



## RESEARCH PAPER

# A comparative study of corporate social responsibilities

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### ABSTRACT

The concept of social responsibility has moved a long way over the past decades. The purpose of this article on corporate social responsibility (CSR) concept to the present scenario. It is considered how to corporate social responsibility concept expanded from it focuses on a few organization to be more far reaching inclusive and eventually global in scope. In addition to it briefly considers what organizational activities and changes have taken place to accommodate these initiatives to the point at which it has become fully institutionalized today. It becomes apparent that today, well into the first decades of the 2000s. In the present investigation CSR was constructed in beginning of the 1950s which marks the modern era of CSR. In the 2000s CSR continues to serve as core construct. There are many instances where corporations have played a dominant role in addressing issues of education, health, environment and livelihoods through their corporate social responsibility interventions across the country. Private business enterprises like, TATA, Birla and Reliance have been practicing the CSR for decades, long before CSR emerged as a norm to develop a culture of social welfare and environmental sustainability among the leading economic giants of the country.

**KEY WORDS :** Corporate social responsibility, Business organization, Strategic management

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