CSR on employee attitudes and organizational commitment in the IT sector.

Theoretical Framework:

The theoretical framework to examine employee perception towards Corporate Social Responsibility (CSR) with particular reference to the IT industry in Coimbatore City is based on a number of interconnected theories and concepts. These provide the basis for understanding how employees develop attitudes and assess CSR practices in their respective organizations. The applicable theories are:

1. Stakeholder Theory

Stakeholder Theory emphasizes the need to take into account the needs and expectations of all stakeholders, including customers, employees, communities, and shareholders.

Employees are considered internal stakeholders whose views of CSR shape their participation, commitment, and contribution towards making the organization a success.

2. Social Identity Theory

Employees gain a sense of identity and pride by being affiliated with organizations that engage actively in socially significant CSR activities.

Positive CSR attitudes can enhance employees' identification with their organization, enhancing morale and commitment.

3. Social Exchange Theory

The theory holds that employees view CSR efforts as an implicit exchange: if an organization invests in society's well-being and employees, the workforce will react with higher loyalty and productivity.
Positive CSR attitudes are more likely to produce trust and reciprocal actions.

4. Values-Based Theory

Personal values of employees are important in determining their CSR perceptions. If organizational CSR efforts match their values (e.g., environmental sustainability, ethical behavior), employees view the company favorably.
Such congruence enhances their sense of purpose and belongingness to the organization.

5. Organizational Justice Theory

Perceptions of equity and fairness in planning and implementing CSR efforts affect employees' attitudes.
Employees are more likely to view CSR in a positive light if they feel that the initiatives are truly fair, inclusive, and effective.

6. Triple Bottom Line (TBL) Approach

The TBL approach stresses that organizations need to measure their performance on three dimensions: economic, social, and environmental.
Employees view organizations more positively when CSR practices fit into this wider framework of sustainability and responsibility.

CSR Practices in the IT Industry:

Corporate Social Responsibility (CSR) practices in the IT industry have become increasingly popular as businesses aim to find a balance between technological advancement and social and environmental accountability. Some of the usual CSR practices being followed in the IT industry are as follows:

1. Environmental Sustainability

IT firms make an effort to take less carbon footprint by embracing energy-efficient technologies, harnessing renewable energy, and adopting waste management systems.
Programs such as recycling of e-waste and green data centers are the norm.

2. Skill Development and Education: ∟

A majority of IT companies channelize funds into training programs to make underprivileged communities more digitally literate and skilled technically.
They also offer scholarships, internships, and collaborative schemes with educational institutions as a part of CSR activities.

3. Community Development

IT companies also indulge in community well-being schemes, like constructing schools, health centers, and sanitation facilities in rural districts.
Volunteering schemes induce employees to volunteer for social causes.

4. Employee Welfare

Employee welfare is also part of CSR in the IT industry, such as mental health programs, diversity and inclusion schemes, and work-life balance strategies.

5. Philanthropy

Disaster relief contributions, health-related causes, and not-for-profit initiatives are an important component of IT industry CSR.

6. Ethical Governance

Firms highlight ethical conduct, transparency, and adherence to regulatory and societal expectations as an integral component of their CSR initiative.

