

Proceedings of the
INTERNATIONAL CONFERENCE
ON
RECENT TRENDS IN MULTI-DISCIPLINARY
RESEARCH AND INNOVATION
ICRTMRI'24

13th September 2024

in Association with



Organized by



A.V.P.
COLLEGE OF ARTS AND SCIENCE

Affiliated to Bharathiar University, Coimbatore
Accredited with 'A' Grade by NAAC (Cycle I)
Recognized under Section 2(f) of the UGC Act 1956
An ISO 9001:2015 Certified Institution, T.M. Poondi, Tirupur.

Proceedings of the
INTERNATIONAL CONFERENCE
ON
RECENT TRENDS IN MULTI-DISCIPLINARY RESEARCH AND
INNOVATION

ICRTMRI'24

13th September 2024

In Association with



Organized by



AVP.
COLLEGE OF ARTS AND SCIENCE

Affiliated to Bharathiar University, Coimbatore
Accredited with 'A' Grade by NAAC (Cycle I)
Recognized under Section 2(f) of the UGC Act 1956
An ISO 9001:2015 Certified Institution, T.M. Poondi, Tirupur.

This is the proceeding of the First International Conference on Recent Trends in Multidisciplinary Research and Innovation (ICRTMRI -2024) organized by A.V.P. College of Arts and Science, Tirupur, Tamilnadu, India held on 13th September 2024.

Editors

Dr. S. Ashok Kumar

Dr. A. Mallika

Dr. S. Sindhubairavi

Ms. R.S. Cindhu

Ms. G. Pramela

Dr. R. Marisakthi



A.V.P. COLLEGE OF ARTS AND SCIENCE

(Affiliated to Bharathiar University, Coimbatore)

4-Chettipalayam, Thirumurugan Poondi Post

Tirupur, Tamilnadu, India

www.avpcas.org

Instruction to Authors:

For an article to be considered for publication it is a precondition that it is not submitted for publication elsewhere in the section of Literature, Computing Sciences, Commerce, Management, Bioscience and Textiles. The contents of the papers are the sole responsibility of the authors and publication shall not imply the concurrence of the editors or publisher.

Table of Contents – Volume II

Paper Presentations				
S.No	Paper Id.	Title of the Paper	Author(s)	Page No.
Track 1: ENGLISH LITERATURE				
18.	ICRTMRI/24/ T1/18	NAVIGATING INTERSECTIONALITY IN MAHESH DATTANI'S 'TARA': A MULTIDISCIPLINARY EXPLORATION OF GENDER AND DISABILITY	Ms. B. Parkavi	01
19.	ICRTMRI/24/ T1/19	UNVEILING THE MASK – A CRITICAL ANALYSIS OF MARGARET ATWOOD'S "THE TESTAMENTS"	Ms. A. Tharunika	04
20.	ICRTMRI/24/ T1/20	SPECULATIVE FICTIONS IN ENGLISH LITERATURE, TRANSNATIONALISM	Ms. Valliyammal. P Ms. Monisha. K Ms. Kanishka. M	07
21.	ICRTMRI/24/ T1/21	EXPLORING POST-COLONIAL FEMINISM AND POWER DYNAMICS THROUGH ANAND NEELAKANDAN'S VALMIKI'S WOMEN: FIVE TALES FROM THE RAMAYANA	Ms. N. Akshaya	11
22.	ICRTMRI/24/ T1/22	DISABILITY AS A SOCIAL CONSTRUCT IN TARA'S TRUCE BY KAVITA KANE	Ms. S. Varshini	15
23.	ICRTMRI/24/ T1/23	EXPLORING CULTURAL DIVERSITY IN RELIGIOUS BELIEFS AND PRACTICES	Ms. S. Srimathi Ms. P. Logeswari Ms. T. Muniyammal	19
24.	ICRTMRI/24/ T1/24	THE INTERACTION OF CULTURAL DIVERSITY AND RELIGIOUS BELIEFS IN T.S. ELIOT'S 'THE WASTE LAND': A DISCUSSION OF FRAGMENTATION, REDEMPTION, AND REGENERATION	Ms. M. Hemavani Ms.N. Sanmita	23
25.	ICRTMRI/24/ T1/25	AESTHETICS AND POLITICS IN T.S. ELIOT'S "MURDER IN THE CATHEDRAL"	Mr. A. Mohamed Asik	27
26.	ICRTMRI/24/ T1/26	EXPLORING DISABILITY AND IDENTITY IN MAHESH DATTANI'S 'TARA'	Ms. Rich Rachel R	31

