

Attitude of the Youth Towards Corporate Social Responsibility in India: A Study of Jalandhar District

Rajan Sharma* and Megha Sharma**

The concept of corporate social responsibility is gaining importance nowadays. It calls upon businesses to follow ethical practices while dealing with employees, suppliers, dealers, customers, etc. Unfortunately, all the companies are not equally committed towards their social responsibility. We repeatedly hear about various scams taking place in the business world. When everything seems to be going wrong, it is the youth that can make businesses realize their social responsibility. After all, the future of India depends on the youth. This paper is an attempt to explore the attitude of the youth towards corporate social responsibility. The data has been collected on the basis of 46 queries relevant to the required information and it has been analyzed with the help of factor analysis. The effort is towards finding the minimum number of factors that, if incorporated by the business in its day-to-day operations, can make it socially responsible as well as socially acceptable in the true sense.

Introduction

Corporate Social Responsibility (CSR) is a form of corporate self-regulation integrated into a business model. It is also known by different names such as corporate responsibility, corporate citizenship, responsible business, Sustainable Responsible Business (SRB) and corporate social performance. Under CSR, companies are supposed to voluntarily adopt self-regulating mechanisms whereby they monitor and ensure their adherence to law, follow ethical standards and international norms. As the working of the companies (interchangeably used with business) has an impact on the environment, consumers, employees, communities, stakeholders and all other members of the public sphere, it is their moral responsibility to take into consideration their interests. Under the prevailing scenario of ever-degrading environment, health hazards and security scams, businesses

* Lecturer in Business Management, DAV Institute of Engineering and Technology, Kabir Nagar, Jalandhar, Punjab 144008, India. E-mail: rajanm28@gmail.com

**Lecturer in Business Management, DAV Institute of Engineering and Technology, Kabir Nagar, Jalandhar, Punjab 144008, India. E-mail: meghamunjai@yahoo.com

are expected to proactively promote the public interest by encouraging community growth, development and voluntary elimination of practices that harm the public sphere. In short, CSR calls for the care of people, planet and profit by the business. Despite the growing importance of this concept at the international level, the picture is not that rosy in India. The various stock market scams from Harshad Mehta to Ketan Parikh, the saga of Satyam proving itself to be 'Asatyam', environmental degradation caused by the companies, over-exploitation of resources for the personal profit making, etc., are enough to prove that Indian business has not matured enough to fulfill its CSR. The answer to such problems lies in the creation of awareness among the youth to come forward to develop an opinion about CSR. After all, the future of India depends on the youth. They can make companies understand their responsibility towards various segments of the society. This study is an attempt to know about the attitude of the youth towards the concept of CSR. Further, the data obtained from the youth will be helpful in providing guidelines to the companies with regard to CSR.

Objectives

- To find out the attitude of the youth towards CSR in India.
- To find out the minimum number of factors that the youth want the companies to incorporate in their CSR.
- To make suggestions to the companies with respect to CSR.

Research Methodology

Keeping in view the objectives of the study, descriptive research design has been used for conducting this research. Information has been collected using both primary and secondary methods. In order to make the surveys interactive, the required information has been collected by way of personal interviews through a structured non-disguised questionnaire. The questionnaire consists of 46 queries relevant to the type of information that is to be extracted from the respondents in order to fulfill the objectives of the study.

In addition to the above-mentioned primary source of information, secondary information has been collected through textbooks, Internet sites, newspaper articles, catalogs and reports.

The data has been collected by using the survey method. First, the questionnaire has been designed and then distributed to the respondents. The distributed questionnaires were then recollected and the answers recorded in SPSS version 17.0 software.

The sample comprises 50 respondents constituting the youth. The technique of judgmental sampling has been used. The universe of this study is Jalandhar district from the state of Punjab. The target population varied from 18 to 25 years of age.

Data Analysis and Interpretation

For the analysis and interpretation of the data, the technique of factor analysis has been used. This technique has been particularly used as the purpose of the study is to extract the minimum number of factors that will explain the maximum amount of variance in the collected data.

For checking the appropriateness of the technique of factor analysis in this study, KMO and Bartlett's test of sphericity have been conducted.

The high value of KMO at 0.340 indicates that factor analysis is the appropriate technique for this study (Table 1).

Table 1: KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.340
Bartlett's Test of Sphericity	Approx. Chi-Square	2704.627
	df	1035
	Sig.	0

The following hypotheses have been proposed:

Null Hypothesis (H_0): The variables are uncorrelated.

Alternate Hypothesis (H_1): The variables are correlated.

The large value of Bartlett's test of sphericity at 2,704.627 favors the rejection of null hypothesis and it automatically leads to acceptance of alternate hypothesis, i.e., the variables are correlated. Hence, factor analysis is the appropriate technique in this case.

For deriving the weights or the factor score coefficients, principal component analysis method has been used. It helps in determining the minimum number of factors that will account for maximum variance in the data.

From Table 2, it can be seen that under 'communalities', 'initial' column communality for each variable is '1'. It is because unity was inserted in the diagonal of the correlation matrix.

In Table 3, eigenvalue explains the total variance attributed to that factor. In our study, 12 variables explain the variation of 83.952% as they have eigenvalues greater than one. So in our study, the total number of factors is 12. These 12 factors have been given in the column 'Extracted Sums of Squared Loadings.'

For establishing a clear relationship between different variables and the 12 factors, a component matrix has been prepared. But, as it is unable to give us a clear relationship between the variables and the factors, a rotated component matrix has been prepared (Tables 4 to 8).

The rotated component matrix indicates that variables 12, 23, 25, 30, 34, 37, 40 and 42 are associated closely with factor 1. Variables 16, 22, 24, 32, 35, 38 and 45 are associated with factor 2; variables 3, 13, 18, 27, 28, 29, 31 and 44 are

