

**CORPORATE SOCIAL RESPONSIBILITY AS A PROMOTIONAL TOOL: A
STUDY ON THE STAKEHOLDERS PERCEPTION ON HOSPITAL IN
COIMBATORE**

A PROJECT REPORT

Submitted by

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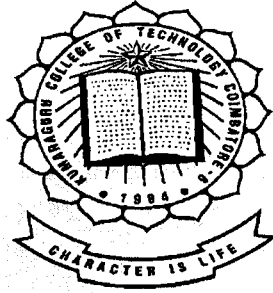
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BONAFIDE CERTIFICATE

Certified that this project titled “**CORPORATE SOCIAL RESPONSIBILITY AS A PROMOTIONAL TOOL: A STUDY ON THE STAKEHOLDERS PERCEPTION ON HOSPITAL IN COIMBATORE**” is the bonafide work of Mr **RAJKUMAR.N** who carried out this project under my supervision. Certified further, that to the best of my knowledge the work reported herein does not form part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.

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Evaluated and viva-voce conducted on11.09.09.....

Examiner I

Examiner II

DECLARATION

I hereby declare that the dissertation entitled “**CORPORATE SOCIAL RESPONSIBILITY AS A PROMOTIONAL TOOL: A STUDY ON THE STAKEHOLDERS PERCEPTION ON HOSPITAL IN COIMBATORE**” submitted for the **MASTER OF BUSINESS ADMINISTRATION** degree is my original work and the dissertation has not formed the basis for the reward of any Degree, Associate ship, Fellowship or any other similar titles.



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CHAPTER 1
INTRODUCTION

1.1 INTRODUCTION

The Healthcare industry in Coimbatore has witnessed a tremendous growth. The increasing demand for best treatment and best facilities, the Coimbatore hospitals have established sophisticated facilities offering the world class treatments to million of people. During the past year alone, over 150000 people travelled to India for their medical requirements. Hence hospitals in Coimbatore are gearing up draw the world attention. In view of the competitive medical service environment, the hospitals reputation has become one of its most valuable assets, and CSR has become one of the key components of corporate reputation. CSR activities may enable the organization to tap on additional economic, environmental or social advantages. Positive CSR experiences build confidence and goodwill among stakeholders. Many hospitals have developed clear CSR efforts as strategic branding and management approach in achieving a win-win outcome. Against this setting the present study is undertaken in Coimbatore, which is focusing to promote health tourism to the region.

The World Bank Group's CSR Practice has chosen to define CSR as "The commitment of business to contribute to sustainable economic development working with employees, their families, the local community, and society at large to improve their quality of life, in ways that are both good for business and good for development."

In this age of global competition, corporates are beginning to realize the stake that it has as a part of the society. There is a growing realization that they should contribute to social activities globally with a desire to improve the immediate environment where they work and many companies are taking keen interest in such activities (Shinde, 2005). We also find that to a growing degree companies that pay genuine attention to the principles of socially responsible behaviours are also favoured by the public and preferred for their goods and services. This has given rise to the concept of Corporate Social Responsibility (CSR).

By social responsibility, we mean a doctrine that claims that an entity whether it is state, government, corporation, organization or individual has a responsibility to society. According to Infosys founder, Narayan Murthy, 'social responsibility is to create maximum shareholders value working under the circumstances, where it is fair to all its stakeholders, workers, consumers, the community, government and the environment'. Commission of the European Communities (2001) stated that being socially responsible means not only fulfilling legal expectations, but also going beyond compliance and investing 'more' into human capital, the environment and the relation with stakeholders.

THE NOTION OF CSR

CSR, also sometimes referred to as corporate citizenship or corporate social and environmental responsibility is a concept that states that organizations especially (but not only) commercial business have a duty of care to all of their stakeholders in all aspects of their operation.

According to Commission of the European communities (2001), CSR is a concept whereby companies integrate social and environmental concerns in their business operations and in their interaction with their stakeholders on a voluntary basis.

A widely quoted definition by the World Business Council for Sustainable Development(1999) states “Corporate Social Responsibility is the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large”.

Another definition given by IndianNGOs.com (2007) states corporate social responsibility is a business process wherein the institution and the individual within are sensitive and careful, about the direct and indirect effect of their work on internal and external communities, nature and the outside world.

