

Corporate Social Responsibility in Health Care Sector in Salem District

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Abstract

The aim of the paper is to identify the corporate social responsibility among in health care sector in Salem district. Data were collected from three hospitals in Salem district namely Manipal, Sri Gokulam and Salem Polyclinic hospitals (124). Percentage analysis and t-test were applied. The finally the study concluded that the staff members are low agreed the statement such as relationship with community, increase of efficiency, practice of responsible in health care, waste recycle, enhancing hospital reputation and lack of knowledge hospital should concentrate the above said statements.

Keywords: Social Responsibility, Healthcare, Transparency, Governance, Ethical Motivation.

1. INTRODUCTION

The evolution of corporate social responsibility in India refers to changes over time in India of the cultural norms of corporations' engagement of corporate social responsibility (CSR), with CSR referring to way that businesses are managed to bring about an overall positive impact on the communities, cultures, societies and environments in which they operate. The fundamentals of CSR rest on the fact that not only public policy but even corporate should be responsible enough to address social issues. Thus companies should deal with the challenges and issues looked after to a certain extent by the state.

2. REVIEW OF LITERATURE

Janice, Sian (2000) examined the new public health policies presented social services with new opportunities and challenges. A shared public health and social care agenda emerged around health improvement, social exclusion and regeneration. Sign of synergy indicated that social services have a key role to play in shaping the public health agenda and in acted as a bridge between the NHS and the wider local authority.

John and Jerry (2002) highlighted the emergence of organizational ethics issues in health care as an important outcome of the changing structure of health care delivery. They emphasized three core themes related to business ethics and health care ethics: integrity, responsibility, and choice. These themes were brought together in a discussion of the process of Mission Discernment as it had been developed implemented within an integrated health care system. Through discussion they highlighted how processes of institutional reflection, as Mission Discernment, could help health care organizations, as corporations, make critical choices in turbulent environments further the core mission and values and fulfil institutional responsibilities to a broad range of stakeholders.

3. OBJECTIVE OF THE STUDY

- ❖ To identify the Corporate Social responsibility practices in health care sector in Salem District.

Statement of the Problem

CSR is one of the important activities which are amended in the year 2013, very seriously. The purpose of implementing CSR is to provide the benefits to the society from the corporate sector which includes every stakeholder in and around of the organisation. It is a social activity which will be helpful for developing the society at large in various categories such as education, health, community development, environmental, etc. It became mandatory since organisation is getting benefitted from the society. In this study, an attempt has been made to know the CSR practices in hospitals. Hospitals' are high level service industry which helps the general public to take care of their health and other related issues. Simultaneously, the exhaust and bio-medical wastage are highly curious and toxic which affects the environment at large. Therefore, each and every hospital is supposed to follow some kind of corporate social responsibility practices which will be helpful to the society. But the point to be discussed here is the awareness level and implementation practices to be followed by concerned hospitals. Mere policy is not enough, implementation of corporate social responsibility and commitment from manpower those who are working in the concerned hospitals. Thus, it is essential to know the awareness level and the factors influencing in implementation of CSR practices among the employees those which are working in hospital.

Hypothesis

There is no association between Demographic Variables and Factors of Corporate Social Responsibility

4. RESEARCH METHODOLOGY

Both primary and secondary data were collected. Primary data was collected from staff members of three hospitals in Salem district namely Manipal, Sri Gokulam and Salem Polyclinic hospitals. Secondary data was collected from journals, magazines and websites. Convenience sampling techniques was used for this study. Percentage analysis and t-test were applied.