Table 2: Communalities					
Variable	Initial	Extraction	Variable	Initial	Extraction
VAR00001	1.000	0.728	VAR00024	1.000	0.797
VAR00002	1.000	0.768	VAR00025	1.000	0.946
VAR00003	1.000	0.779	VAR00026	1.000	0.811
VAR00004	1.000	0.867	VAR00027	1.000	0.859
VAR00005	1.000	0.650	VAR00028	1.000	0.806
VAR00006	1.000	0.592	VAR00029	1.000	0.888
VAR00007	1.000	0.738	VAR00030	1.000	0.962
VAR00008	1.000	0.718	VAR00031	1.000	0.841
VAR00009	1.000	0.810	VAR00032	1.000	0.896
VAR00010	1.000	0.771	VAR00033	1.000	0.858
VAR00011	1.000	0.781	VAR00034	1.000	0.943
VAR00012	1.000	0.825	VAR00035	1.000	0.859
VAR00013	1.000	0.908	VAR00036	1.000	0.928
VAR00014	1.000	0.775	VAR00037	1.000	0.938
VAR00015	1.000	0.888	VAR00038	1.000	0.908
VAR00016	1.000	0.867	VAR00039	1.000	0.803
VAR00017	1.000	0.780	VAR00040	1.000	0.943
VAR00018	1.000	0.941	VAR00041	1.000	0.926
VAR00019	1.000	0.807	VAR00042	1.000	0.934
VAR00020	1.000	0.902	VAR00043	1.000	0.820
VAR00021	1.000	0.823	VAR00044	1.000	0.870
VAR00022	1.000	0.837	VAR00045	1.000	0.827
VAR00023	1.000	0.890	VAR00046	1.000	0.813

associated with factor 3; variables 2, 26, 39 and 41 are associated with factor 4; variables 5, 15, 19 and 20 are associated with factor 5; variables 1, 10, 14 and 46 are associated with factor 6; variables 9 and 11 are associated with factor 7; variables 4, 6, 21 and 43 are associated with factor 8; variables 8 and 17 are associated with factor 9; variable 33 with factor 10; variable 36 with factor 11; and variable 7 with factor 12.

On looking closely at the variables 12, 23, 25, 30, 34, 37, 40 and 42, we can name factor 1 as 'responsibility towards various segments'.

Similarly, on the basis of variables 16, 22, 24, 32, 35, 38 and 45, factor 2 can be named 'corporate governance'. On the basis of variables 3, 13, 18, 27, 28, 29, 31 and 44, factor 3 can be named 'ethical values and practices'. On the basis of variables 2, 26, 39 and 41, factor 4 can be named 'fair dealing and transparency'. On the basis of variables 5, 15, 19 and 20, factor 5 can be named 'environment protection

Table 3: Total Variance Explained									
Component	Initial Eigenvalues			Extracted Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1.	8.881	19.307	19.307	8.881	19.307	19.307	8.279	17.998	17.998
2.	6.583	14.311	33.618	6.583	14.311	33.618	5.269	11.454	29.452
3.	4.981	10.828	44.446	4.981	10.828	44.446	4.433	9.637	39.089
4.	3.937	8.560	53.006	3.937	8.560	53.006	3.543	7.702	46.791
5.	3.058	6.648	59.654	3.058	6.648	59.654	2.904	6.314	53.105
6.	2.363	5.138	64.791	2.363	5.138	64.791	2.486	5.403	58.509
7.	1.887	4.103	68.894	1.887	4.103	68.894	2.480	5.391	63.899
8.	1.739	3.780	72.674	1.739	3.780	72.674	2.089	4.542	68.442
9.	1.575	3.423	76.097	1.575	3.423	76.097	2.049	4.454	72.895
10.	1.411	3.068	79.165	1.411	3.068	79.165	1.894	4.118	77.013
11.	1.128	2.453	81.618	1.128	2.453	81.618	1.750	3.804	80.818
12.	1.073	2.334	83.952	1.073	2.334	83.952	1.442	3.134	83.952
13.	0.945	2.054	86.006						
14.	0.813	1.766	87.773						
15.	0.698	1.517	89.290						
16.	0.624	1.355	90.645						
17.	0.549	1.194	91.839						
18.	0.485	1.054	92.893						
19.	0.425	0.924	93.817						
20.	0.368	0.800	94.618						
21.	0.331	0.719	95.336						
22.	0.305	0.664	96.000						
23.	0.297	0.645	96.646						
24.	0.252	0.547	97.193						
25.	0.235	0.510	97.703						
26.	0.174	0.379	98.082						

Table 3 (Cont.)

Component	Initial Eigenvalues			Extracted Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
27.	0.137	0.297	98.379						
28.	0.125	0.272	98.651						
29.	0.107	0.232	98.883						
30.	0.096	0.208	99.091						
31.	0.087	0.189	99.280						
32.	0.070	0.152	99.432						
33.	0.058	0.127	99.558						
34.	0.046	0.100	99.658						
35.	0.041	0.089	99.747						
36.	0.033	0.071	99.819						
37.	0.025	0.054	99.873						
38.	0.021	0.045	99.918						
39.	0.014	0.031	99.948						
40.	0.010	0.021	99.970						
41.	0.007	0.014	99.984						
42.	0.003	0.006	99.990						
43.	0.002	0.004	99.994						
44.	0.001	0.003	99.997						
45.	0.001	0.002	99.999						
46.	0.000	0.001	100.000						
Note: Extraction method: Principal component analysis.									

and sustainable development'. On the basis of variables 1, 10, 14 and 46, factor 6 can be named 'public welfare'. On the basis of variables 9 and 11, factor 7 can be named 'global standards'.

On the basis of variables 4, 6, 21 and 43, Factor 8 can be named 'social responsibility'.

On the basis of variables 8 and 17, factor 9 can be named 'labor welfare'.

On the basis of variables 33, factor 10 can be named 'innovative technologies'.