CSR is not a philanthropic activity where a company gives without expecting a return or a benefit. In CSR, it is about ethical investing. Wood (1991) put that CSR seek to limit the negative impact of business on society, while optimizing its social performance. IndianNGOs.com (2007) opined that CSR is good for the community and good for business companies investing, cultivating and nurturing mutually beneficial relationships with stakeholders create sustainable communities in which to do business over the long term.

EVOLUTION OF CSR

‘A business cannot succeed in a society which fails’- goes the cliché. This clearly establishes the stake of a business organization in the wellbeing of a society of which it is a part.

Traditionally, companies, institutions and individuals were aware of the responsibility it owes to the society. Business house has always had some ethical perspective- one of which is the desire to offer help and being conscious of the fragility of the environment we live in (Sandhya. U, 2006). However, their activities were limited to philanthropy and charity. The new concept of CSR goes far beyond traditional philanthropy.

The main driving forces, according to the MRF CSR report (2001), that brought about the evolution of Corporate Social Responsibility are,

- New concerns and expectations from citizens, consumers, public authorities and investors in the context of globalization and large scale industrial change;
- Social criteria are increasing the investment decisions of individuals and institutions both as consumers and as investors;
- Increased concern about the damage caused by economic activity to the environment.
- Transparency of business activities brought about by the media and modern ICT.

PERSPECTIVES ON CORPORATE SOCIAL RESPONSIBILITY

According to Samuel and Saari (2007)' there are three broad perspectives that inform CSR.

i) Business perspective:

This recognizes the importance of reputation capital for capturing and sustaining market. Seen thus, CSR is basically a new business strategy to reduce investment risk and maximize profit by taking all the key stakeholders into confidence.

ii) Eco-social perspective:

This perspective recognizes the need for sustainable development of society and environment for sustainable business. It gives emphasis on sustained economic social and environmental growth designed to meet the needs of the environment as well as the community.

iii) Rights based perspective:

This perspective stresses that all stakeholders have a right to know about corporations and their business. Accordingly, accountability and transparency in social and environmental investment are the key aspects of CSR.

CORPORATE RESPONSIBILITY – THE TYPOLOGY

Samuel and Saari (2007) identified three areas in which companies discharge their social responsibility. These three areas are –

i) Traditional corporate philanthropy:

In this, company gives without expecting a return or a benefit. They engage in philanthropy for personal satisfaction or concern for the society of which it is a part of.

Citigroup Inc., the financial service company gave \$88.8 million to organizations in more than 80 countries in 2003. Every year, thousands of Citigroup employees give freely of their time and talent to work with hundreds of NGOs and communities. Irrespective of the profit they are making, they are instrumental in funding health and educational facilities.

ii) Corporate social responsibility:

CSR acknowledges the debt that the company owes to the community, within which it operates, as a stakeholder rather than on maximization of profit for shareholders.

HLL (Hindustan Lever Ltd.) believes that it is their obligation to serve and work for the stakeholders and their all round sustainable development. They have involved in various activities like educations, women empowerment, disaster relief, environment protection in states of their operations.

iii) Ethical business:

Here, the essential thrust is on social values and business is conducted in consonance with broader social values and stakeholders long term interest.

CSR IN INDIA

In India as in the rest of the world there is a growing realization that business cannot succeed in a society which fails. An ideal CSR has both ethical and philosophical dimensions, particularly in India where there exists a wide gap between sections of people in terms of income and standards as well as socio-economic status (Bajpai, 2001).

However, the concept of CSR is not new in India. The idea of social responsibility in the Indian society, bounded by notion of caste and fate, dates back to the time of British Rule when Indian reformers launched reform movements which slowly became more socially responsible. During the independence struggle Indian companies, which began to proliferate and prosper from the mid 19th century, threw in their lot with Mahatma Gandhi and the resulting concern for the nation caused many of them to be involved in providing education, health service and even clean water (Guptara).

ARGUMENTS AGAINST CSR

CSR provides a number of benefits to business like creating a positive brand image and reputation, exemption of taxes, improving customers' satisfaction and attraction of talented employees, and reputation. Nonetheless, it suffers from various criticisms. Some attacked CSR saying that the social responsibility of business is to maximize profits within the bounds of the law. Others have viewed CSR as a defense mechanism, driven by public relations and avoidance of more stringent regulations.

