THE GROWING INFLUENCE OF CORPORATE SOCIAL RESPONSIBILITY ON INDIAN ORGANIZATIONS

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ABSTRACT
The paper tries to analyse how the concept of CSR is embedded in the Indian society even before the term came into existence. It further gives the examples of two Indian companies who have followed the Gandhi’s philosophy of trusteeship since their inception. However it mentions that Indian organizations need to move from philanthropy to the strategic CSR initiatives to add value to themselves and the society in which they operate.

KEY WORDS: Corporate Social Responsibility, Globalization, India, Stakeholders.

References

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