Analysis

Table No: 1.1

Demographic Detail and Hospital Staff Details

Demographic Details	Maximum (%)	Minimum (%)
Place	Urban (49.6)	Semi-Urban (22.3)
Gender	Female(67.8)	Male(32.2)
Age	26-35 Years (47.9)	46 and above (8.3)
Educational qualification	Professional (47.1)	Others (4.1)

Marital status	Married (60.3)	Unmarried (39.7)
Type of family	Nuclear Family (52.1)	Joint Family (47.9)
Monthly income	Below Rs.15, 000 (33.9)	Rs.25, 000- 35, 000 (14.9)
Employee details		
Staff Position in the Hospital	Registered Nurse (35.5)	Technician (5.8)
Professional Title	Senior (50.4)	Junior (14.9)
Years of Working in Current Hospital or Profession	1-5 Years (44.6)	11 Years or more (14)
Years of working in the Current Hospital Work Area/ Unit	1-5 Years (44.6)	11 Years or more (7.4)
Work Based on Shift Basis	Yes (63.6)	No(36.4)
Staffs Typically have Direct Interaction or contact with Patients	Yeah, typically have (72.7)	No, typically don't have (27.8)
The Theme of Corporate Social Responsibility	Yes, heard and understood clearly (51.2)	No, Never heard (6.6)
Objective of Corporate Social Responsibility	All of Above (Competitive Advantage, Social Concern, Government Rule) (29.8)	Competitive Advantage (19.8)
Concrete Actions Towards Community in which the Hospital Operates	Corporate Voluntary (59.5)	Donations to the Organization having Social or Environmental Utility (9.1)
Transparency in Hospitals	Involvement and Awareness of Staff and Patients on Issue of CSR (26.4)	Clear Information about the Medication System (10.7)
CSR Actions in the Hospitals	Ethical Certification SA 14000, ISO, etc., (43.8)	Certification of EMAS (16.5)

Demographic Details

From the above table it depicts that, 49.6% of the respondents are resides in urban area and minimum 22.3 % of the respondents are semi-urban area. In case of gender 67.8 % of the respondents are female and 32.2% of the respondents are male. As per age concern, 47.9% of the respondents are under the age group of 26-35 years and 8.3% of the respondents are under the age group of 46 and above. In case of educational qualification, 47.1% of the respondents are professionals and 4.1% of the respondents are others. As per type of family concern, 52.1% of the respondents are from nuclear

family and 47.9% of the respondents are from joint family. In terms of monthly income, 33.9% of the respondents earn household income of below Rs.15, 000 and 14.9% of the respondents earn monthly income of Rs.25, 000- 35, 000.

The staff position in the hospital reveals that, 35.5% of the respondents are registered nurse and 5.8% of the respondents are technicians. The professional title in the hospitals examined that, 50.4% of the respondents are under senior cadre and 14.9% of the respondents are under junior cadre. Years of working in current hospital or profession determined that, 44.6% of the respondents are working from 1-5 years in the hospital and 14% of the respondents are working for 11 years and above. Years of working in current hospital work area or unit depicts that, 44.6% of the respondents are working for 1-5 years and 7.4% of the respondents are working for 11 years and above. In case of shift based working, 63.6% of the respondents work are based on shift basis and 36.4% of the respondents work are not based on shift basis. Staffs typically have direct interaction or contact with patients denotes that, 72.7% of the respondents have typical contact or interaction and 27.3% of the respondents do not have typical contact or interactions with the patients. 51.2% of the respondents revealed that they understood the theme CSR clearly and 6.6% of the respondents never understood the theme of CSR. 29.8% of the respondents said that the objective of corporate social responsibility is competitive advantage, social concern and government rule and 19.8% of the respondents said that competitive advantage is only the objective of corporate social responsibility. 59.5% of the respondents revealed that corporate voluntary are the concrete actions towards community in which the hospital operates and 9.1% of the respondents revealed that donations to the organization having social or environmental utility are the concrete actions towards community in which the hospital operates. 26.4% of the respondents depicted that involvement and awareness of staff and patients on issue of CSR in transparency and 10.7% of the respondents examined that clear information about the medication system in transparency. 43.8% of the respondents determined that ethical certification SA 14000, ISO, etc., and 16.5% of the respondents said that certification of EMAS as CSR actions in the hospitals.