Some of the limitations of CSR are –

- i) The CSR activities of a company are limited to areas and activities from which profit can be achieved.
- ii) Business cannot really commit economic resources unless government or other institutions bear the cost involved.
- iii) CSR practices are more CEO driven and participation of various stakeholders is limited.
- iv) The activities are concentrated in areas where resources are available for investment and resource poor areas are neglected.
- v) Business case for observing CSR does not consider direct question on participation, benefit sharing and economic democracy.
- vi) Ethical standards are rarely maintained.

1.2 REVIEW OF LITERATURE

Isabelle Maignan and O. C. Ferrell in their article “Corporate Social Responsibility and Marketing: An Integrative Framework” introduces a conceptualization of corporate social responsibility (CSR) that emphasizes the role and potential contribution of the marketing discipline. The proposed framework first depicts CSR initiatives as the actions undertaken to display conformity to both organizational and stakeholder norms. Then, the article discusses the managerial processes needed to monitor, meet, and even exceed, stakeholder norms. Finally, the analysis explains how CSR initiatives can generate increased stakeholder support.

“Meaning of Corporate Social Responsibility in a Local French Hospital: A Case Study”, by Kakabadse, N.K., and Rozuel, C provide the basis for the development of a model of CSR for the hospital. The findings highlight the importance of senior managers' involvement in stakeholder dialogue, as well as the effect of external influences, on the overall social performance and image of the hospital

1.3 OBJECTIVE OF THE STUDY

- To understand the perception of Stakeholders with reference to CSR as promotional tool for Hospitals
- To understand the priority for various CSR activities undertaken by the Hospitals
- To identify the gap in perception of the stakeholders

1.4 RESEARCH METHODOLOGY

RESEARCH DESIGN

Research design can be defined as the arrangement of conditions for the collection and analysis of data in a manner that aims to combine relevance in research purpose with economy in procedure. In short research design is a blue print of the research study. Exploratory research design was used in this study.

SOURCE OF DATA

The study depends on primary data. Although secondary data has also been used to assist the primary data.

DATA COLLECTION

The primary data was collected through questionnaire method. Questionnaire method was used for all kind of respondents.

The secondary data were gathered through journals and websites.

FORMULATION OF QUESTIONNAIRE

The questionnaire is a set of objective type questions, which were prepared with a view to arrive at an answer for a given problem. The questionnaire is prepared for each group of respondents as a different one.

SAMPLE DESIGN

To select the sample, simple random sampling method was adopted. Simple random sample is one in which the researcher collects the information randomly from individuals Here random number generator is used to select the hospitals in Coimbatore.

In this study the groups identified are management representatives, patients and common public. From each group, samples are randomly selected. Hence the sampling technique used here is simple random sampling.

The sample size is chosen as 100. In that, 20 from management representatives, 40 from patients and 40 from common public.

CHAPTER 2
DATA ANALYSIS AND INTERPRETATION

Table 2.1: Prioritization for various CSR activities by hospitals.

S.No	CSR Activities	Total ranks given by the hospitals	Consolidated Rank
1	Organizing free medical camps	84	1
2	Offering subsidized treatment	91	2
3	Offering free treatment	97	3
4	Providing highway emergency services	114	6
5	Sponsorship to NGO's	125	9
6	Providing jobs to physically challenged persons	139	10
7	Environmental protection activities	106	4
8	Providing educational assistance	108	5
9	Disaster management programme	120	8
10	Community health development activities	116	7

The CSR activities undertaken by the hospitals have been ranked as

Rank 1 for Organizing free medical camps

Rank 2 for Offering subsidized treatment and the least rank 10 for providing jobs to physically challenged persons..

It is found that the hospitals give more importance to organize free medical camps and less importance to provide jobs to physically challenged persons in the hospitals among the CSR activities. Since they have the responsibility of creating awareness about all diseases and their prevention methods.

Table 2.2: Reasons for considering CSR activities as a promotional tool

S.No	Reasons	Total Ranks given by the hospitals	Consolidated Ranks
1	Enhance Reputation and Goodwill	28	1
2	Publicity among stakeholders	56	3
3	Recognition	38	2
4	Branding	58	4

The reasons for CSR activities undertaken by the hospitals have been ranked as

Rank 1 for Enhance reputation and goodwill

Rank 2 for Recognition and least rank 4 for branding

It is inferred that the hospitals consider CSR activities as a promotional tool to enhance reputation and goodwill and not for branding.

