

SUSTAINABILITY, COMMUNICATION- CORPORATE SOCIAL RESPONSIBILITY



DR. ANJANI KUMAR SRIVASTAVA



Sustainability, Communication- Corporate Social Responsibility

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Dedication

To Mrs. Shanti Devi & Ms. Nina

This high academic work is being dedicated first to my parent and my wife 'Nina who believed in me and always motivated me to accomplish extraordinary tasks and supported me through my thick and thin, just to make my dreams come true. This book is also dedicated to all those corporations and organizations in the World for whom people matters and those corporates are involved in social responsibility and environmental protection and committed to attain sustainability Goals set by United Nations Organizations by 2035.

This book is dedicated to all CSR (Corporate Social Responsibility) professionals who are doing their best to uplift the large downtrodden sections of the societies in the Globe. Dedicated to all human fellows who want to protect the humanity and save the earth by contributing their profit share and returning to the societies for creating synergy in the social environment and achieving ultimate equilibrium in the Universe.

Foreword

The book that meets the expectations, of the science

Knowledge changes every 12 hours within the 24 hours of day, while we are leaving within the worldwide societies where lack of knowledge, because of populism and greed around us, is gaining the battle against the progress based on empiric, quantitative and qualitative methodology of creation per se. of the creation based on developed knowledge.

The book „Sustainability, communication – corporate social responsibility,,written by respectable colleague Dr. Anjani Kumar Srivastara is the „bridge over trouble water“ how to gain within the process of losing. Why? And how? Answer is simple and it is within the pages of this inspiring book about CSR, above all.

Namely, colleague Dr. Anjani Srivastava, exploring, through the added research study that satisfies all presumptions needed for the encircling of the University textbook, through the upgrading of his own PhD thesis, have analyzed a structure of mass communication relations with the corporative social responsibility and how it effects the company, people and internal as well as external expectations of the sustainability. For the company and the consumers as well, and vice versa.

His own *creation sublimaris* shows a year of immediate experience of the author within CSR environment as well as shows skilled scientist who knows how to use other scientific outcomes without creating doubts that he did not add his own improvement of the quoted and relied on references of others.

Strong conclusions based on his own empiric research widen an expectation of the readers and the book creates its own world of understanding of objectives and hypothesis further explored withing the main case study. Through the language of former, I may say, scientific journalist who met a skilled scientist and who assimilated the first one into the upgrade of the scientist who asks and answers, and again asks, having in mind that the science is, as Irving Langmuir said, “The scientist is primarily motivated with curiosity and a desire for truth.”

Through his appropriate analyses, which I call “proactive step by step”, he presented a lot of gaps within the guidelines for CSR reporting and communication, aside that, quote “...CSR managers are fully aware of all CSR rules and regulations in India...” end of quote.

Using the analyzed network of media resources, it has been shown that new media technologies (TV) has advantage against old media technologies (print) for CSR activities, although a digital media (social networks) is getting more and more gain within the India sustainability activities.

Author firmly underline the problem of analyzed 6 (six) India companies and confirm, through his conclusions, that the way how companies communicate CSR activities are reflected on the consumer wishes and expectations and those companies proactively communicates have more trust given by the consumers who are connecting with them on the long term., for sure. Others, reactive ones, stays on “the open sea” of the lost hopes waiting for the better weather to come closer, but it will never come, until they change the approach will meet expectations given by the proactive companies.

Of course, within the frame of being limited with no funding to compare domestic consumers and foreign consumers, author even gain quality more. Which one? My expectations that after this book will come another one that will encircle mentioned, for the benefit of the readers and his own. Knowing him, as proactive scientist, he will not hesitate to meet my wishes and expectations in the years to come.

Why, again? To continue being the one who is part of the knowledge. Which changes every 12 hours within the 24 hours of the day.

Prof. Dr. and Dr. Honoris Causa
Sabahudin Hadžialić

Professor at School of Media and Journalism
D Y Patil International University
Akurdi / Pune
India
26.09.2021

About the Book

Today, human beings have been facing many challenges to keep the balance between the development of human societies and the exploitation of resources on the earth. World Societies have been coming together and today, we live in the global village as we live in connected World also via digital technologies. On the above of this, we also live, today, as knowledge-based societies. So, we can say, knowledge society is the current phase of human societal development process. In this perspective, communication is a crucial aspect of whole human development process and various mass communication tools are available in the present digital World for communicating different sustainability goals and sustainable development efforts and its messages among audiences and all stakeholders.

The goals of national development in every country and society and syncing these goals with sustainable development goals set by United nations for the World humanity is today not only the responsibility of the governments but also of corporate companies and organizations. Hence, corporate social responsibility activities have become now integral aspect of any business organization in the World.

This book talks about the corporate social responsibility activities and its communication through media vehicles among audiences, societies, and all stakeholders of any organization. This high academic work treatise upon use of communication and mass media in the context of corporate social responsibility activities done by corporations in the World and to achieve the goals of sustainable development goals.

The book has been authored after many research papers got published by the author on the same subject area and this book is outcome of many research work and mainly doctoral research work done by the author during the last 5 years period- from January 2016 to June 2020.

