

Use of Social Media as a medium for disclosing Corporate Social Responsibility (CSR) Disclosures in India

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Abstract

The aim of this paper is to analyze the use of online social networks as a medium for Corporate Social Responsibility (CSR) disclosures. To this end, an analysis was performed of the messages posted by the top 200 public listed companies in the National Stock Exchange (NSE) in India. In addition, analysis was performed on the responses that they received on two of the most popular online social networks Instagram and Youtube. The results of the analysis of these data are explored to see which of the Indian listed companies are using social media networks and which of the social media networks are most frequently used. In addition, the goal of this paper is to investigate which corporates adopted the online social media more effective and communicated the same to the stakeholders. The study also explored how Indian companies communicate more frequently the non-CSR tasks and activities more than CSR activities using social media platforms like Instagram and Youtube. The study explored to find how rudimentary the adoption is. The study also shows how the Indian companies are transitioning and adopting these social media platforms is used for CSR disclosures.

Keywords

Corporate Social Responsibility (CSR); Social Media Networks; Instagram; YouTube; India;

Biographies

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

Shekar Babu Ph.D. 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.