Table 2.3: Reasons for involving in CSR activities other than considering it as a promotional tool by hospitals

S.No	Reasons	Total Ranks given by the hospitals	Consolidated Ranks
1	Mark of Strategic Policy	28	1
2	Standard/Legal requirement	54	3
3	Affinity towards Society	38	2

The reasons for CSR activities undertaken by the hospitals have been ranked as

Rank 1 for Mark of strategic policy

Rank 2 for affinity towards society and the least rank 3 for standard/legal requirement.

It is clearly found that the hospitals involve in CSR activities other than considering it as a promotional tool, for a mark of strategic policy.

Table 2.4: Prioritization for various CSR activities by patients from hospitals

S.No	CSR Activities	Total ranks given by the patients	Consolidated Rank
1	Organizing free medical camps	196	2
2	Offering subsidized treatment	212	4
3	Offering free treatment	211	3
4	Providing highway emergency services	195	1
5	Sponsorship to NGO's	218	5
6	Providing jobs to physically challenged persons	227	7
7	Environmental protection activities	225	6
8	Providing educational assistance	236	8
9	Disaster management programme	239	9
10	Community health development activities	241	10

The CSR activities undertaken by the hospitals have been ranked as

Rank 1 for Providing highway emergency services

Rank 2 for organizing free medical camps and the least rank 10 to community health development activities.

It is interpreted that the patients expect providing highway emergency services and organizing free medical camps among the CSR activities from the hospitals. Since so many accidents are happened frequently and also it is possible to safeguard the life of them.

Table 2.5: Reasons for the hospitals involvement in CSR activities by patients

S.No	Reasons	Total Ranks given by the patients	Consolidated Ranks
1	Builds Organizations Goodwill	46	4
2	For Publicity	36	2
3	Really care for society	45	3
4	Just for Compliance	33	1

The reasons for CSR activities undertaken by the hospitals have been ranked as

Rank 1 for compliance

Rank 2 for publicity and the least rank 4 for building their goodwill.

It is found that the patients said that the hospitals involve in CSR activities for compliance and also for their publicity. Since the hospitals focus on their growth rather than others health.

Table 2.6: Prioritization for various CSR activities by common public

S.No	CSR Activities	Total ranks given by the Common Public	Consolidated Rank
1	Organizing free medical camps	216	4
2	Offering subsidized treatment	215	3
3	Offering free treatment	218	5
4	Providing highway emergency services	203	1
5	Sponsorship to NGO's	222	6
6	Providing jobs to physically challenged persons	236	10
7	Environmental protection activities	205	2
8	Providing educational assistance	234	9
9	Disaster management programme	225	7
10	Community health development activities	226	8

The CSR activities undertaken by the hospitals have been ranked as

Rank 1 for Providing highway emergency services

Rank 2 for environmental protection activities and the least rank 10 to providing jobs to physically challenged persons.

It is inferred that the common public expects providing highway emergency services and environmental protection activities among the CSR activities from the hospitals. Since so many accidents are happened frequently and also it is possible to safeguard the life of them.

Table 2.7: Reasons for hospitals involvement in CSR activities by common public

S.No	Reasons	Total Ranks given by the organization	Consolidated Ranks ⁸⁴
1	Builds Organizations Goodwill	41	3
2	For Publicity	37	1
3	Really care for society	42	4
4	Just for Compliance	40	2

The reasons for CSR activities undertaken by the hospitals have been ranked as

Rank 1 for publicity

Rank 2 for compliance and the least rank 4 for society care.

It is found that the common public said that the hospitals involve in CSR activities for publicity and also just for compliance. Since the hospitals focus on their growth rather than others health.

Table 2.8: Prioritization by stakeholders for various CSR activities from hospitals

S.No	CSR Activities	Total ranks given by the Stakeholders	Consolidated Rank
1	Organizing free medical camps	412	2
2	Offering subsidized treatment	427	3
3	Offering free treatment	429	4
4	Providing highway emergency services	398	1
5	Sponsorship to NGO's	440	5
6	Providing jobs to physically challenged persons	463	7
7	Environmental protection activities	430	6
8	Providing educational assistance	470	10
9	Disaster management programme	464	8
10	Community health development activities	467	9

The CSR activities undertaken by the hospitals have been ranked as

Rank 1 for Providing highway emergency services

Rank 2 for organizing free medical camps and the least rank 10 to providing educational assistance.