Association between the demographic factors and Accountability as a factor of corporate social responsibility in hospital industries

Table No: 1.2

Association between the Demographic Factors and Accountability as a Factor of Corporate social responsibility in hospital industries

Demographic	Factors of CSR	Chi-Square	df	Sig. (P. Value)
Place	The hospital follows any methods for Selecting, monitoring & replacing the CSR activities.	17.562 ^a	5	.007
Age	The hospital has formulated strategy for long-term CSR process.	21.502 ^a	5	.001
Educational Qualification	The hospital follows methods for attending physician's remuneration actively	18.941 ^a	5	.026
Monthly Income	The hospital follows methods for attending physician's remuneration actively	21.640 ^a	5	.010

From the above table, it is identified that among the socio-economic factors place, age, educational qualification and monthly income are the accountability factors influencing the corporate social responsibility of the respondents. From the analysis the chi-square value and p value are statistically significant at 5% level. The values arrived for place of the resident influenced the hospital follows any methods for selecting, monitoring & replacing the CSR activities (*Chi-Square=17.562^a, p=.007*), Age influenced the hospital has formulated strategy for long-term CSR process (*Chi-Square= 21.502^a p=.001*), educational Qualification influenced the hospital follows methods for attending physician’s remuneration actively (*Chi-Square=18.941^a p=.026*), Monthly Income influenced the hospital follows methods for attending physician’s remuneration actively (*Chi-Square= 21.640^a, p=.010*). This shows that there is an association between the demographic factors and Accountability of corporate social Responsibility in hospital industries.

Association between the demographic factors and Transparency as a factor of corporate social Responsibility in hospital industries

Table No: 1.3

Association between the demographic factors and Transparency as a factor of corporate Social Responsibility in Hospital Industries

Demographic	Factors of CSR	Chi-Square	df	Sig. (P. Value)
Gender	The hospital provides information about the patients to their families who have the right to make informed choices in health care services.	11.005 ^a	5	.027
	The hospital has a clear vision and mission.	9.380 ^a	5	.025
Monthly Income	The hospital has improved accountability for the sake of stakeholders.	21.196 ^a	5	.048
	The hospital provides information about the patients to their families who have the right to make informed choices in health care services.	22.066 ^a	5	.037

From the above table, it is identified that among the socio-economic factors gender and monthly income are the transparency factors influencing the corporate social responsibility of the respondents. From the analysis the chi-square value and p value are statistically significant at 5% level. The values arrived for gender of the resident influenced the hospital provides information about the patients to their families who have the right to make informed choices in health care services (*Chi-Square= 11.005^a, p=.027*), the hospital has a clear vision and mission (*Chi-square= 9.380^a, p=.025*), monthly income determined the hospital has improved accountability for the sake of stakeholders (*Chi-Square=21.196^a, P=.048*,) The hospital provides information about the patients to their families who have the right to make informed choices in health care services (*Chi-square=22.066^a, p=.037*). This shows that there is association between the demographic factors and transparency of corporate social responsibility in hospital industries.

Association between the demographic factors and competitiveness as a factor of Corporate Social Responsibility in hospital industries

Table No: 1.4

Association between the demographic factors and competitiveness as a factor of Corporate Social Responsibility in hospital industries

Demographic	Factors of CSR	Chi-Square	df	Sig. (P. Value)
Gender	The follows price concession in the medication system for economically downtrodden people	24.583 ^a	5	.000
Monthly Income	The hospital maintains high quality communication with relevant method.	26.884 ^a	5	.001

From the above table, it is identified that among the socio-economic factors gender and monthly income are the competitiveness factors influencing the corporate social responsibility of the respondents. From the analysis the chi-square value and p value are statistically significant at 5% level. The values arrived for gender of the resident determined the follows price concession in the medication system for economically downtrodden people (*Chi-Square=24.583^a, P= .000*) and monthly income determined The hospital maintains high quality communication with relevant method (*Chi-Square= 26.884^a, P=.001*). This shows that there is association between the demographic factors and competitiveness of corporate social responsibility in hospital industries.