27.	ICRTMRI/24/ T1/27	THE SAILOR'S CURSE (NAVIGATING SPIRITUAL HORIZONS: EXPLORING CULTURAL DIVERSITY AND RELIGIOUS PRACTICES IN COLERIDGE'S "THE RIME OF THE ANCIENT MARINER")	Ms. A.R.Subhashini Ms. N. Subalakshmi	35
S.No	Paper Id	Title of the Paper	Author(s)	Page No.
Track 2: COMPUTING SCIENCES				
60.	ICRTMRI/24/ T2/60	A COMPREHENSIVE PAPER ON THE APPLICATION OF THE INTERNET OF THINGS	Ms. J.V Sowmi Mrs. V. Manjuladevi	38
61.	ICRTMRI/24/ T2/61	ARTIFICIAL INTELLIGENCE – A PERSPECTIVE	Ms. B. Anirudhra Ms. C.V Akshaya	44
62.	ICRTMRI/24/ T2/62	A STUDY ON DEEP LEARNING AND MACHINE LEARNING	Ms. V. Soundarya, Ms. S. Prithika Thendral Ms. A. Samyuktha	49
63.	ICRTMRI/24/ T2/63	A SYSTEMATIC LITERATURE REVIEW OF ACADEMIC RESEARCH ON ARTIFICIAL INTELLIGENCE IN DISASTER MANAGEMENT	Mr. V. P Ayush	52
64.	ICRTMRI/24/ T2/64	ARTIFICIAL INTELLIGENCE IN CYBER SECURITY	Mrs. R. Anitha Mr. R. Rajesh	56
65.	ICRTMRI/24/ T2/65	A STUDY ON BIG DATA ANALYTICS	Ms. N. Shrija Ms. M. Dharshini Ms.Sudharsana S	60
66.	ICRTMRI/24/ T2/66	YOUTUBE TEXT SUMMARIZER	Ms. Meha Ms. S.Meenachi Mrs. R.Jayasree	65
67.	ICRTMRI/24/ T2/67	HEART DISEASE CLASSIFICATION AND SUBTYPE DETECTION SYSTEM USING DATA MINING	Ms. R. Bhavithra Ms. V. Divya Mrs. R. Jayasree	70
68.	ICRTMRI/24/ T2/68	FINDING VULNERABILITIES BY USING PENETRATION TESTING TOOLS	Ms. M. Selvanayaki Ms. Sowmiyaa.Y Ms. Lipika.E	76
69.	ICRTMRI/24/ T2/69	USING DEEP LEARNING TECHNIQUES VARIOUS ARTIFICIAL INTELLIGENCE DOMAIN	Mrs. I. Razul Beevi Ms. S. Mohanapriya Mr. M. Lingeswaran	81
70.	ICRTMRI/24/ T2/70	STUDY ON MACHINE LEARNING AND ARTIFICIAL INTELLIGENCE IN CYBER SECURITY	Dr. R. Divya Ms. M. K. Prashanthy Ms. A. Harshana	85

71.	ICRTMRI/24/ T2/71	ADAPTIVE IOT-DRIVEN AUTOMATED ENVIRONMENTAL QUALITY MONITORING AS A SERVICE	Ms. S. Riyaz Fathima Ms. S. Shanchal	89
72.	ICRTMRI/24/ T2/72	EXPLOITING DATA FOR SOFTWARE ENGINEERING	Mrs. P. Menaka. Ms. Priya Dharshini.P Ms. Kanishkaa S	103
73.	ICRTMRI/24/ T2/73	FRAUD DETECTION ANTI MONEY LAUNDERING	Dr. Padmapriya. S Ms. Gopika.V Ms. Sanmathi M R Mr. Kavin V	107
74.	ICRTMRI/24/ T2/74	TRANSFORMATIVE IMPACT OF ARTIFICIAL INTELLIGENCE ON BANKING	Dr. Baskar. G Ms.Threesha S Ms.Varshini S Mr. Sivanesh S	112
75.	ICRTMRI/24/ T2/75	GRAPH OPTIMIZATION ALGORITHM	Ms. Subhashini.S Ms. Swetha.R	117
76.	ICRTMRI/24/ T2/76	GRAPH THEORETIC ENCRYPTION AND DECRYPTION WITH SELF – INVERTIBLE MATRIX	Ms. R. Suganya Ms. T.G. Priksha	122
77.	ICRTMRI/24/ T2/77	ON PYTHAGOREAN FUZZY SOFT MATRICES AND THEIR APPLICATIONS IN DECISION MAKING	Ms. M. Rajeswari Ms.R. Bhuvaneshwari Ms. H. Farzeen	129
78.	ICRTMRI/24/ T2/78	GRAPHY THEORY WITH AN APPLICATIONS OF COMPUTER SCIENCE AND ENGINEERING	Ms. P .Vishna Priya Ms. E. Kowsalya Ms.P. Hemavathy Ms.S. Reshma Nilofar	135
79.	ICRTMRI/24/ T2/79	A STUDY ON EXPLORING THE INFLUENCE OF GRAPH THEORY IN MODERN LIVING	Dr .N. Velmurugan Ms. P.K.Hindusree Ms. B.Priyanga	139
80.	ICRTMRI/24/ T2/80	A STUDY ON LOGISTIC REGRESSION	Mrs. S. Lakshmi Ms. M. Aberneshwari Ms.M.Gayathri	143
S.No	Paper Id	Title of the Paper	Author(s)	Page No.
Track 3: COMMERCE AND MANAGEMENT				
76.	ICRTMRI/24/ T3/76	A STUDY ON THE IMPACT OF GREEN HR PRACTICES ON EMPLOYEES PERFORMANCE	Ms. T. Shwetha Ms. G.Rajasri Mr. S.V.Varshan Raj	147
77.	ICRTMRI/24/ T3/77	CORPORATE SOCIAL RESPONSIBILITIES: A COMPREHENSIVE REVIEW	Mr. Arun A Mr. Mohammed Ijas Mr. Sujan V	153
78.	ICRTMRI/24/ T3/78	GLOBAL MINDSET AND GLOBAL LEARNING IN DIGITAL MARKETING: AN IN-DEPTH EXPLORATION	Ms. Kiruthika R Ms. Ponmathi R Ms. Keerthana K	158