It is inferred that the stakeholders expect providing highway emergency services and organizing free medical camps among the CSR activities from the hospitals. Since so many accidents are happened frequently and also it is possible to safeguard the life of them.

Table 2.9: Reasons for hospitals involvement in CSR activities by stakeholders

S.No	Reasons	Total Ranks given by the organization	Consolidated Ranks ⁸⁴
1	Builds Organizations Goodwill	87	2
2	For Publicity	73	1
3	Really care for society	87	2
4	Just for Compliance	73	1

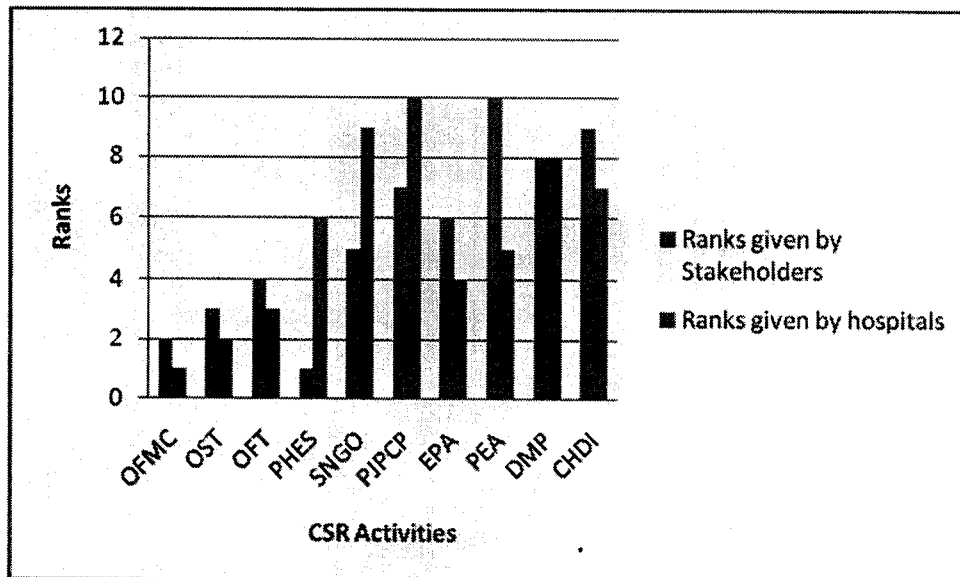
The reasons for CSR activities undertaken by the hospitals have been ranked as

Rank 1 for publicity and compliance

Rank 2 for building their goodwill and society care

It is found that the stakeholders said that the hospitals involve in CSR activities for compliance and also for their publicity.

Chart 2.1: Ranks given by the hospitals and stakeholders for the CSR activities



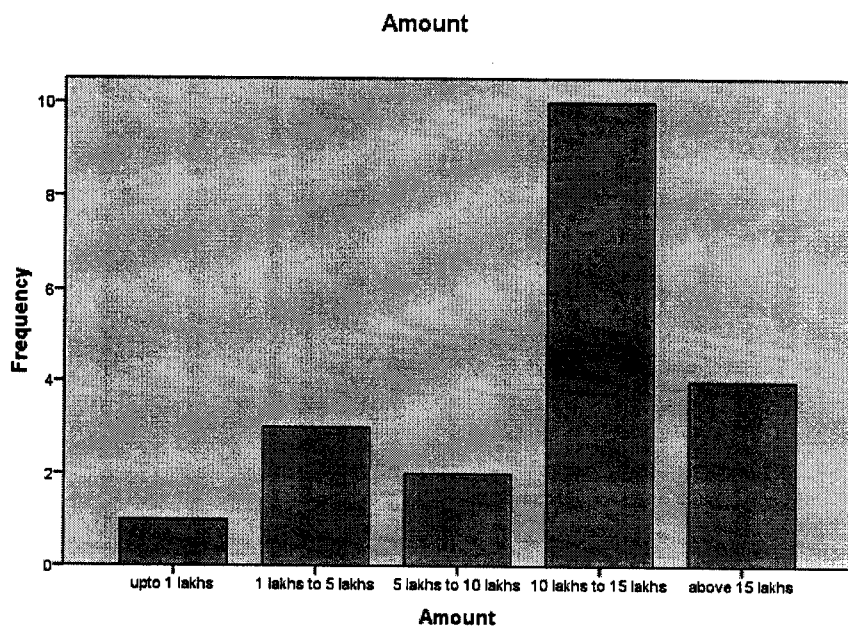
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It is clearly found that there is a gap between the CSR activities undertaken by the hospitals and the stakeholder's perception about the CSR activities.