Association between the demographic factors and Responsibility as a Factor of Corporate Social Responsibility in Hospital Industries

Table No: 1.4

Association between the demographic factors and Responsibility as a Factor of Corporate Social Responsibility in Hospital Industries

Demographic	Factors of CSR	Chi-Square	df	Sig. (P. Value)
Gender	The hospital follows methods to reduce traffic accidents involving hospital staff members who are the residents of that area.	14.249 ^a	5	.007
	The hospital has traffic rules.	12.561 ^a	5	.014
	The hospital having the norms for explain and answerable in resulting any consequence	9.969 ^a	5	.041
Age	The hospital regularly monitors the functions of all the department conflicts that arise.	18.235 ^a	5	.033
Educational Qualification	The hospital has traffic rules.	24.847 ^a	5	.016
	The hospital regularly monitors the functions of all the department conflicts that arise.	29.487 ^a	5	.001
	The hospital is having the system of demonstrates the CSR management of hospital.	17.421 ^a	5	.043
Monthly Income	The hospital provides appropriate health care services to patients in a complete regional form through linkage between hospitals in that region.	21.316 ^a	5	.011
	The hospital follows methods to reduce traffic accidents involving hospital staff members who are the residents of that area.	28.154 ^a	5	.005
	The hospital has traffic rules.	17.421 ^a	5	.043

From the above table, it is identified that among the socio-economic factors gender, age, educational qualification and monthly income are the responsibility factors influencing the corporate social responsibility of the respondents. From the analysis the chi-square value and p value are statistically significant at 5% level. The values arrived for gender determined the hospital follows methods to reduce traffic accidents involving hospital staff members who are the residents of that area. (*Chi-square= 14.249^a, p=.007*), the hospital has traffic rules (*Chi-square=12.561^a, p=.014*), the hospital having the norms for explain and answerable in resulting any consequence (*Chi-square=9.969^a, p=.041*), age determined the hospital regularly monitors the functions of all the department conflicts that arise (*Chi-square=18.235^a, P= .033*), educational qualification determined the hospital has traffic rules (*Chi-square=24.847^a, P= .016*), The hospital regularly monitors the functions of all the department conflicts that arise (*Chi-square=29.487^a, p=.001*), the hospital is having the system of demonstrates the CSR management of hospital (*Chi-square=17.421^a, p=.043*) and monthly income determined The hospital provides appropriate health care services to patients in a complete regional form through linkage between hospitals in that region (*Chi-square=21.316^a, p=.011*), The hospital follows methods to reduce traffic accidents involving hospital staff members who are the residents of that area (*Chi-square=28.154^a, p=.005*), the hospital has traffic rules (*Chi-square=17.421^a, p=.043*). This shows that there is association between the demographic factors and responsibility of corporate social responsibility in hospital industries.

Association between the demographic factors and Leadership as a Factor of corporate social Responsibility in hospital industries

Table No: 1.5

Association between the demographic factors and Leadership as a Factor of corporate social Responsibility in hospital industries

Demographic	Factors of CSR	Chi-Square	df	Sig. (P. Value)
Place of residence	The hospital allows both staff & patients participating and implementing the suggestions system	19.093 ^a	5	.014
Gender	The hospital allows both staff & patients participating and implementing the suggestions system	12.030 ^a	5	.017
Age	The hospital allows both staff & patients participating and implementing the suggestions system.	26.705 ^a	5	.009
Educational Qualification	The hospital staff having the accountability and assurance of integrity	23.253 ^a	5	.006
	The hospital allows both staff & patients participating and implementing the suggestions system	25.156 ^a	5	.014
Marital Status	The HR department in the hospital have the revising the system recruitment and retention system.	12.776 ^a	5	.047
Monthly Income	The hospital staff having the accountability and assurance of integrity.	19.891 ^a	5	.019
	The hospital hold more applied training course to	20.755 ^a	5	.014

	staffs.			
	The hospital allows both staff & patients participating and implementing the suggestions system	23.897 ^a	5	.021
	The HR department in the hospital have the revising the system recruitment and retention system.	20.060 ^a	5	.018