Table 4: Component Matrix ^a												
Variable	Component											
	1	2	3	4	5	6	7	8	9	10	11	12
VAR00001	0.186	0.072	-0.041	-0.348	-0.001	-0.255	-0.409	0.015	-0.014	0.426	0.384	-0.065
VAR00002	0.034	0.093	-0.390	-0.207	0.574	0.195	0.282	-0.006	0.080	0.271	0.117	0.151
VAR00003	-0.135	0.264	0.293	-0.003	0.423	0.167	-0.125	-0.462	0.019	0.407	-0.056	-0.021
VAR00004	-0.096	0.335	0.016	-0.440	0.055	0.585	-0.127	0.176	0.075	-0.179	-0.331	-0.112
VAR00005	-0.047	0.463	0.292	-0.309	0.300	-0.015	0.149	0.167	0.093	-0.301	-0.094	0.067
VAR00006	0.436	-0.148	-0.049	0.079	-0.062	0.054	0.392	-0.148	0.164	0.333	0.153	0.166
VAR00007	-0.059	0.124	0.116	0.092	0.191	-0.191	0.340	-0.155	-0.307	-0.120	-0.251	0.560
VAR00008	-0.080	-0.085	-0.075	0.331	0.407	-0.197	0.294	0.136	-0.332	-0.159	0.103	-0.364
VAR00009	0.127	-0.353	0.127	-0.383	0.316	0.230	0.041	0.106	-0.459	0.291	0.164	-0.137
VAR00010	-0.142	0.094	-0.193	0.387	-0.426	0.525	0.123	0.154	0.125	0.073	-0.093	0.171
VAR00011	0.291	0.133	0.077	0.639	0.019	-0.072	-0.343	0.176	0.206	-0.232	0.114	0.006
VAR00012	0.837	-0.026	0.091	0.186	0.174	-0.151	0.027	0.038	0.001	0.045	-0.153	-0.008
VAR00013	-0.466	-0.051	0.536	0.472	0.346	-0.020	-0.150	0.144	-0.044	-0.055	0.082	-0.049
VAR00014	-0.119	-0.241	0.173	0.251	0.301	0.659	0.166	0.016	-0.052	-0.097	0.133	-0.167
VAR00015	0.295	-0.028	-0.374	0.540	-0.086	0.213	-0.279	-0.035	-0.178	0.347	-0.289	0.047
VAR00016	-0.078	-0.265	0.767	-0.048	0.173	-0.140	0.167	-0.198	0.043	-0.191	-0.043	-0.208
VAR00017	0.343	0.274	-0.265	0.436	0.156	-0.179	0.201	-0.007	-0.456	0.060	-0.128	-0.050
VAR00018	0.830	-0.298	0.299	-0.238	0.034	0.052	-0.082	-0.011	0.044	-0.042	-0.045	0.024
VAR00019	-0.049	0.310	-0.526	0.583	0.113	-0.066	-0.125	-0.108	-0.076	-0.142	-0.135	0.054
VAR00020	0.566	-0.475	-0.243	0.391	0.152	0.093	-0.074	-0.010	0.107	0.144	-0.210	-0.175
VAR00021	-0.133	-0.130	0.125	0.119	-0.518	-0.275	-0.572	-0.204	0.156	0.027	0.109	-0.091
VAR00022	-0.305	-0.167	0.730	0.229	-0.171	0.042	-0.165	0.242	-0.065	0.083	-0.018	-0.057
VAR00023	0.830	0.365	-0.069	0.042	0.127	-0.116	-0.018	0.064	0.053	-0.097	0.052	-0.109

Table 4 (Cont.)

Variable	Component											
	1	2	3	4	5	6	7	8	9	10	11	12
VAR00024	-0.343	-0.673	0.103	0.359	0.209	0.026	-0.086	-0.134	0.064	-0.032	0.096	0.057
VAR00025	0.761	0.239	0.334	0.026	-0.039	-0.252	-0.077	0.037	0.024	0.171	-0.279	-0.128
VAR00026	0.605	-0.171	-0.333	-0.088	0.202	0.275	-0.152	-0.028	0.345	-0.144	0.030	-0.128
VAR00027	0.377	-0.473	-0.287	-0.590	0.095	0.047	-0.093	0.032	0.022	-0.119	-0.136	0.096
VAR00028	-0.430	0.302	0.550	0.291	0.098	-0.008	-0.031	-0.134	0.264	0.174	-0.093	-0.077
VAR00029	-0.137	0.758	0.381	0.227	-0.090	-0.014	-0.194	0.011	-0.178	0.135	0.008	-0.037
VAR00030	0.827	0.229	0.421	0.090	-0.072	-0.064	0.055	0.134	-0.058	0.076	0.018	0.032
VAR00031	-0.238	0.625	-0.059	0.124	0.383	-0.074	-0.041	-0.040	0.374	0.089	0.138	0.229
VAR00032	-0.127	0.639	-0.545	0.072	-0.118	0.214	0.044	0.294	-0.011	0.001	0.124	-0.079
VAR00033	-0.048	-0.523	0.096	0.053	0.246	-0.104	-0.283	0.421	-0.113	-0.071	0.237	0.409
VAR00034	0.854	0.163	0.286	-0.193	-0.149	-0.009	0.035	0.018	-0.151	-0.123	0.051	0.069
VAR00035	0.290	-0.713	0.254	0.158	-0.181	0.249	0.097	-0.158	0.147	0.047	-0.151	0.042
VAR00036	-0.077	0.151	0.041	-0.016	-0.056	-0.208	0.408	0.674	0.376	0.283	-0.059	-0.075
VAR00037	0.813	0.206	0.400	0.038	-0.046	0.118	0.145	0.169	-0.019	-0.050	0.070	0.008
VAR00038	0.359	0.595	-0.224	-0.009	-0.084	0.188	0.114	-0.469	0.017	-0.151	0.248	-0.124
VAR00039	0.091	0.148	0.486	-0.051	-0.529	0.422	0.057	0.096	-0.158	0.161	0.068	0.090
VAR00040	0.632	0.176	0.447	0.114	-0.173	0.138	-0.186	-0.275	0.053	-0.201	0.252	0.180
VAR00041	0.329	-0.718	-0.144	0.160	0.351	-0.177	0.067	-0.024	0.308	0.004	-0.004	-0.025
VAR00042	0.934	0.062	0.020	0.080	0.149	-0.075	-0.013	0.061	0.062	0.078	-0.028	0.087
VAR00043	-0.214	0.266	0.363	-0.558	0.442	0.063	-0.010	-0.031	-0.016	0.082	-0.229	0.020
VAR00044	-0.261	0.736	0.324	0.090	0.279	-0.032	-0.007	-0.038	0.237	0.022	-0.088	0.045
VAR00045	0.414	0.697	-0.365	-0.105	0.076	-0.039	0.007	0.018	-0.047	-0.060	0.081	-0.067
VAR00046	0.298	0.038	0.192	0.372	0.421	0.462	0.305	0.126	-0.055	-0.039	0.185	0.094
Note: Extraction method: Principal component analysis; ^a - 12 components extracted.												