Table 2.10: Amount allocated by the hospitals for CSR activities

Amount allocated for CSR activities	Frequency	Percent	Valid Percent	Cumulative Percent
upto 1 lakhs	1	5.0	5.0	5.0
1 lakhs to 5 lakhs	3	15.0	15.0	20.0
5 lakhs to 10 lakhs	2	10.0	10.0	30.0
10 lakhs to 15 lakhs	10	50.0	50.0	80.0
above 15 lakhs	4	20.0	20.0	100.0
Total	20	100.0	100.0	

Chart 2.2: Amount allocated by the hospitals for CSR activities

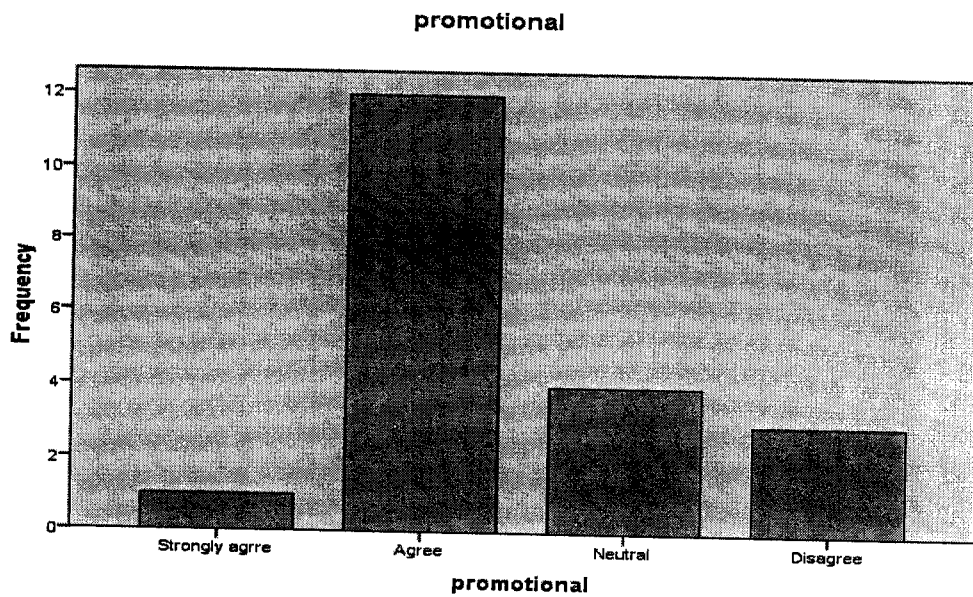


It is found that most of the hospitals allocate 10 lakhs to 15 lakhs for CSR activities.

Table 2.11: Considering CSR activities as Promotional tool for hospitals

CSR activity as promotional tool	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly agree	1	5.0	5.0	5.0
Aagree	12	60.0	60.0	65.0
Neutral	4	20.0	20.0	85.0
Disagree	3	15.0	15.0	100.0
Total	20	100.0	100.0	

Chart 2.3: Considering CSR activities as Promotional tool for hospitals



It is inferred that most hospitals agreed that CSR activities as a promotional tool. Since CSR activities give benefits for both of them, than other activities.

CHAPTER 3
CONCLUSION

3.1 FINDINGS

It is found that the hospitals give more importance to organize free medical camps and less importance to provide jobs to physically challenged persons in the hospitals among the CSR activities.

It is inferred that the hospitals consider CSR activities as a promotional tool to enhance reputation and goodwill and not for branding.

It is clearly found that the hospitals involve in CSR activities other than considering it as a promotional tool, for a mark of strategic policy.

It is inferred that the stakeholders expect providing highway emergency services and organizing free medical camps among the CSR activities from the hospitals.

It is found that the stakeholders said that the hospitals involve in CSR activities for compliance and also for their publicity.

The Hospitals have strongly agreed that CSR activities

Generates Goodwill among the Society

Shows the Hospitals Social Commitment

Benefits the Society

The Hospitals have strongly disagreed that the CSR activities

Attracts new employees

Enhances Sales revenues

Carried out for the Social Status/recognition

Performed for acquiring accreditation from professional bodies

It is found that CSR activities carried by the hospitals are communicated to their stakeholders frequently.