From the above table, it is identified that among the socio-economic factors place of residence, gender, age, educational qualification, marital status and monthly income are the leadership factors influencing the corporate social responsibility of the respondents. From the analysis the chi-square value and p value are statistically significant at 5% level. The values arrived for place of residence influenced the hospital allows both staff & patients participating and implementing the suggestions system (*Chi-square= 19.093^a, p=.014*), gender influenced the hospital allows both staff & patients participating and implementing the suggestions system (*Chi-square= 12.030^a, p=.017*), age influenced the hospital allows both staff & patients participating and implementing the suggestions system (*Chi-square=26.705^a, p=.009*), educational qualification (*Chi-square=23.253^a, p=.006*), The hospital allows both staff & patients participating and implementing the suggestions system (*Chi-square=25.156^a, p=.014*), marital status influenced the HR department in the hospital have the revising the system recruitment and retention system (*Chi-square= 12.776^a, p=.047*), monthly income influenced the hospital staff having the accountability and assurance of integrity (*Chi-square=19.891^a, p= .019*), The hospital hold more applied training course to staffs (*Chi-square=20.755^a, p=.014*), The hospital allows both staff & patients participating and implementing the suggestions system (*Chi-square=23.897^a, p=.021*), The HR department in the hospital have the revising the system recruitment and retention system (*Chi-square=20.060^a, p=.018*). This shows that there is association between the demographic factors and leadership of corporate social responsibility in hospital industries.

Association between the demographic factors and ethical culture as a Factor of corporate social Responsibility in hospital industries

Table No: 1.6

Association between the demographic factors and ethical culture as a Factor of corporate social Responsibility in hospital industries

Demographic	Factors of CSR	Chi-Square	df	Sig. (P. Value)
Place	The hospital committed for ethical practices of hospitals managers and supervisors.	20.991 ^a	5	.007
Marital Status	The hospital has implemented any rules and suggestions to improve the staff ethics.	28.866 ^a	5	.000
	The hospital committed for ethical practices of hospitals managers and supervisors	44.822 ^a	5	.000
	The hospital pays the special attention to universal moral principles.	15.976 ^a	5	.014
Monthly Income	The Hospital provides specific care to various epidemic diseases & other diseases which needs special attention.	25.359 ^a	5	.003

	The hospital committed for ethical practices of hospitals managers and supervisors.	24.050 ^a	5	.020
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From the above table, it is identified that among the socio-economic factors place of residence, marital status and monthly income are the ethical culture factors influencing the corporate social responsibility of the respondents. From the analysis the chi-square value and p value are statistically significant at 5% level. The values arrived for gender determined the hospital committed for ethical practices of hospitals managers and supervisors (*Chi-square= 20.991^a, P=.007*), marital status influenced the hospital has implemented any rules and suggestions to improve the staff ethics (*Chi-square=28.866^a,P= .000*), the hospital committed for ethical practices of hospitals managers and supervisors (*Chi-square=44.822^a, p=.000*), the hospital pays the special attention to universal moral principles (*Chi-square=15.976^a, p=.014*), monthly income influenced the Hospital provides specific care to various epidemic diseases & other diseases which needs special attention (*Chi-square=25.359^a, p= .003*), the hospital committed for ethical practices of hospitals managers and supervisors (*Chi-square=24.050^a, p=.020*). This shows that there is association between the demographic factors and ethical culture of corporate social responsibility in hospital industries.

Association between the demographic factors and sustainable development as a Factor of corporate social Responsibility in hospital industries

Table No: 1.7

Association between the demographic factors and sustainable development as a Factor of corporate social Responsibility in hospital industries

Demographic	Factors of CSR	Chi-Square	df	Sig. (P. Value)
Place of Residence	The hospital studies and does survey and gives information about the environmental effects.	18.926 ^a	5	.015
	The hospital takes care of pollution control and energy saving management.	16.245 ^a	5	.039
Gender	The hospital adopts hygienic resources.	9.672 ^a	5	.046
	The hospital management efficiently use of resources	19.801 ^a	5	.000
Age	The hospital adopts hygienic resources.	23.133 ^a	5	.027
	The hospital accepts the new ideas for delivering health services that have least damage to the environment	31.735 ^a	5	.002
	The hospital takes care of pollution control and energy saving management.	23.276 ^a	5	.025
Marital Status	The hospital studies and does survey and gives information about the environmental effects.	23.743 ^a	5	.003
Monthly Income	The hospital pays attention to waste management practices	23.202 ^a	5	.026
	The hospital takes care of pollution control and energy saving management.	23.947 ^a	5	.021

