

Corporate Social Responsibility (CSR) and Financial Performance: A Study of Indian Companies

Harsha Vinay

Department of Management
Amrita Vishwa Vidyapeetham University
Bangalore, 560035, India
pharshavinay@gmail.com

Shekar Babu PhD

Department of Management
Amrita Vishwa Vidyapeetham University
Bangalore, 560035, India
sb@amrita.edu

Abstract

The objective of this paper is to analyze and identify the empirical link between Corporate Social Responsibility (CSR) in form of Corporate Social Performance (CSP) and Corporate Financial Performance (CFP) that has been steadily investigated for the last 20 years. In addition, the study conducted a study of literature reviews across all regions and especially focusing on the Indian context. The study found that across more than 100 literatures there are no more than 3 studies that has the Indian context. The study explored the gap on Indian context and efforts are taken to develop the linkage and the relationship between CSP and CFP. Efforts are also taken to explore which of the financial and the non-financial variables are linked and if the results are similar to the already existing studies.

Keywords

Corporate Social Responsibility (CSR); Social Media Networks; Social Network Analysis (SNA); Meta-Analysis; Systematic Review of Literatures

Harsha Vinay is a 2nd year student pursuing his MBA & MS Collaborative Dual-Degree program at Department of Management, Bangalore, India. He earned B.Tech degree in engineering from India.

Dr. Shekar Babu is the Founding Head, Department of Management, Bangalore Campus, AMRITA Vishwa Vidyapeetham University. Dr. Shekar Babu holds a Bachelor of Engineering degree in Electronics and Communications from Bangalore University and a Master of Science degree in Electrical and Computer Science from California State University, Los Angeles and a Doctoral Degree in Strategic Management from Amrita University. He is a Management Consultant with over 25 years of experience in working with Price Waterhouse and Hewlett-Packard Co. His research areas are Corporate Social Responsibility (CSR), Corporate Governance (CG), Strategy and Social Development. He has taught courses in Marketing, Leadership, Management Consulting and Business Ethics.