It is found that most of the hospitals allocate 10 lakhs to 15 lakhs for CSR activities.

3.2 SUGGESTIONS

It is recommended to the hospitals that they have to give more importance to the CSR activities like

Providing highway emergency services

Organizing free medical camps

Offering subsidized treatment

Offering free treatment

Sponsorship to NGO's

Rather than other CSR activities.

It is suggested that the hospitals have to allot more funds to CSR activities and also to create awareness among the stakeholders.

It is also recommended to the hospitals that they have to communicate the CSR activities carried by them to the stakeholders regularly.

It is suggested that the hospitals have to clearly explain their reasons for involvement in CSR activities to their stakeholders, then only the stakeholders have understand the purpose of the organization involvement in CSR activities.

3.3 CONCLUSION

The CSR activities undertaken by the hospitals as a promotional tool have been explored. And also the reasons for their involvement in CSR activities have been explored. The stake holder's expectation regarding the CSR activities undertaken by the hospitals have been investigated. The stakeholders expect that the hospitals can provide some assistance in the emergency. The hospitals have to communicate their involvement in CSR activities to the stakeholders regularly. It is the responsibility of the hospitals to create awareness about the CSR activities among the stakeholders. They have to periodically take survey regarding the expectation of stakeholders have been met by them. Then it is possible that their hospital's goodwill and also their growth will be improved. If they undergo the suggestions then the gap between their priority and also the stakeholders expectation about the CSR activities, will be minimized.

ANNEXURE

QUESTIONNAIRE
Management Representative

1. Name of the person : _____

2. Position Held : _____

3. Name of the Hospital : _____

4. Type of the Hospital : (a) Multi Speciality (b) Speciality (c) Tertiary

5. No. of Employees : (a.)Doctors _____ (b). Support staff _____

6. Annual Budget allocated for CSR Activities

- (a) Up to 1Lakh (b) 1 Lakh to less than 5 Lakhs
 (c) 5 Lakh to less than 10 Lakhs (d) 10 Lakh to less than 15 Lakhs
(e) 15lakhs and above

7. Select the standards for which your hospital is certified for

S.NO	International Standards	Certified
1	ISO 9001	✓
2	ISO 14001	✓
3	OHSAS/ ISO 18000	
4	NABH	
5	Not Certified for nay standards	

Any other international certifications, please specify

8. Do you consider CSR activity as one of the strongest promotional tool

a. Strongly Agree 1 b. Agree 2 c. Neutral 3 d Disagree 4 d. Strongly disagree 5

9. Rank your justification for considring CSR activities as a promotional tool

S.No	Reasons	Rank
1	Marketing strategy	
2	Enhance Reputation and Good will	
3	Publicity among stakeholders	
4	Recognition	
5	Branding	

Please specify in case of other reasons _____

10. Rank your justification for involving in CSR activities other than considering it as promotional tool

S.No	Reasons	Rank
1	Mark of Strategic policy	
2	Standard / Legal requirement	
3	Affinity towards society	

Please specify in case of other reasons _____

11. Do you feels that promoting hospitals through CSR activities has a better reach than any other promotional method

a. Strongly Agree 1 b. Agree 2 c. Neutral 3 d Disagree 4 d. Strongly disagree 5

12. Prioritize the CSR activities that your Hospitals is involved

S.No	CSR Activities	
1	Organizing free medical camps	
2	Offering subsidized treatment	
3	Offering free treatment	
4	Providing highway emergency services	
5	Sponsorship to NGO's	
6	Providing jobs to physically challenged persons	
7	Environmental protection activities	
8	Providing Educational Assistance	
9	Disaster management programme	
10	Community health development initiatives	

Please specify in case of other reasons _____

13. Record the Extent of awareness of CSR activities among stakeholders

Stake holders	Very much 1	Aware 2	Not aware 3
Employees			
Customers			
Common public			

14. Please record the opinion on CSR activities.

	Strongly Agree 1	Agree 2	Strongly disagree 3	Neutral 4	Disagree 5
Useful in building relationship with society					
Generates goodwill among the society					
Activities shows the hospitals Social commitment					
Activities promote hospitals brand image					
If it not for legal/ Standards compliance the budget sill be reduced					
Activities benefits the employees					
Budget for the future CSR activities may be increased on account of benefit derived					
Benefits the society					
Enhances sales revenues					
Attracts new employees					
Activities brings in more returns that the money spent					
Practiced because it is ethical					
Activities should be made mandatory for the hospital					
The customer recognize the CSR activities					
Activities carried out for the social status/recognition					
Performed for acquiring accreditation from professional bodies					
Provides a competitive edge					