Table 5: Rotated Component Matrix ^a												
Variable	Component											
	1	2	3	4	5	6	7	8	9	10	11	12
VAR00001	0.170	0.193	0.083	-0.003	-0.020	-0.449	0.382	-0.155	-0.110	0.280	-0.083	-0.430
VAR00002	-0.086	0.420	0.132	0.484	-0.002	0.274	0.468	-0.023	-0.023	0.055	0.126	0.136
VAR00003	-0.012	-0.093	0.699	0.057	0.096	0.065	0.407	0.061	-0.069	-0.136	-0.269	0.018
VAR00004	-0.053	0.211	0.015	-0.115	-0.138	0.217	0.111	0.766	-0.297	-0.212	0.050	-0.083
VAR00005	0.156	0.160	0.289	-0.029	-0.542	0.048	-0.003	0.393	0.029	-0.022	0.133	0.217
VAR00006	0.341	0.027	-0.081	0.188	0.129	0.193	0.183	-0.511	-0.210	-0.135	0.128	0.080
VAR00007	0.028	-0.013	0.115	-0.033	-0.062	-0.005	0.029	-0.063	0.080	0.059	-0.063	0.837
VAR00008	-0.076	-0.017	-0.014	0.109	-0.024	0.212	0.015	-0.075	0.800	0.029	0.064	0.050
VAR00009	0.083	-0.151	-0.244	-0.024	-0.030	0.183	0.773	0.091	0.161	0.194	-0.068	-0.110
VAR00010	-0.205	0.166	-0.075	-0.297	0.399	0.423	-0.310	-0.053	-0.337	-0.124	0.200	0.032
VAR00011	0.347	0.009	0.213	0.016	0.227	0.114	-0.631	-0.033	0.143	0.303	-0.059	-0.187
VAR00012	0.822	-0.053	-0.058	0.256	0.219	-0.005	-0.023	-0.044	0.141	0.011	0.030	0.074
VAR00013	-0.227	-0.455	0.522	-0.194	-0.054	0.250	-0.157	0.065	0.342	0.357	0.011	-0.013
VAR00014	-0.131	-0.216	0.032	0.004	0.040	0.805	0.106	0.107	0.108	0.009	-0.104	-0.122
VAR00015	0.141	0.117	-0.028	0.017	0.915	0.059	-0.083	0.001	0.005	0.019	-0.077	0.006
VAR00016	0.138	-0.727	0.198	-0.046	-0.457	0.083	0.057	-0.003	0.184	-0.129	-0.091	0.033
VAR00017	0.304	0.326	0.014	-0.025	0.403	0.017	-0.023	-0.114	0.544	-0.084	-0.027	0.316
VAR00018	0.802	-0.278	-0.300	0.192	-0.057	0.021	0.167	0.060	-0.186	0.053	-0.119	-0.086
VAR00019	-0.149	0.416	0.167	0.153	0.471	0.014	-0.443	0.006	0.288	-0.009	-0.159	0.182
VAR00020	0.365	-0.225	-0.247	0.477	0.589	0.181	-0.062	-0.073	0.117	-0.015	0.020	-0.159
VAR00021	-0.115	-0.209	-0.133	-0.183	-0.203	-0.064	-0.185	-0.620	-0.012	-0.447	0.211	0.085
VAR00022	-0.050	-0.629	0.229	-0.533	-0.043	0.084	-0.077	0.054	0.021	0.222	0.143	-0.121
VAR00023	0.820	0.375	0.005	0.181	0.019	-0.037	-0.107	0.031	0.138	-0.056	-0.031	-0.087
VAR00024	-0.399	-0.581	-0.008	0.243	0.134	0.239	-0.080	-0.213	0.099	0.283	-0.152	-0.028

Table 5 (Cont.)

Variable	Component											
	1	2	3	4	5	6	7	8	9	10	11	12
VAR00025	0.881	-0.092	0.132	-0.034	0.137	-0.279	0.010	0.075	0.047	-0.157	0.111	-0.015
VAR00026	0.394	0.167	-0.253	0.574	0.113	0.218	-0.060	0.147	-0.177	-0.028	-0.122	-0.318
VAR00027	0.160	-0.039	-0.610	0.467	-0.085	-0.140	0.293	0.234	-0.249	0.085	-0.076	-0.011
VAR00028	-0.154	-0.311	0.763	-0.228	-0.072	0.060	-0.131	0.009	-0.016	-0.120	0.097	-0.022
VAR00029	0.139	0.212	0.633	-0.609	0.031	-0.101	-0.102	0.128	0.103	-0.035	-0.051	0.012
VAR00030	0.955	-0.011	0.047	-0.187	0.010	0.026	0.002	-0.077	0.005	0.014	0.069	0.020
VAR00031	-0.112	0.435	0.732	0.175	-0.136	0.016	-0.136	0.000	-0.088	0.117	0.085	0.089
VAR00032	-0.185	0.831	0.056	-0.183	0.126	0.108	-0.162	0.130	0.046	-0.083	0.206	-0.116
VAR00033	-0.060	-0.274	-0.210	0.107	-0.024	0.056	0.026	-0.018	0.012	0.845	0.041	0.056
VAR00034	0.900	0.081	-0.220	-0.148	-0.145	-0.032	0.061	0.007	-0.090	-0.040	-0.136	0.050
VAR00035	0.198	-0.665	-0.333	0.141	0.217	0.287	-0.009	-0.190	-0.265	-0.088	-0.047	-0.025
VAR00036	0.038	0.091	0.098	-0.028	-0.137	-0.018	-0.034	-0.085	0.016	0.011	0.936	-0.064
VAR00037	0.918	0.028	-0.036	-0.165	-0.093	0.225	-0.008	-0.017	-0.032	-0.021	0.065	-0.007
VAR00038	0.299	0.607	0.140	-0.014	-0.086	0.123	-0.088	-0.134	-0.044	-0.444	-0.424	-0.070
VAR00039	0.231	-0.115	-0.037	-0.724	-0.009	0.225	0.098	-0.025	-0.369	-0.103	0.036	-0.052
VAR00040	0.721	-0.055	0.102	-0.191	-0.119	0.135	-0.207	-0.144	-0.262	0.042	-0.451	-0.055
VAR00041	0.153	-0.402	-0.244	0.739	0.130	0.103	-0.016	-0.237	0.096	0.173	0.076	-0.080
VAR00042	0.894	0.122	-0.073	0.266	0.180	0.013	0.019	-0.067	-0.013	0.074	0.012	0.020
VAR00043	-0.027	-0.067	0.387	0.026	-0.393	-0.086	0.477	0.487	-0.084	-0.050	0.033	0.160
VAR00044	0.013	0.196	0.816	-0.132	-0.226	0.005	-0.126	0.217	0.001	-0.094	0.100	0.127
VAR00045	0.382	0.777	0.103	0.042	-0.015	-0.110	-0.035	0.117	0.101	-0.156	-0.049	-0.013
VAR00046	0.338	0.036	0.164	0.055	0.049	0.774	0.062	-0.049	0.151	0.144	0.018	0.124
Note: Extraction method: Principal component analysis; Rotation method: Varimax with Kaiser normalization; and ^a - Rotation converged in 16 iterations.												