VI. TOOLS AND DATAANALYSIS

SIMPLE PERCENTAGE METHOD

Table No.6.1.2
GENDER OF THE RESPODENT

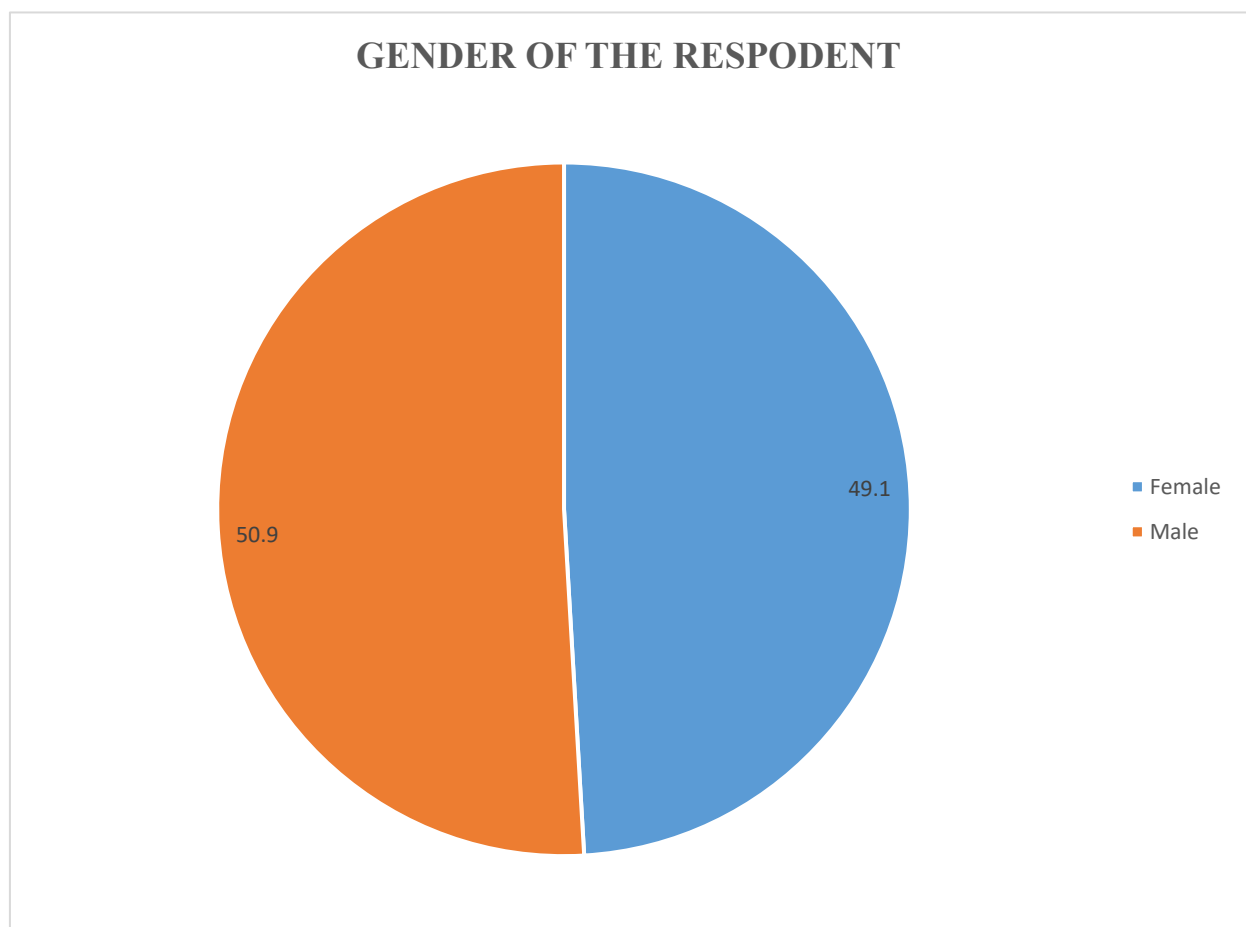| GENDER	FREQUENCY	PERCENT
Female	53	49.1
Male	55	50.9
Total	**108**	**100.0**

(Source : Primary Data)

INTERPRETATION :

The above table reveals that the majority of respondents are male, accounting for 51%, while female respondents represent 49%, indicating a nearly equal gender distribution among the participants.

INFERENCE:

Majority (51%) of the respondents are male.

Chart No.6.1.2

GENDER OF THE RESPODENT

Table No.6.1.4
CURRENT JOB LEVEL OF THE RESPODENT

| CURRENT JOB LEVEL	FREQUENCY	PERCENT
Entry level	33	30.6
Mid level	29	26.9
Senior level	25	23.1
Execution level	21	19.4
Total	**108**	**100.0**

(Source : Primary Data)

INTERPRETATION :

The above table reveals that the respondents at the entry-level job position form the largest group with 31%, followed by mid-level employees at 27%. Senior-level employees account for 23%, while those at the execution level constitute the smallest group at 19%.

INFERENCE:

Most (31%) of the respondents are at the entry-level job position.