The idea behind creating this high academic treatise on CSR communication and Sustainability is to bring those communication issues into focus, the corporate companies and organizations involved in CSR activities fear to adopt positive or proactive approach towards corporate social responsibility reporting and its communication towards all stakeholders. Media uses for CSR reporting or communication always has been inhibitive approach for many corporations in every major country due to fear of exposing too much and keeping their business profits at stake.

This book has the outcome of research studies done via survey among diverse sector corporate companies and their CSR managers about how they employ their CSR communication strategies and why they are fearful for not being open to communication among all stakeholders in aggressive way of media communication.

This book also talks about the awareness level of consumers about corporate social responsibility activities done by their chosen companies from whom they buy services or products. And how their awareness level and two-way communication to companies enhance the brand image of those companies.

This higher academic work has been done keeping the corporations and organizations involved in CSR activities and sustainability goals in mind. This book will serve the purpose of referencing various latest innovative inputs currently relevant for the communication strategies for CSR (corporate social responsibility) activities and how can corporate-companies and research scholars and institutions of CSR make their strategies of CSR communication approach and enhance their brand image at the same time.

This book is the outcome of descriptive and explorative research designs and various research method, and tools were involved to arrive on surprising results and outcomes. Survey research method for consumers, content analysis of media communication, and case study method with thematic analysis for CSR managers of corporate companies have been used for this well scientific research book.

The book talks about how the corporations can take up CSR spending as in the form of investment (not apparently) and not feeling it as any burden on their profit and budget, because this CSR activities and spending will be contributing into their brand image enhancement if they adopt proactive CSR communication approach among various media communication.

This book has been created keeping in mind that very few academic work has been done which can cater the need of corporate World and make the communication media industry-corporate governance-academia relationship in the equilibrium.

Being the author of this creation, I hope this book will serve a wide and large sections of audiences and corporate World, academic institutions, World agencies of United Nations Organization (UN agencies) and other development agencies who are involved in CSR (corporate social responsibility) activities and making efforts to achieve the sustainability goals set by UNO in 2030 year.

Acknowledgement

This book has come out with the inspirations and support of Prof. (Dr.) Uma Narula who has been constantly inspiring and supporting me academically for the last one decade. I acknowledge the support of my colleague Dr Mehak Jonjua, Amity University Noida India and my other colleagues who have always guided and supported me in this academic journey. During the authorship of this book, the institutional support of D Y Patil International University, Akurdi, Pune, is the most important aspect of this work as I have been working here as the Director and Associate Professor in the Department of Journalism & Media. I am thankful to Vice-Chancellor- Prof. Prabhat Ranjan, who is a World Nuclear Fusion Scientist for inspiring me to do this noble work. I am grateful to my colleague Prof. Sabahudin Hadzialic who is an expatriate and foreign professor from Bosnia- Sarajevo and working with DPYIU, Akurdi Pune India.

Apart from the above, during my last one decade academic and teaching career, many of my colleagues and students always inspired me to do some big work in the academic world which can be followed in many coming years for the welfare of humankind. I acknowledge the support and inspiration from my colleagues of Lalita Devi Institute of Management & Sciences, New Delhi, India.

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Dr. Anjani Kumar Srivastava

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About the Author



The author of this book, **Dr. Anjani Kumar Srivastava** has a long work experience in media field for over 26 years. He started his career as a Journalist, Reporter and worked on different positions – Correspondent, Senior Sub-editor, Assistant Editor, National Bureau correspondent in different national and regional newspapers and news magazines for 14 years. During his stint of media industry career, he did various research work and PR work and have studied well the social transformation and role of political institutions into changing scenarios of not only Indian society but also of entire World societies. Dr. Anjani Kumar Srivastava, author of this high academic book, has been alumni of prestigious Indian Universities- B.H.U. (Banaras Hindu University) Varanasi, India and University of Allahabad, Allahabad, India. He did his B.A. in Economics, Political Science in 1990 from University of Allahabad and completed his Bachelor of Journalism and Mass Communication (BJMC) and Master of Journalism and Mass Communication (MJMC) in 1994 from B.H.U. Varanasi. After spending 14 years in media Industry as a Journalist he again turned towards academics and he did his MPhil in Mass Communication and Journalism in 2008-09 from Vinayaka Mission University Salem Tamilnadu India and started his career into media teaching as a Lecturer for Under-graduate BAJMC program with Guru Gobind Singh University, Delhi India affiliated colleges. He has been media professor on different positions- Lecturer, senior Lecturer, Assistant Professor, Head of Department, Associate Professor in various colleges affiliated to GGSIP University Delhi India for 12 years. The Author has joined his PhD program in January 2016 (in the category of Working professor) in Amity University Noida-Delhi India campus and completed his Doctoral program in October 2020 on subject- CSR Communication Strategies and Brand Enhancement. Currently, the Author, Dr. Anjani Kumar Srivastava has been working with D Y Patil International University, Akurdi, Pune India as the Director and Associate Professor in School of Media and Journalism. Very recently, the Author has got prestigious coveted academic award as World Best Paper award on CSR communication policy subject and award was given by CEO International Congress, Georgia National University, held in Georgia on 19 & 20th August, 2021. The author can be communicated on below contact details:-
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