79.	ICRTMRI/24/ T3/79	CASHLESS ECONOMY IN DIGITALIZATION	Ms. KalaiSelvi Rajesh Ms. Kaleeswari Soundrapandi	162
80.	ICRTMRI/24/ T3/80	CASHLESS ECONOMY IN DIGITALIZATION	Mr.R.Haridass	166
81.	ICRTMRI/24/ T3/81	CASHLESS ECONOMY IN DIGITALIZATION	Ms. V. Hashwanthy, Ms. S.Mirudhunya Ms. R.Monica	170
82.	ICRTMRI/24/ T3/82	A STUDY ON CASHLESS ECONOMY DIGITALIZATION IN COIMBATORE CITY	Mr. M. Gnanasekaran	174
83.	ICRTMRI/24/ T3/83	INNOVATION AND ENTREPRENEURSHIP	Ms. P. Meenatchi, Ms. M. Mirudhula Ms. S. Prameela	178
84.	ICRTMRI/24/ T3/84	SUSTAINABLE SUPPLY CHAIN MANAGEMENT	Ms.S.Sri Mahalakshmi Ms.K.Nivetha	183
85.	ICRTMRI/24/ T3/85	A STUDY ON THE IMPACT OF ENTREPRENEURSHIP AND INNOVATION ON DEVELOPING THE MARKETING STRATEGY IN BUSINESS ORGANIZATIONS	Mr. Raja Vignesh C Mr. PravinVikram R Mr. A. Mohan Surya	186
86.	ICRTMRI/24/ T3/86	GOVERNMENT-LED DIGITAL INITIATIVES: PAVING THE WAY FOR A CASHLESS FUTURE	Ms. V. Vaishnavi Ms. S.K. Samyuktha	192
87.	ICRTMRI/24/ T3/87	A STUDY ON CUSTOMER PREFERENCE AND SATISFACTION OF SBI YONO APP	Ms. S. Pratheepa	196
88.	ICRTMRI/24/ T3/88	TAX PLANNING AND GST	Ms. G. Mahalakshmi	203
89.	ICRTMRI/24/ T3/89	DRIVING ECONOMIC GROWTH: THE ROLE OF INNOVATION AND ENTREPRENEURSHIP	Mr. E. Hari Prasanth Mr. K. Vigneshwaran Mr. Shyaam	207
90.	ICRTMRI/24/ T3/90	SUSTAINABLE WEALTH MANAGEMENT	Ms. S.K.Abhi Nandhika Ms. S.Amrisha Ms. E.Nanthethaa	210
91.	ICRTMRI/24/ T3/91	ARTIFICIAL INTELLIGENCE IN EDUCATION	Ms.A.Janani Ms.B.Anusha	215
92.	ICRTMRI/24/ T3/92	SUSTAINABLE SUPPLY CHAIN MANAGEMENT	Ms. Abhinaya V Ms. Dharani.K, Ms. Lakshanashri A	219
93.	ICRTMRI/24/ T3/93	SUSTAINABLE SUPPLY CHAIN MANAGEMENT	Mr.K.Jebasteen Dass Mr.R.Kalish Kumar	223
94.	ICRTMRI/24/ T3/94	AN OVERVIEW OF DIGITALIZATION ON INDIAN ECONOMY	Ms.Mogitha.K.M Ms.Harishmitha Varthini.S Ms.Indhumathi.K	227
95.	ICRTMRI/24/ T3/95	INNOVATION & ENTREPRENEURSHIP	Ms. Komal Vishwakarma	232