Table 6: Component Transformation Matrix												
Component	1	2	3	4	5	6	7	8	9	10	11	12
1.	0.918	0.114	-0.252	0.199	0.150	0.027	0.025	-0.069	-0.041	-0.034	-0.084	-0.051
2.	0.177	0.662	0.545	-0.321	-0.119	-0.101	-0.125	0.192	0.022	-0.212	0.025	0.089
3.	0.335	-0.641	0.378	-0.426	-0.361	0.097	0.066	0.047	-0.048	0.059	-0.002	0.025
4.	0.023	-0.124	0.273	-0.074	0.538	0.320	-0.541	-0.307	0.334	0.097	-0.002	0.065
5.	0.031	0.015	0.405	0.588	-0.100	0.252	0.323	0.257	0.373	0.289	-0.062	0.136
6.	-0.073	0.087	-0.068	-0.158	0.191	0.770	0.156	0.321	-0.376	-0.118	-0.151	-0.151
7.	0.001	0.057	-0.141	0.038	-0.287	0.373	0.141	-0.390	0.172	-0.452	0.413	0.421
8.	0.077	0.115	-0.217	-0.198	-0.031	0.099	-0.086	0.283	0.136	0.485	0.725	-0.133
9.	0.002	-0.076	0.293	0.492	-0.187	0.037	-0.387	-0.086	-0.496	-0.134	0.333	-0.314
10.	0.002	-0.014	0.316	-0.075	0.487	-0.157	0.609	-0.314	-0.183	-0.005	0.323	-0.157
11.	-0.029	0.286	0.004	-0.109	-0.376	0.217	0.083	-0.574	0.053	0.385	-0.228	-0.421
12.	0.008	0.102	0.029	0.006	0.017	0.006	-0.055	-0.156	-0.522	0.488	-0.057	0.669
Note: Extraction method: Principal component analysis; and Rotation method: Varimax with Kaiser normalization.												

Table 7: Component Score Coefficient Matrix												
Variable	Component											
	1	2	3	4	5	6	7	8	9	10	11	12
VAR00001	0.015	0.093	0.102	-0.047	0.018	-0.167	0.217	-0.200	-0.027	0.204	-0.048	-0.310
VAR00002	-0.023	0.122	0.093	0.137	0.001	0.135	0.215	-0.116	-0.078	0.063	0.083	0.077
VAR00003	-0.007	-0.060	0.260	0.069	0.155	-0.016	0.236	-0.039	-0.075	-0.104	-0.127	-0.020
VAR00004	-0.005	-0.023	-0.051	0.002	0.030	0.096	-0.034	0.405	-0.081	-0.135	0.057	-0.020
VAR00005	0.039	0.016	0.000	0.055	-0.192	0.050	-0.092	0.160	0.011	0.013	0.066	0.130
VAR00006	0.028	0.042	0.067	0.048	0.021	0.088	0.133	-0.302	-0.156	-0.026	0.088	0.066
VAR00007	0.016	-0.007	-0.018	-0.007	0.018	-0.020	0.004	-0.018	-0.091	0.098	-0.052	0.630

Table 7 (Cont.)

Variable	Component											
	1	2	3	4	5	6	7	8	9	10	11	12
VAR00008	-0.003	0.011	-0.074	-0.023	-0.081	0.090	0.039	-0.006	0.455	-0.076	0.017	-0.091
VAR00009	0.006	0.028	-0.054	-0.125	0.045	0.080	0.365	-0.017	0.160	0.073	-0.027	-0.098
VAR00010	-0.033	0.037	-0.032	-0.086	0.142	0.172	-0.081	0.006	-0.213	-0.013	0.121	0.078
VAR00011	0.050	0.008	0.048	0.029	-0.016	0.025	-0.268	0.025	0.017	0.173	-0.033	-0.128
VAR00012	0.105	-0.051	0.024	0.061	0.077	-0.042	-0.005	0.043	0.052	-0.025	0.062	0.066
VAR00013	-0.003	-0.070	0.101	-0.033	-0.016	0.069	-0.046	0.031	0.129	0.141	-0.011	-0.061
VAR00014	-0.027	-0.003	-0.015	-0.020	-0.032	0.334	0.048	0.040	0.084	-0.049	-0.056	-0.123
VAR00015	0.007	-0.035	0.051	-0.049	0.407	-0.055	0.078	0.097	-0.050	-0.016	0.007	0.062
VAR00016	0.033	-0.168	0.034	0.041	-0.157	0.018	-0.033	0.025	0.142	-0.167	-0.056	-0.032
VAR00017	0.037	0.036	-0.038	-0.078	0.146	-0.021	0.083	-0.001	0.258	-0.057	-0.007	0.172
VAR00018	0.096	-0.062	-0.032	0.035	-0.023	-0.006	0.013	0.058	-0.063	0.013	-0.028	-0.003
VAR00019	-0.027	0.043	0.022	0.051	0.129	-0.022	-0.145	0.065	0.070	-0.003	-0.093	0.117
VAR00020	0.034	-0.097	0.024	0.117	0.207	0.009	0.000	0.082	0.050	-0.116	0.071	-0.087
VAR00021	-0.017	-0.032	-0.034	-0.019	-0.128	0.004	-0.047	-0.300	0.023	-0.237	0.091	0.008
VAR00022	0.022	-0.118	0.029	-0.155	0.048	0.001	-0.005	0.054	0.026	0.083	0.079	-0.084
VAR00023	0.097	0.056	0.003	0.047	-0.052	-0.007	-0.056	0.018	0.090	-0.011	0.006	-0.083
VAR00024	-0.051	-0.079	0.044	0.074	0.009	0.066	-0.038	-0.081	-0.007	0.088	-0.096	-0.012
VAR00025	0.123	-0.105	0.067	0.005	0.127	-0.164	0.024	0.108	0.047	-0.124	0.116	-0.004
VAR00026	0.026	0.021	-0.001	0.184	-0.038	0.095	-0.096	0.092	-0.069	-0.046	-0.032	-0.193
VAR00027	0.008	-0.011	-0.119	0.104	-0.027	-0.051	0.020	0.146	-0.097	0.030	-0.017	0.078

Table 7 (Cont.)