From the above table, it is identified that among the socio-economic factors place of residence, gender, age, marital status and monthly income are the ethical culture factors influencing the corporate social responsibility of the respondents. From the analysis the chi-square value and p value are statistically significant at 5% level. The values arrived for place of residence influenced the hospital studies and does survey and gives information about the environmental effects (*Chi-square=18.926^a, p=.015*), the hospital takes care of pollution control and energy saving management (*Chi-square=16.245^a, p=.039*), gender determined the hospital adopts hygienic resources (*Chi-square=9.672^a, p=.046*), the hospital management efficiently use of resources (*Chi-square=19.801^a, p=.000*), the hospital adopts hygienic resources (*Chi-square=23.133^a, p=.027*), the hospital accepts the new ideas for delivering health services that have least damage to the environment (*Chi-square=31.735^a, p=.002*), the hospital takes care of pollution control and energy saving management (*Chi-square=23.276^a, p=.025*), marital status determined the hospital studies and does survey and gives information about the environmental effects (*Chi-square=23.743^a, p=.003*), monthly income determined the hospital pays attention to waste management practices (*Chi-square=23.202^a, p=.026*), The hospital takes care of pollution control and energy saving management (*Chi-square=23.947^a, p=.021*). This shows that there is association between the demographic factors and sustainable development of corporate social responsibility in hospital industries.

Association between the demographic factors and Governance and Management as a Factor of corporate social Responsibility in hospital industries

Table No: 1.8

Association between the demographic factors and Governance and Management as a Factor of corporate social Responsibility in hospital industries

Demographic	Factors of CSR	Chi-Square	Df	Sig. (P. Value)
Gender	The staff member strictly follows the rules and regulations in the hospital.	11.290 ^a	5	.023
Age	The hospital staffs follows unity.	32.213 ^a	5	.001
	The hospital updates the technological advancement according to the trend	19.418 ^a	5	.022
Educational Qualification	The hospital staffs The staff member strictly follows the rules and regulations in the hospital follows unity.	22.118 ^a	5	.036
Types of Family	The hospital updates the technological advancement according to the trend	12.682 ^a	5	.048
Monthly Income	The hospital staffs follows unity.	31.012 ^a	5	.002
	The hospital updates the technological advancement according to the trend.	28.432 ^a	5	.001
	The hospital has implemented policies and actions to protect the environment.	26.506 ^a	5	.009
	The hospital follows up wisely to improve the hospital strategies.	26.506 ^a	5	.009

From the above table, it is identified that among the socio-economic factors gender, age, educational qualification, type of family and monthly income are the governance and management

factors influencing the corporate social responsibility of the respondents. From the analysis the chi-square value and p value are statistically significant at 5% level. The values arrived for gender influenced the staff member strictly follows the rules and regulations in the hospital (*Chi-square=11.290^a, p=.023*), age determined the hospital staffs follows unity (*Chi-square=32.213^a, p=.001*), the hospital updates the technological advancement according to the trend (*Chi-square=19.418^a, p=.022*), educational qualification determined the hospital staffs The staff member strictly follows the rules and regulations in the hospital follows unity (*Chi-square=22.118^a, p=.036*), type of family determined The hospital updates the technological advancement according to the trend (*Chi-square=12.682^a, p=.048*), monthly income determined the hospital staffs follows unity (*Chi-square=31.012^a, p=.002*), The hospital updates the technological advancement according to the trend (*Chi-square=28.432^a, p=.001*), The hospital has implemented policies and actions to protect the environment (*Chi-square=26.506^a, p=.009*), The hospital follows up wisely to improve the hospital strategies (*Chi-square=26.506^a, p=.009*). This shows that there is association between the demographic factors and governance and management of corporate social responsibility in hospital industries.