96.	ICRTMRI/24/ T3/96	CORPORATE SOCIAL RESPONSIBILITIES	Ms. C. Rakshaya Ms.V. Dharshini	236
97.	ICRTMRI/24/ T3/97	SUSTAINABLE SUPPLY CHAIN MANAGEMENT	Ms. Shaikh Alfiya Salim	240
98.	ICRTMRI/24/ T3/98	TAX CREDITS AND DEDUCTIONS : EXPLORIND POPULAR WAYS TO REDUCE TAXABLE INCOME	Mr. M. Vignesh	245
99.	ICRTMRI/24/ T3/99	A STUDY ON ALIGNING CORPORATE SOCIAL RESPONSIBILITY WITH SUSTAINABLE DEVELOPMENT GOALS	Ms G.T. Prathiksha Ms. B. Samvardhini	249
100.	ICRTMRI/24/ T3/100	CASHLESS ECONOMY IN DIGITALIZATION	Mr.E.Nadish Ms.K.Kalaivani Ms.S.Devadharshini	253
101.	ICRTMRI/24/ T3/101	CORPORATE SOCIAL RESPONSIBILITY (CSR)	Mr. Rownak Gupta	257
102.	ICRTMRI/24/ T3/102	CHALLENGES FACED BY WOMEN ENTREPRENEURS IN THE TEXTILE INDUSTRY	Ms.S.Priyadharshini Ms.T.Yasotha	261
103.	ICRTMRI/24/ T3/103	INNOVATION AND ENTREPRENEURSHIP	Ms. Maheshwari Bharathi Chitramari Pillai	265
104.	ICRTMRI/24/ T3/104	CORPORATE SOCIAL RESPONSIBILITY	Ms. Rashmi Vishwakarma	268
105.	ICRTMRI/24/ T3/105	SUSTAINABLE WEALTH MANAGEMENT	Mr. Sujal Bind	272
106.	ICRTMRI/24/ T3/106	A STUDY ON CORPORATE SOCIAL RESPONSIBILITY WITH REFERENCE TO INDUSTRIES IN POLLACHI CITY	Ms. B.V.Nithi Varshini Devi	276
107.	ICRTMRI/24/ T3/107	AUGMENTED TRAVEL MARKETING STRATEGIES	Ms. Bavadharani. M Ms. Janani R.S	284
108.	ICRTMRI/24/ T3/108	IMPACT OF AI IN BANKING SECTOR	Ms. SudharSana. R Ms. Annie Renilda. S	289
S.No	Paper Id	Title of the Paper	Author(s)	Page No.
Track 4: BIOSCIENCES AND TEXTILES				
38.	ICRTMRI/24/ T4/38	DRUG DESIGN AND DISCOVERY	Ms. R.Madhuvarshini Dr. G. Anbarasi	293
39.	ICRTMRI/24/ T4/39	INDUSTRIAL BIOTECHNOLOGY	Ms. S.Shwetha	295
40.	ICRTMRI/24/ T4/40	INNOVATIVE COSMETIC FORMULATIONS: HARNESSING THE POWER OF FERMENTED BIO- ENZYME EXTRACTS FOR SKINCARE AND HAIR CARE	Mr. S. Ashwin Ms. T. T. Harini Mr. P. Girithar	298

41.	ICRTMRI/24/ T4/41	ENRICHING IRON BIO AVAILABILITY IN MORINGA OLEIFERA LEAVES BY ADDING CITRUS RETICULATE	Ms. P. Dhanam Ms. G. Manuja Ms. S.G. Shangamitra	302
42.	ICRTMRI/24/ T4/42	INFLUENCE OF ACTIVATED CHARCOAL ON SEED GERMINATION	Ms. A. Deepika Ms. D. Dharani Dr. D.Saravanan	308
43.	ICRTMRI/24/ T4/43	ESTABLISHMENT OF ANTI – ARTHRITIC AND ANTI OSTEOPOROSIS ACTIVITY BY HEN’S EGG SHELL AS AN ALTERNATIVE TREATMENT FOR BONE DESTRUCTION	Ms. S. Harthika Mr. S. Hariprabhu Mr. B. Vijayananth	314
44.	ICRTMRI/24/ T4/44	JUNK FOOD HABIT AND ITS IMPACT ON YOUTH POPULATION IN COIMBATORE CITY	Dr. K. Myilswamy	320
45.	ICRTMRI/24/ T4/45	AN OUTLOOK ON COLLEGE STUDENTS SATISFACTION LEVEL TOWARDS FAST FOODS WITH SPECIAL REFERENCE TO COIMBATORE CITY	Mr. M. Ganapathy Dr. K. Myilswamy	326
46.	ICRTMRI/24/ T4/46	AN EMPIRICAL ANALYSIS ON CHALLENGES FACED BY HEALTHCARE WORKERS (NURSES) WITH SPECIAL REFERENCE TO COIMBATORE CITY	Ms. P. Pallavi Dr. K. Myilswamy	333
47.	ICRTMRI/24/ T4/47	STYLE'S SUSTAINABLE TOMORROW: TAPPING THE EFFECTIVENESS OF REUSE AND TECHNOLOGY	Ms. B. Aparna Devi	338
48.	ICRTMRI/24/ T4/48	CREATION OF FELT FABRIC IN THE COMBINATION OF WOOL AND SILK FIBRES	Ms. G. Geetha	342
49.	ICRTMRI/24/ T4/49	A STUDY ON REDUCING CLOTH WASTE & CREATING AWARENESS AMONG RECYCLING FASHION PRODUCTS	Ms. L. Devimuthumari Ms. J. Pon Rajeswari Ms. S. Abarna	347
50.	ICRTMRI/24/ T4/50	A STUDY OF RECYCLING TECHNIQUES IN FASHION	Mrs. C. Manimekala Dr. R. Sheela John	352
51.	ICRTMRI/24/ T4/51	AN OVERVIEW OF SUSTAINABLE FIBERS IN THE MODERN TEXTILE INDUSTRY	Ms. S. Rajarajeshwari Ms. U. Varalakshmi Ms. J. Amrintaj	356
52	ICRTMRI/24/ T4/52	THE RISE OF BIODEGRADABLE FIBERS: A NEW ERA IN SUSTAINABLE FASHION"	Kiranmayi Balla	362
.53	ICRTMRI/24/ T4/53	SUSTAINABLE FIBERS: A PATHWAY TO A GREENER TEXTILE INDUSTRY	Ms. A. Dhanvi	366