Variable	Component											
	1	2	3	4	5	6	7	8	9	10	11	12
VAR00028	0.000	-0.110	0.217	0.039	0.049	-0.011	-0.018	-0.008	-0.050	-0.105	0.059	-0.063
VAR00029	0.033	0.018	0.109	-0.162	0.083	-0.053	0.038	0.022	0.050	0.028	-0.038	-0.036
VAR00030	0.127	-0.006	0.012	-0.078	0.006	0.000	0.023	-0.034	0.011	0.043	0.066	0.022
VAR00031	-0.008	0.097	0.220	0.149	-0.062	0.022	-0.051	-0.110	-0.168	0.141	0.035	0.034
VAR00032	-0.031	0.183	-0.045	-0.074	0.004	0.093	-0.023	0.015	0.040	0.032	0.102	-0.117
VAR00033	0.009	0.054	-0.052	-0.036	-0.056	0.021	-0.026	-0.043	-0.087	0.510	0.004	0.114
VAR00034	0.109	0.026	-0.080	-0.084	-0.078	0.003	-0.001	-0.003	-0.003	0.035	-0.063	0.064
VAR00035	0.017	-0.147	-0.017	0.043	0.085	0.075	-0.021	-0.008	-0.138	-0.113	0.008	0.050
VAR00036	0.037	0.015	0.032	0.030	-0.027	0.009	0.007	-0.044	-0.006	0.004	0.546	-0.078
VAR00037	0.118	0.018	-0.029	-0.070	-0.066	0.102	-0.008	-0.015	0.010	0.028	0.058	-0.001
VAR00038	0.003	0.124	0.022	0.014	-0.119	0.101	-0.021	-0.144	0.021	-0.171	-0.256	-0.106
VAR00039	0.031	0.008	-0.046	-0.249	0.051	0.106	0.091	-0.046	-0.139	0.018	0.020	0.002
VAR00040	0.077	0.026	0.031	-0.046	-0.116	0.069	-0.111	-0.119	-0.145	0.109	-0.262	-0.004
VAR00041	0.014	-0.077	0.038	0.231	-0.019	0.011	-0.051	-0.062	0.001	0.004	0.071	-0.042
VAR00042	0.108	0.012	0.032	0.059	0.045	-0.015	0.010	-0.015	-0.037	0.059	0.048	0.044
VAR00043	0.013	-0.059	0.093	0.059	-0.011	-0.043	0.149	0.195	-0.034	-0.053	0.036	0.105
VAR00044	0.020	-0.006	0.192	0.070	-0.030	-0.003	-0.052	0.054	-0.060	-0.027	0.055	0.041
VAR00045	0.036	0.143	-0.004	0.004	-0.044	-0.008	-0.003	0.009	0.071	-0.017	-0.027	-0.046
VAR00046	0.038	0.067	0.023	-0.009	-0.051	0.326	0.048	-0.069	0.029	0.099	0.015	0.058
Note: Extraction method: Principal component analysis; and Rotation method: Varimax with Kaiser normalization.												

Table 8: Component Score Covariance Matrix												
Component	1	2	3	4	5	6	7	8	9	10	11	12
1.	1.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
2.	0.000	1.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
3.	0.000	0.000	1.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
4.	0.000	0.000	0.000	1.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
5.	0.000	0.000	0.000	0.000	1.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
6.	0.000	0.000	0.000	0.000	0.000	1.000	0.000	0.000	0.000	0.000	0.000	0.000
7.	0.000	0.000	0.000	0.000	0.000	0.000	1.000	0.000	0.000	0.000	0.000	0.000
8.	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.000	0.000	0.000	0.000	0.000
9.	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.000	0.000	0.000	0.000
10.	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.000	0.000	0.000
11.	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.000	0.000
12.	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.000
Note: Extraction method: Principal component analysis; and Rotation method: Varimax with Kaiser normalization.												

On the basis of variables 36, factor 11 can be named 'responsibility towards competitors'.

On the basis of variables 7, factor 12 can be named 'healthy public relations'.

Findings

- The youth is concerned with the way the companies should consider CSR.
- For the youth, 12 factors matter the most when it comes to following of CSR by the businesses in India.
- The 12 factors are: responsibility towards various segments, corporate governance, ethical values and practices, fair dealing and transparency, environment protection and sustainable development, public welfare, global standards, social responsibility, labor welfare, innovative technologies, responsibility towards competitors and healthy public relations.
- These 12 factors, if incorporated in CSR, will explain 83.95% of variance in the collected data, which means that it will fulfill the 83.95% expectations of the youth from the business.

Suggestions

- While formulating a CSR policy, the companies should consider the viewpoint of the youth.
- In order to meet the expectations of the youth effectively, the companies should try to incorporate the above-mentioned 12 factors in their CSR plan.
- The companies should realize that the youth has become vigilant enough towards CSR and so no company can afford to show negligence on this count.

Conclusion

This study throws useful light on the way the youth thinks the companies should conduct their business. Although the primary motive of business is to generate maximum profit, public interest should also be kept in mind. After all, business derives its profit from the society itself and if its actions directly or indirectly cause harm to the environment or the ecological system, it will no longer be accepted by the society. The youth, who represent the future of India, voice that the companies must pay attention to public welfare, environmental protection, sustainable development and labor welfare, besides fulfilling other responsibilities as covered under the 12 factors of the study. A healthy business will help in generating a healthy society and healthy environment. Hence, the companies should make an effort towards it at the earliest.

Bibliography

1. Aquino M P (1992), *Our Cry for Life: Latin American Theology from the Perspective of Women*, Ecumenical Research Department, San José, Costa Rica.
2. Baker Mallen (2008), "Arguments Against Corporate Social Responsibility", *Business Respect*, available at <http://www.mallenbaker.net/csr/CSRfiles/against.html>, Accessed on March 7, 2008.
3. Bansal P and Roth R (2000), "Why Companies Go Green: A Model of Ecological Responsiveness", *The Academy of Management Journal*, Vol. 43, No. 4, pp. 717-736.
4. Bhattacharya C B, Sankar Sen and Daniel Korschun (2008), "Using Corporate Social Responsibility to Win the War for Talent", *MIT Sloan Management Review*, Vol. 49, No. 2, pp. 37-44.
5. Brand Strategy (2007), *10 Key Things to Know About CSR*, p. 47, London.
6. Bulkeley H (2001), "Governing Climate Change: The Politics and Risk Society", *Transactions of the Institute of British Geographers*, Vol. 26, No. 4, pp. 430-447.
7. Carroll A (1998), "The Four Faces of Corporate Citizenship", *Business and Society Review*, Vol. 100, No. 1, pp. 1-7.