Chart No.6.1.4
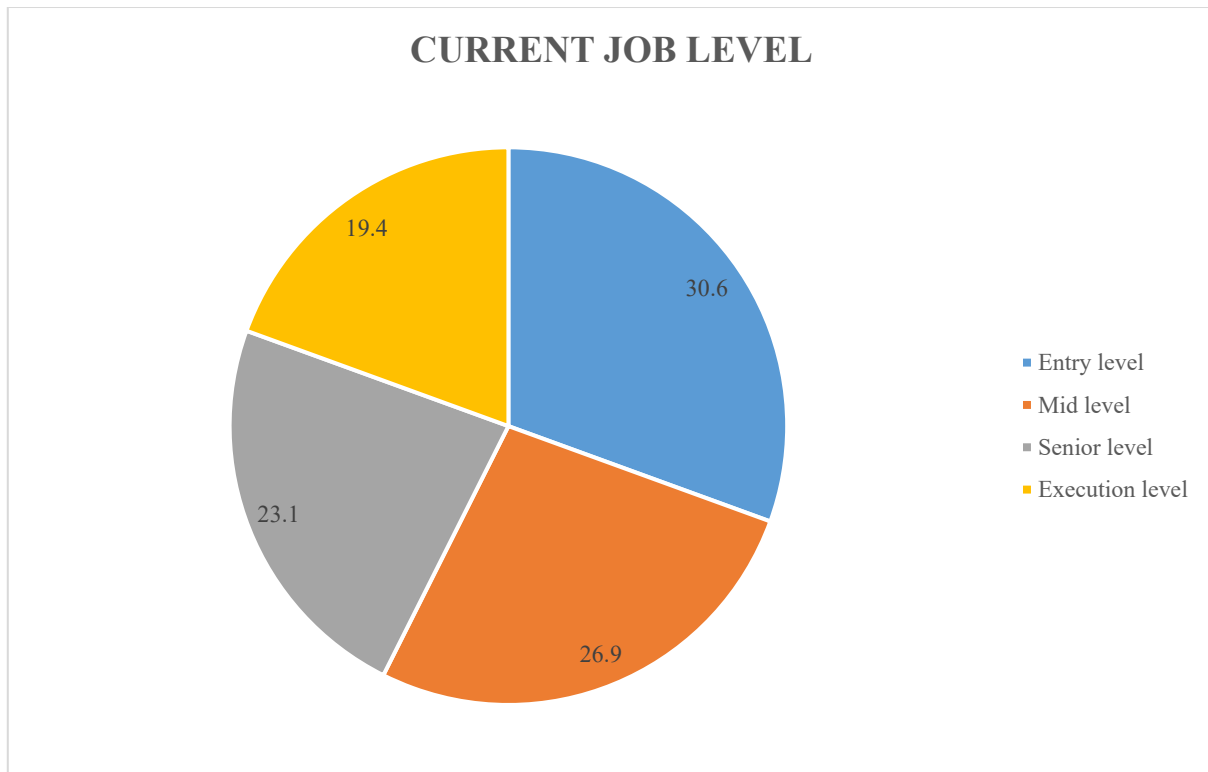
6.2 CHI-SQUARE ANALYSIS

Hypothesis No.1

Null Hypothesis (H_0): There is no significant relationship between age group and frequency of employee involvement in csr activities.

Alternative Hypothesis (H_a): There is a significant relationship between age group and frequency of employee involvement in csr activities.

Table No.6.2.1

Age group and frequency of employee involvement in csr activities

Crosstab						
Count						
		Frequency of Employee Involvement in CSR Activities				
		Very frequently	Regularly	Occasionally	Rarely	Total
Age Group	20-25	6	5	13	3	27
	25-30	3	10	7	11	31
	30-35	5	1	7	12	25
	35-40	4	7	6	8	25
Total		18	23	33	34	108

Chi-Square Tests			
	Value	df	Significance
Pearson Chi-Square	17.139[a]	9	.047
Likelihood Ratio	19.318	9	.023
Linear-by-Linear Association	.975	1	.323
N of Valid Cases	108		
3 cells (18.8%) have expected count less than 5. The minimum expected count is 4.17.			

(source: primary data)

INFERENCE:

The above table reveals that the Pearson Chi-Square value is 17.139 with a significance level of 0.047, which is less than the standard alpha level of 0.05. This indicates that there is a statistically significant relationship between age group and the frequency of employee involvement in CSR activities. Hence, the null hypothesis (H_0) is rejected and the alternative hypothesis (H_a) is accepted, confirming that age group significantly influences how frequently employees participate in CSR activities in the IT sector in Coimbatore city.

VII. CONCLUSION

The research on employee perception of Corporate Social Responsibility (CSR) in the IT industry of Coimbatore City unveils the growing importance of CSR activities to mold employees' attitude and organizational commitment. Employees mostly perceive CSR as an important element that not only adds to the reputation of the company but also enhances job satisfaction, loyalty, and commitment.

The results show that IT employees are aware of CSR initiatives carried out by their organizations, especially in the realm of environmental sustainability, ethical business, community welfare, and employee well-being. A robust CSR structure leads to good workplace culture and talent retention. Further, employees anticipate organizations to do more than just comply and be involved in social and environmental issues.

Although most employees are favorably disposed toward CSR efforts, problems like poor communication, restricted employee participation, and disconnections between CSR policies and practice must be rectified. Companies that engage CSR successfully within their business strategy and promote employee participation generally enjoy greater job satisfaction and organizational commitment.

Finally, CSR is not only a business responsibility but a strategic advantage for IT companies to improve the perception of employees, brand reputation, and sustainability over the long term. Coimbatore IT companies should concentrate on transparent CSR practices, participative employees, and sustainability over the long term to foster a more responsible and engaged employee base.

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