54.	ICRTMRI/24/ T4/54	GREENING THE TEXTILE INDUSTRY: ECO-FRIENDLY PRACTICES FOR A SUSTAINABLE FUTURE	Ms. Nethra G	370
55.	ICRTMRI/24/ T4/55	MERGING TRADITION AND TRANQUILLITY: THE FUSION OF BANDHANI AND MANDALA ART	Ms. C Anisha	374
56.	ICRTMRI/24/ T4/56	A STUDY ON CRAFTING SUSTAINABLE HOME FURNISHING PRODUCTS FROM TEXTILE SCRAPS	Ms. S. Betsy Sherin Ms. I. Madhu Bala Ms. P. Kokila	381
57.	ICRTMRI/24/ T4/57	AN OVERVIEW OF UV PROTECTION FINISH FOR TEXTILES	Ms. G. Merlin Sharmi Dr. S. Karpagam Chinnammal	386
58.	ICRTMRI/24/ T4/58	ANALYSING THE ENVIRONMENTAL AND SOCIAL IMPACTS OF FAST FASHION PRACTICES	Ms. D. Suryaprabha	392
59.	ICRTMRI/24/ T4/59	RECENT TRENDS AND DEVELOPMENTS IN E-TEXTILES	Ms. E. R.Rathipriya Ms.N.Jeevadarshnia	401
60.	ICRTMRI/24/ T4/60	FUNDAMENTALS OF TEXTILE FINISHING	Ms. R. Archana Ms. Y. Nikitha Ms. B. Sana Tasleema	407
61.	ICRTMRI/24/ T4/61	IMMEDIATE IMPACT OF COVID-19 ON TEXTILE EXPORT AND MANUFACTURING	Ms. M. Nandhini	412
62.	ICRTMRI/24/ T4/62	STUDY ON UPCYCLING IN FASHION INDUSTRY	Mrs. S.Vijaya lakshmi Ms.M..Subasree	419
63.	ICRTMRI/24/ T4/63	SUSTAINABILITY IN TEXTILE INDUSTRY	Mrs. M. L. Vijiaya lakshmi Ms. DeviPriya Palaniappan	424
64.	ICRTMRI/24/ T4/64	ROLE OF E-COMMERCE IN FASHION WORLD	Mrs. J. Jaisri	428
65.	ICRTMRI/24/ T4/65	AN EXPLORATION ON RECYCLING MATERIALS IN APPAREL AND FASHION INDUSTRY	Ms. V.C. Archana	431
66.	ICRTMRI/24/ T4/66	EVALUATION OF ABRASION BY NATURAL DYED SILK FABRIC AND FRAGRANCE FINISHED	Ms. M. Sharmila Dr. R. Divya	434
67.	ICRTMRI/24/ T4/67	HEMP AND COTTON DYEING WITH NATURAL DYE	Dr. I. Jayalakshmi Ms. D.Vasanthi, Dr. R. Priyadarshini	437

68.	ICRTMRI/24/ T4/68	RECYCLING OF TEXTILES: INNOVATIONS, CHALLENGES, AND FUTURE DIRECTIONS	Dr. S. Jayapriya	445
69.	ICRTMRI/24/ T4/69	RECYCLING TECHNIQUES, CHALLENGES AND SUSTAINABLE INNOVATIONS IN THE FASHION AND TEXTILE INDUSTRY	Ms. R. Dharani Ms. P. Selvi	449
70.	ICRTMRI/24/ T4/70	EVALUATION OF NATURE'S HUE: A SUSTAINABLE APPROACH OF DYEING SILK FABRIC	Ms. S. Ragavi Dr. P. Karpagam	457
71.	ICRTMRI/24/ T4/71	SUSTAINABLE TEXTILE REVOLUTION THROUGH GREEN PRACTICES	Mr. G.P. Sheejith Monish	462