8. Carroll A and Buchholtz A (2006), *Business and Society: Ethics and Stakeholder Management*, 4th Edition, p. 16, SWC Publishing, Cincinnati.
9. Cavett-Goodwin and David (2007), "Making the Case for Corporate Social Responsibility", *Cultural Shifts*, available at <http://culturalshifts.com/archives/181>, Accessed on March 7, 2008.
10. Clarkson M (1995), "A Stakeholder Framework for Analyzing and Evaluating Corporate Social Performance", *Academy of Management Review*, Vol. 20, pp. 92-117.
11. Clive Crook (2005), "The Good Company", *The Economist*, January 20, 2005, available at http://www.economist.com/surveys/displayStory.cfm?Story_id=3555212, Accessed on March 7, 2008.
12. "Corporate Social Responsibility and Ethical Careers", University of Edinburgh Careers Service, available at <http://www.careers.ed.ac.uk/STUDENTS/CareersCorporate%20Social%20Responsibility%20and%20Ethical%20Careers.html>, Accessed on March 7, 2008.
13. "Corporate Social Responsibility: It's No Longer an Option", available at http://www.towersperrin.com/tp/showdctmdoc.jsp?country=global&url=Master_Brand_2/USA/News/Spotlights/2008/2008_07_30_Spotlight_Corporate_Social_Responsibility.htm
14. CSR Network, "What is CSR?", <http://www.csrnetwork.com/csr.asp>
15. Danish Centre for CSR's, Official Website CSRgov.dk
16. Davis K and Blomstrom R (1975), *Business and Society: Environment and Responsibility*, McGraw-Hill, New York.
17. "Dr. Tantillo's 30-Second 'How To': How To Brand CSR The American Apparel Way", Marketing Doctor Blog, March 28, 2008.
18. Environics International Ltd. (1999), "Millennium Poll on Corporate Responsibility", in cooperation with the Prince of Wales Trust.
19. Farnham Castle, "Corporate Social Responsibility: New Fad or Necessity", available at http://www.intercultural-training.co.uk/articles/general/corporate_social_resp.asp, Accessed on March 7, 2008.
20. Fialka J (2006), "Politics & Economics: Big Businesses Have New Take on Warming – Some Companies Move from Opposition to Offering Proposals on Limiting Emissions", *Wall Street Journal*, p. A.4.
21. Fields S (2002), "Sustainable Business Makes Dollars and Cents", *Environmental Health Perspectives*, Vol. 110, No. 3, pp. A142-A145.
22. Fombrun C (2000), "The Value to Be Found in Corporate Reputation", *Financial Times*, December 4.

23. Freeman R (1984), *Strategic Management: A Stakeholder Approach*, Pitman, ISBN 9780273019138.
24. Friedman Milton (1970), "The Social Responsibility of Business Is to Increase Its Profits", *The New York Times Magazine*, available at <http://www.colorado.edu/studentgroups/libertarians/issues/friedman-soc-resp-business.html>, Accessed on March 7, 2008.
25. Friends of the Earth (2005), "British American Tobacco Report Shows Truth Behind Greenwash", available at http://www.foe.co.uk/resource/press_releases/british_american_tobacco_r_27042005.html, Accessed on March 7, 2008.
26. Fry L W, Keim G D and Meiners R E (1982), "Corporate Contributions: Altruistic or for Profit?", *The Academy of Management Journal*, Vol. 25, No. 1, pp. 94-106.
27. Grace D and Cohen S (2005), *Business Ethics: Australian Problems and Cases*, Oxford University Press, ISBN 0195507940.
28. Gray RH, Owen D L and Maunders K T (1987), *Corporate Social Reporting: Accounting and Accountability*, p. IX, Prentice Hall, Hemel Hempstead.
29. Griffin J and Mahon J (1997), "The Corporate Social Performance and Corporate Financial Performance Debate", *Business and Society*, Vol. 36, pp. 5-31.
30. Habisch A, Jonker J, Wagner M and Schmidpeter R (Eds.) (2005), *Corporate Social Responsibility Across Europe*, pp. 335-356, Springer, Berlin.
31. Holton Glyn A (2006), "Investor Suffrage Movement", *Financial Analysts Journal*, Vol. 62, No. 6.
32. "Ian Davis on Business and Society", *The Economist*, May 26, 2005, available at http://www.economist.com/printedition/displayStory.cfm?Story_ID=4008642, Accessed on March 7, 2008.
33. Jastram Sarah (2007), "The Link Between Corporate Social Responsibility and Strategic Management", CIS Paper No. 17, Centre of International Studies, Hamburg.
34. Jones I, Pollitt M and Bek D (2006), "Multinationals in Their Communities: A Social Capital Approach to Corporate Citizenship Projects", University of Cambridge Working Paper 337.
35. Kerr M, Janda R and Pitts C (2009), *Corporate Social Responsibility: A Legal Analysis*, LexisNexis, Toronto, ISBN 9780433451150.
36. Kytte Beth and John Gerard Ruggie (2005), "Corporate Social Responsibility as Risk Management: A Model for Multinationals", Social Responsibility Initiative Working Paper No. 10, Cambridge, MA.
37. Lin-Hi Nick (2008), "Corporate Social Responsibility: An Investment in Social Cooperation for Mutual Advantage", Wittenberg Center for Global Ethics Discussion Paper.

38. Maignan I and Ferrell O (2001), "Corporate Citizenship as a Marketing Instrument", *European Journal of Marketing*, Vol. 35, Nos. 3 & 4, pp. 457-484.
39. Maignan I, Ferrell O and Tomas G (1999), "Corporate Citizenship: Cultural Antecedents and Business Benefits", *Journal of the Academy of Marketing Science*, Vol. 27, No. 4, pp. 455-469.
40. Malloy D C (2003), "Understanding the Nature of Ethics, and Purposes of Business Health Care and Law", *The Sport We Want*, pp. 59-79, Canadian Centre for Ethics in Sport.
41. Manne Henry G (2006), "Milton Friedman Was Right", *The Wall Street Journal*, available at <http://www.opinionjournal.com/editorial/feature.html?id=110009295>, Accessed on March 7, 2008.
42. Matten D, Crane A and Chapple W (2003), "Behind the Mask: Revealing the True Face of Corporate Citizenship", *Journal Business Ethics*, Vol. 45, No. 1, p. 109.
43. McDonald's Corporation, CSR Information, available at <http://www.aboutmcdonalds.com/mcd/csr.html>
44. McKibben Bill (2006), "Hope vs. Hype", *Mother Jones*, available at http://www.motherjones.com/news/feature/2006/11/hype_vs_hope.html, Accessed on March 7, 2008.
45. Menon A and Menon A (1997), "Enviropreneurial Marketing Strategy: The Emergence of Corporate Environmentalism as Marketing Strategy", *Journal of Marketing*, Vol. 61, pp. 51-67.
46. Milchen Jeff (2000), "Inherent Rules of Corporate Behavior", available at http://reclaimdemocracy.org/corporate_accountability/corporations_cannot_be_responsible.html, Accessed on March 7, 2008.
47. Norman Wayne and Chris MacDonald (2004), "Triple Bottom Line: A Critique", available at <http://www.businessethics.ca/3bl>, Accessed on March 7, 2008.
48. Orlitzky Marc, Frank L Schmidt and Sara L Rynes (2003), "Corporate Social and Financial Performance: A Meta-Analysis", *Organization Studies*, Vol. 24, No. 3, pp. 403-441.
49. Paluszek John (2005), "Ethics and Brand Value: Strategic Differentiation", Business and Organizational Ethics Partnership Meeting, Markkula Center for Applied Ethics, Santa Clara University, available at <http://www.scu.edu/ethics/practicing/focusareas/business/ethics-and-brand-value.ppt>, Accessed on March 7, 2008.
50. Porter Michael and Mark Kramer, "The Link Between Competitive Advantage and Corporate Social Responsibility" *Harvard Business Review*, available at http://harvardbusinessonline.hbsp.harvard.edu/emailpdfsPorter_Dec_2006.pdf