Please specify in case of other reasons _____

15. Do you communicate your CSR activities to

Stakeholders	Always 1	Regularly 2	Frequently 3	Occasionally 4	Rarely 5
Employees					
Customers					
Common public					

16. CSR activities are communicate through

	Employees	Customers	Common public
Publishing CSR Report 1	✓	✓	✓
Brochures 2			
News letters 3			
Publicity 4			
Advertisement 5			

17. Your suggestions with respect to CSR activities

THANK YOU

**** *

PUBLIC

1. Name : _____

2. Gender : (a) Male 1 (b) Female 2

3. Age : (a) 20year to 30years 1 (b) 31years to 40years 2
(c) 41years to 50 years 3 (d) 51years to 60y ears 4
(e) 61 and above 5

4. Education Qualification : (a) School level 1 (b) Under graduation, 2
(c) Post graduation 3 (d) none 4

5. Occupation : (a) Self employed 1 (b) Working in garment 2
industry 3
(c) Working in other industry 3

6. Monthly Income (Rs.) : (a) 3000 to 5000 1 (b) 5001 to 10000 2
(c) 10001 to 15000 3 (d) 15001 to 20000 4
(e) above 20000 5

7. Are you aware of CSR
(a) Very much aware 1 (b) Some what aware 2 (c) Not aware 3

8. Do you feel that the hospitals should involve in CSR activities
(a) Yes 1 (b) No. 2

9. Do you feels that promoting hospitals through CSR activities has a better reach than any other promotional method

a. Strongly Agree 1 b. Agree 2 c. Neutral 3 d Disagree 4 d. Strongly disagree 5

10. Have you benefited from any CSR Activity by an hospital? 1

(a) Yes

(b) No

11. Prioritize the CSR activities that you expect the hospital to carry on

S.No	CSR Activities	
1	Organizing free medical camps	
2	Offering subsidized treatment	
3	Offering free treatment	
4	Providing highway emergency services	
5	Sponsorship to NGO's	
6	Providing jobs to physically challenged persons	
7	Environmental protection activities	
8	Providing Educational Assistance	
9	Disaster management programme	
10	Community health development initiatives	

Please specify in case of other

reasons _____

12. What do you think the reason(s) for the hospitals involving in CSR activities?

S.No	CSR Activities	Rank
1	Builds hospitals goodwill	
2	For publicity	
3	Really care for society	
4	Just for Compliance	

Please specify in case of other

reasons _____

13. Suggest a CSR activity that you prefer the hospitals to carry out

THANK YOU

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PATIENTS

1. Name : _____

2. Gender : (a) Male (b) Female

3. Age : (a) 20year to 30years (b) 31years to 40years
(c) 41years to 50 years (d) 51years to 60y ears
(e) 61 and above

4. Education Qualification : (a) School level (b) Under graduation,
(c) Post graduation (d) none

5. Occupation : (a) Self employed (b) Working in garment
industry
(c) Working in other industry

6. Monthly Income (Rs.) : (a) 3000 to 5000 (b) 5001 to 10000
(c) 10001 to 15000 (d) 15001 to 20000
(e) above 20000

7. Are you aware of CSR
(a) Very much aware (b) Some what aware (c) Not aware

8. Do you feel that the hospitals should involve in CSR activities
(a) Yes (b) No

9. Do you feels that promoting hospitals through CSR activities has a better reach than any other promotional method

a. Strongly Agree b. Agree c. Neutral d Disagree d. Strongly disagree

10. Have you benefited from any CSR Activity by an hospital?
(a) Yes (b) No

11. Prioritize the CSR activities that you expect the hospital to carry on

S.No	CSR Activities	
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2	Offering subsidized treatment	
3	Offering free treatment	
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9	Disaster management programme	
10	Community health development initiatives	

Please specify in case of other

reasons _____

12. What do you think the reason(s) for the hospitals involving in CSR activities?

S.No	CSR Activities	Rank
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Please specify in case of other

reasons _____

13. Suggest a CSR activity that you prefer the hospitals to carry out

THANK YOU

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