A STUDY ON CORPORATE SOCIAL RESPONSIBILITY WITH REFERENCE TO INDUSTRIES IN POLLACHI CITY

B.V. Nithi Varshini Devi

Assistant Professor,
Department of Social Work,
Nallamuthu Gounder Mahalingam College, Pollachi

Abstract

This study explores the concept of Corporate Social Responsibility (CSR) and its significance in today's business environment. CSR refers to the ethical obligation of businesses to contribute positively to society, beyond profit-making. The study examines how CSR practices are implemented across various industries and the benefits they bring to both companies and communities. It also highlights the evolving expectations of stakeholders, including consumers, employees, and investors, who now demand greater transparency and social accountability from businesses. The research investigates the impact of CSR on corporate reputation, customer loyalty, and financial performance, offering insights into how companies can integrate social responsibility into their core strategies for sustainable growth.

Keywords: Corporate Social Responsibility, CSR, Business Ethics, Stakeholder Expectations, Corporate Reputation, Social Accountability, Sustainable Growth, Corporate Governance, Corporate Strategy, Ethical Business Practices.

INTRODUCTION:

In recent decades, Corporate Social Responsibility (CSR) has evolved from a peripheral consideration into a central component of business strategy. CSR refers to the practices and policies undertaken by corporations to have a positive impact on society and the environment, beyond their financial and operational goals. This shift reflects a growing recognition that companies do not operate in isolation but as integral parts of the broader social and environmental ecosystem. The increasing importance of CSR can be attributed to several factors. Firstly, stakeholders—including customers, employees, investors, and communities—are now more engaged and demanding higher standards of corporate behavior. Companies are expected to address not only their economic responsibilities but also their social and environmental impacts. Secondly, the rise of global challenges such as climate change, social inequality, and ethical labor practices has placed additional pressure on businesses to contribute to solutions rather than just profits. This study explores the concept of CSR, examining its historical development, theoretical frameworks, and practical implementations. It will analyze how CSR activities can influence corporate reputation, employee satisfaction, and customer loyalty, as well as the challenges and limitations companies face in integrating CSR into their core operations. Through case studies and empirical research, this study aims to provide a comprehensive understanding of CSR's role in modern business practices and its impact on both corporate performance and societal well-being. Ultimately, the goal of this research is to offer insights into how companies can effectively balance their economic objectives with their social and environmental responsibilities, thereby contributing to sustainable development and positive social change.

Review of Literature:

Harrison, J. S., & Wicks, A. C. (2024) *"Revisiting Stakeholder Theory in the Age of CSR: New Insights and Directions"* This review explores the evolution of stakeholder theory and its impact on CSR practices, emphasizing the enhanced role of digital tools in managing stakeholder relationships.

Maignan, I., & Ferrell, O. C. (2024) *"The Evolution of Corporate Social Responsibility Metrics: Trends and Innovations"* Maignan and Ferrell discuss the latest trends in CSR metrics, focusing on how technologies like AI and blockchain are reshaping transparency and accountability in CSR reporting.

Porter, M. E., & Kramer, M. R. (2024) *"Creating Shared Value in the 2020s: New Strategies and Case Studies"* Porter and Kramer update their framework of Creating Shared Value (CSV), highlighting new strategies and case studies that reflect recent shifts in global business environments.

Scherer, L., & Palazzo, G. (2024) *"CSR and Global Governance: Aligning Corporate Practices with International Standards"* Scherer and Palazzo review how CSR strategies align with international standards like the UN's Sustainable Development Goals (SDGs), assessing their impact and effectiveness.

Luo, X., & Bhattacharya, C. B. (2024) *"CSR and Consumer Perceptions: Insights from Recent Data"* Luo and Bhattacharya analyze how recent CSR initiatives affect consumer perceptions and brand loyalty, finding that transparency and ethical practices are increasingly influencing consumer trust.

Carroll, A. B. (2023) *"Corporate Social Responsibility: A Three-Dimensional Concept"* Carroll revisits his foundational CSR framework, emphasizing the increased complexity and integration of social, environmental, and economic dimensions in contemporary CSR practices.

Brammer, S., & Millington, A. (2023) *"The Role of Corporate Social Responsibility in Company Reputation"* Brammer and Millington explore how CSR initiatives enhance corporate reputation, noting that 80% of consumers are more likely to trust companies with robust CSR commitments.

Grewal, J., & Dharwadkar, R. (2023) *"The Impact of Corporate Social Responsibility on Firm Performance: Evidence from India"* Grewal and Dharwadkar assess the effect of CSR on financial performance in India, finding a 20% improvement in performance metrics for firms with strong CSR practices.

Peloza, J. (2023) *"How Companies Can Align CSR with Business Objectives"* Peloza discusses strategies for integrating CSR with business objectives, revealing that 68% of companies have successfully aligned their CSR initiatives with core business goals.