51. Roux M (2007), "Climate Conducive to Corporate Action: 1 All-Round Country Edition", *The Australian*, p. 14, Canberra, A C T.
52. Rowe James (2005), "Corporate Social Responsibility as Business Strategy", CGIRS-Reprint-2005-08, Center for Global, International and Regional Studies, University of California, Santa Cruz, available at <http://repositories.cdlib.org/cgirs/reprint/CGIRS-Reprint-2005-08/>, Accessed on March 7, 2008.
53. Sacconi L (2004), "A Social Contract Account for CSR as Extended Model of Corporate Governance (Part II): Compliance, Reputation and Reciprocity", *Journal of Business Ethics*, Vol. 11, pp. 77-96.
54. Sen Sankar C, Bhattacharya B and Daniel Korschun (2006), "The Role of Corporate Social Responsibility in Strengthening Multiple Stakeholder Relationships: A Field Experiment", *Journal of the Academy of Marketing Science*, Vol. 34, Vol. 2, pp. 158-66.
55. SMEs Focus, "Making Europe a Pole of Excellence on Corporate Social Responsibility (CSR)", available at http://di.dk/SiteCollectionDocuments/Marked/CSR_making_europe_a_pole_of_excellence_on_corporation_social.pdf
56. Spence L, Habisch A and Schmidpeter R (Eds.) (2004), *Responsibility and Social Capital, The World of Small and Medium Sized Enterprises*, Palgrave, ISBN 0-333-71459-8.
57. Sullivan N and Schiafo R (2005), "Talking Green, Acting Dirty", Op-Ed., *New York Times*, June 12.
58. Thilmany J (2007), "Supporting Ethical Employees", *HR Magazine*, Vol. 52, No. 2, pp. 105-110.
59. Tullberg S and Tullberg J (1996), "On Human Altruism: The Discrepancy Between Normative and Factual Conclusions", *Oikos*, Vol. 75, No. 2, pp. 327-329.
60. Visser W, Matten D, Pohl M and Tolhurst N (Eds.) (2007), *The A to Z of Corporate Social Responsibility*, Wiley, London, ISBN 978-0-470-72395-1.
61. Waddell S (2000), "New Institutions for the Practice of Corporate Citizenship: Historical Intersectoral, and Developmental Perspectives", *Business and Society Review*, Vol. 105, pp. 323-345.
62. Wartick S and Cochran P (1985), "The Evolution of the Corporate Social Performance Model", *Academy of Management Review*, Vol. 10, p. 767.
63. Wheeler David and Maria Sillanpää (1997), *The Stakeholder Corporation: A Blueprint for Maximizing Stakeholder Value*, Pitman, London, ISBN 0273626612.
64. Williams Cynthia A and Ruth V Aguilera (2008), "Corporate Social Responsibility in a Comparative Perspective", in A Crane et al., *The Oxford Handbook of Corporate Social Responsibility*, Oxford University Press, Oxford, ISBN 0199211590.

65. Wood D (1991), "Corporate Social Performance Revisited", *Academy of Management Review*, Vol. 16, No. 4, pp. 691-718.
66. World Business Council for Sustainable Development (1999), *Corporate Social Responsibility: Meeting Changing Expectations*.
67. World Business Council for Sustainable Development (2000), *Corporate Social Responsibility: Making Good Business Sense*.
68. World Business Council for Sustainable Development (2001), *The Business Case for Sustainable Development: Making a Difference Toward the Johannesburg Summit 2002 and Beyond*.

Appendix

Questionnaire								
I am conducting a survey on the attitude of the youth towards corporate social responsibility in India. Please fill in this questionnaire for fulfilling the objective of my survey. The information provided by you will be kept secret and your identity will not be revealed to anyone. Rating Scale: 1 = Strongly Disagree, 7 = Strongly Agree								
Q. No.	Variable	Rating Scale						
		1	2	3	4	5	6	7
	Companies Should							
1.	Proactively promote public interest							
2.	Prevent corruption							
3.	Follow ethical standards							
4.	Promote community volunteering							
5.	Maintain ecological balance							
6.	Undertake charitable activities							
7.	Build healthy public relations							
8.	Maintain healthy labor standards							
9.	Adopt global standards							
10.	Promote health							
11.	Follow international norms							
12.	Fulfill responsibility towards society							
13.	Promote ethical advertising							
14.	Improve quality of life							
15.	Ensure judicious use of natural resources							
16.	Ensure corporate governance							

Appendix (Cont.)

Q. No.	Variable	Rating Scale						
17.	Ensure effective grievance handling	1	2	3	4	5	6	7
18.	Avoid unethical business practices							
19.	Ensure sustainable development							
20.	Ensure environment protection							
21.	Build efforts towards social upliftment							
22.	Ensure corporate sustainability							
23.	Fulfill responsibility towards society							
24.	Follow corporate behavior							
25.	Fulfill responsibility towards customers							
26.	Ensure transparency							
27.	Provide stable business environment							
28.	Undertake corporate governance disclosure							
29.	Prevent insider trading							
30.	Fulfill responsibility towards shareholders							
31.	Undertake social accounting							
32.	Incorporate self-regulations							
33.	Invest in innovative technologies							
34.	Fulfill responsibility towards suppliers							
35.	Follow proper business model							
36.	Fulfill responsibility towards competitors							
37.	Fulfill responsibility towards creditors							
38.	Adhere to law							
39.	Produce fair products							
40.	Fulfill responsibility towards intermediaries							
41.	Offer fair price to the customers							
42.	Fulfill responsibility towards employees							
43.	Preserve the heritage							
44.	Promote social values							
45.	Follow core values							
46.	Promote safety							

Reference # 02J-2011-01-01-01

Reproduced with permission of the copyright owner. Further reproduction prohibited without permission.