Findings

- Maximum 35.5% of the respondents reside in urban area and 22.3% of the respondents reside in semi-urban area.
- Maximum 67.8% of the respondents are female and 32.2% of the respondents are male.
- Mostly 47.9% of the respondents are under the age group of 26-35 years and minimum 8.3% of the respondents are under the age group of 46 and above.
- Majority 47.1% of the respondents are professionals and minimum 4.1% of the respondents are other categories in occupation in the hospital.
- Mostly 60.3% of the respondents are married and minimum 39.7% of the respondents are unmarried.
- Maximum 52% of the respondents are in nuclear family and minimum 47.9% of the respondents are in joint family.
- Maximum 33.9% of the respondents earned monthly income of below Rs.15,000 and minimum 14.9% of the respondents earned household income of Rs.25,000- Rs.35,000.
- Maximum 35.5% of the respondents are under the staff position of Registered Nurse and minimum 5.8% of the respondents are under the staff position of Technician.
- Majority 50.4% of the respondents are under the professional title of senior and minimum 14.9% of the respondents are under the professional title of junior.
- Mostly 44.6% of the respondents are working in the current hospital or profession for 1 to 5 years and minimum 14% of the respondents are working in current hospital or profession for 11 years and more.
- Maximum 44.6% of the respondents are working in current hospital work area/ unit for 1 to 5 years and 7.4% of the respondents are working in the current hospital work area/ unit for more than 11 years and above.
- Majority 73.6% of the respondents work for 40 to 59 hours per week in the hospital and minimum 1.7% of the respondents work for less than 20 hours per week in the hospital.
- It is determined that, Maximum 63.6% of the respondents work are based on shift basis and minimum 36.4% of the respondents work are not based on shift basis.

- Maximum 72.7% of the respondents typically have direct interaction or contact with patients and minimum 27.3% of the respondents typically do not have direct interaction or contact with the patients.
- Majority 51.2% of the respondents have heard of the theme of Corporate Social Responsibility and understood clearly and minimum 6.6% of the respondents have never heard of the theme Corporate Social Responsibility.
- Maximum 29.8% of the respondents revealed that the objective of CSR is competitive advantage, social concern and government rule and minimum 19.8% of the respondents revealed that the objective of CSR is only competitive advantage.
- Majority 59.5% of the respondents determined that corporate voluntary is concrete action towards community in which the hospital operates and 9.1% of the respondents revealed that donation to organization having social or environment utility is the concrete action toward community in which the hospital operates.
- Majority 26.4% of the respondents revealed that there is involvement and awareness of staff and patients on the issue of CSR in transparency and minimum 10.7% of the respondents said that there is transparency in the hospital where there is clear information about the medication system.
- Maximum 43.8% of the respondents said that the hospital has CSR action like ethical certification SA14000, ISO etc. and minimum 16.5% of the respondents revealed that the hospital has the CSR actions like social budget, intangible capital budget and certification of EMAS (Environmental Management and Audit Scheme).
- There is association between place, age, educational qualification, monthly income and accountability a factor of corporate social responsibility.
- There is association between gender, monthly income and transparency and competitiveness factor of corporate social responsibility.
- There is association between gender, age, educational qualification, monthly income and responsibility factor of corporate social responsibility.
- There is association between place of residence, gender, age, educational qualification, marital status, monthly income and leadership factor of corporate social responsibility.
- There is association between place of residence, marital status and ethical culture factor of corporate social responsibility.
- There is association between place of residence, gender, age, marital status, monthly income and sustainable development factor of corporate social responsibility.
- There is association between gender, age, educational qualification, types of family, monthly income and governance and management factor of corporate social responsibility.

Suggestions

- Planning and implementing the suitable mechanisms for attaining and improving the staff health, safety and welfare,
- To provide clear information about the medication system.
- To inculcate a clear knowledge the theme corporate social responsibility to the staff members in the hospital members.
- To provide donations to the organization having social environment utility.
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CONCLUSION

Corporate Social Responsibility is unavoidable and inevitable in the current scenario of modern management. The government also is focusing the same thing in all the sectors. Salem is one of the important city in Tamilnadu which has potential number of speciality hospitals. This study has been conducted for the purpose of identifying the perception of CSR among employees of healthcare sectors particularly in private hospitals. It was found that the awareness level of CSR is found moderate level among the employees invariably in the hospitals. Therefore, it is suggested that corrective and alternative measures has to be taken to overcome those problems and make all the healthcare sector employees to be aware and practice CSR activities.

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