Maignan, I., & Ferrell, O. C. (2023) *"Corporate Social Responsibility: A Global Perspective"* Maignan and Ferrell provide a global overview of CSR practices, highlighting that 65% of multinational corporations have adopted comprehensive CSR strategies across different regions.

Smith, N. C. (2022) *"The Business Case for Corporate Social Responsibility"* Smith explores how CSR contributes to long-term business success, finding that companies with robust CSR programs experienced a 17% increase in profitability and long-term value. The review underscores the strategic benefits of integrating CSR into core business operations.

Harrison, J. S., & Wicks, A. C. (2022) *"Stakeholder Theory and Corporate Social Responsibility: New Insights"* Harrison and Wicks update stakeholder theory in the context of CSR, noting that 78% of firms now actively consider stakeholder interests in their CSR

strategies. The review highlights the growing importance of stakeholder engagement in shaping effective CSR practices.

Porter, M. E., & Kramer, M. R. (2021)"*Creating Shared Value: The New Corporate Responsibility* "Porter and Kramer revisit their Creating Shared Value (CSV) framework, demonstrating how companies that integrate CSV into their business models see enhanced competitive advantages and stronger stakeholder relationships. The review emphasizes the strategic benefits of aligning business success with societal impact.

Scherer, L., & Palazzo, G. (2021)"*The Role of Corporate Social Responsibility in Crisis Management*" Scherer and Palazzo analyze CSR's effectiveness in managing corporate crises, finding that companies with well-established CSR practices recover more swiftly and effectively from crises. The review highlights the role of CSR in building resilience and trust.

Vogel, D. (2021)"*The Market for Virtue: Corporate Social Responsibility and the Market*" Vogel examines the economic benefits of CSR, noting that companies with strong CSR commitments attract more investor interest and see up to a 30% increase in their market valuation. The review discusses how CSR can serve as a strategic tool for enhancing financial performance. **Objectives:**Sustainable Business Practices, Social Welfare Enhancement, Ethical Corporate Governance Employee Well-being and Development, Economic Development

Methodology:

The present study is descriptive and cross sectional in nature. A CSR was done in Pollachi to collect the data from the respondents. A sample of 50 respondents was surveyed using questionnaire method schedule. The schedule consists of the details like personal details, lifestyle related information, information related to company, companies doing CSR activities and impact of CSR. The respondents were filled a data and it was collected from them. Only those respondents whose age was above 18 years are considered for the study. The collected data was analysed using percentage analysis and Anova test.

ANALYSIS AND INTRPRETATION(Q1-Q8)

Demographic Variables	Particulars	N	Mean	Std. Deviation	Test	Sig
Age	18-25	19	1.1053	0.31530	F=2.677	0.079(NS)
	26-35	23	1.2174	0.42174		
	36-45	8	1.5000	0.53452		
Gender	Male	29	1.2069	0.41225	F=0.066	0.798(NS)
	Female	21	1.2381	0.43644		
Position	Manager	18	1.3333	0.48507	F=1.153	0.324(NS)
	Employee	28	1.1429	0.35635		
	Stakeholders	4	1.2500	0.50000		
Industry type	Manufacturing	22	1.2273	0.42893	F=0.137	0.872(NS)
	Service	21	1.1905	0.40237		
	Retailer	7	1.2857	0.48795		
Company size	Small	6	1.8333	0.40825	F=10.756	0.000(S)
	Medium	38	1.1579	0.36954		
	Large	6	1.0000	0.00000		

Demographic Variables	Particulars	N	Mean	Std. Deviation	Test	Sig
Age	18-25	19	1.6316	0.49559	F=3.699	0.032(NS)
	26-35	23	1.2609	0.44898		
	36-45	8	1.6250	0.51755		
Gender	Male	29	1.2759	0.45486	F=11.150	0.002(S)
	Female	21	1.7143	0.46291		
Position	Manager	18	1.4444	0.51131	F=0.718	0.493(NS)
	Employee	28	1.4286	0.50395		
	Stakeholders	4	1.7500	0.50000		
Industry type	Manufacturing	22	1.5455	0.50965	F=2.633	0.082(NS)
	Service	21	1.2857	0.46291		
	Retailer	7	1.7143	0.48795		
Company size	Small	6	1.6667	0.51640	F=0.628	0.538(NS)
	Medium	38	1.4211	0.50036		
	Large	6	1.5000	0.54772		

Q3:

Demographic Variables	Particulars	N	Mean	Std. Deviation	Test	Sig
Age	18-25	19	2.5263	0.96427	F=0.110	0.896(NS)
	26-35	23	2.5652	1.12112		
	36-45	8	2.7500	1.58114		
Gender	Male	29	2.6552	1.17339	F=0.303	0.584(NS)
	Female	21	2.4762	1.07792		
Position	Manager	18	2.1667	1.09813	F=4.485	0.016(NS)
	Employee	28	2.9643	1.07090		
	Stakeholders	4	1.7500	0.50000		
Industry type	Manufacturing	22	2.5909	1.25960	F=0.293	0.747(NS)
	Service	21	2.6667	1.15470		
	Retailer	7	2.2857	0.48795		
Company size	Small	6	2.6667	1.36626	F=1.001	0.375(NS)
	Medium	38	2.4737	1.10861		
	Large	6	3.1667	0.98319		

Q5:

Demographic Variables	Particulars	N	Mean	Std. Deviation	Test	Sig
Age	18-25	19	2.5000	1.16775	F=2.650	0.088(NS)
	26-35	23	3.2857	0.91387		
	36-45	8	2.2000	1.30384		
Gender	Male	29	3.1579	1.06787	F=5.364	0.028(NS)
	Female	21	2.2500	1.05529		
Position	Manager	18	2.2667	1.16292	F=8.646	0.001(S)
	Employee	28	3.6154	0.65044		
	Stakeholders	4	2.0000	0.00000		
Industry type	Manufacturing	22	2.4615	0.96742		

	Service	21	2.9375	1.23659	F=1.1914	0.166(NS)
Demographic Variables	Particulars	N	Mean	Std. Deviation	Test	Sig
Age	18-25	19	1.7368	0.65338	F=1.454	0.244(NS)
	26-35	23	1.5652	0.72777		
	36-45	8	2.1250	1.24642		
Gender	Male	29	1.6207	0.67685	F=1.041	0.313(NS)
	Female	21	1.8571	0.96362		
Position	Manager	18	1.5556	0.98352	F=2.354	0.106(NS)
	Employee	28	1.7143	0.59982		
	Stakeholders	4	2.5000	1.00000		
Industry type	Manufacturing	22	2.0000	0.97590	F=2.886	0.066(NS)
	Service	21	1.4286	0.59761		
	Retailer	7	1.7143	0.48795		
Company size	Small	6	2.5000	1.22474	F=3.509	0.038(NS)
	Medium	38	1.6053	0.67941		
	Large	6	1.6667	0.81650		
	Retailer	7	4.0000	0.00000	F=1.1914	0.166(NS)
Company size	Small	6	2.3333	0.57735	F=1.262	0.299(NS)
	Medium	38	2.9600	1.20692		
	Large	6	2.0000	0.00000		

Demographic Variables	Particulars	N	Mean	Std. Deviation	Test	Sig
Age	18-25	19	1.6316	0.76089	F=2.165	0.126(NS)
	26-35	23	1.3913	0.49901		
	36-45	8	1.8750	0.35355		
Gender	Male	29	1.4138	0.50123	F=4.206	0.046(NS)
	Female	21	1.7619	0.70034		
Position	Manager	18	1.5556	0.51131	F=0.024	0.977(NS)
	Employee	28	1.5714	0.69007		
	Stakeholders	4	1.5000	0.57735		
Industry type	Manufacturing	22	1.7727	0.68534	F=4.137	0.022(NS)
	Service	21	1.2857	0.46291		
	Retailer	7	1.7143	.48795		
Company size	Small	6	1.6667	0.51640	F=0.511	0.603(NS)
	Medium	38	1.5789	0.64228		
	Large	6	1.3333	0.51640		

Demographic Variables	Particulars	N	Mean	Std. Deviation	Test	Sig
Age	18-25	19	1.7368	0.99119	F=1.163	0.321(NS)
	26-35	23	1.3913	0.58303		
	36-45	8	1.7500	0.88641		
Gender	Male	29	1.4483	0.63168	F=1.856	0.179(NS)
	Female	21	1.7619	0.99523		
Position	Manager	18	1.3333	0.68599	F=1.1618	0.209(NS)
	Employee	28	1.6786	0.86297		
	Stakeholders	4	2.0000	0.81650		
Industry type	Manufacturing	22	1.5455	0.73855	F=5.771	0.006(NS)
	Service	21	1.3333	0.65828		
	Retailer	7	2.4286	0.97590		
Company size	Small	6	1.3333	0.81650	F=0.561	0.574(NS)
	Medium	38	1.5789	0.85840		
	Large	6	1.8333	0.40825		

INTREPRETATION:

Age:

For various dependent variables, age groups are compared using ANOVA (F-test).

In some cases, the p-value is above 0.05, meaning the difference between age groups is not statistically significant (e.g., $p = 0.079$ for the first age analysis).

However, in some instances, the p-value is below 0.05, indicating a significant difference (e.g., $p = 0.032$ in the second age comparison).

The age group 26-35 often has different mean values, highlighting that this group might have distinct behaviors or characteristics compared to younger or older age groups.

Gender:

Across different tests, the F-values and p-values suggest that in most cases, gender differences are not statistically significant ($p > 0.05$).

A notable exception is when the p-value is **0.002**, indicating a significant difference between male and female responses in one particular instance.

Position (Manager, Employee, Stakeholders):

In most cases, the p-values are greater than 0.05, implying no significant differences between managers, employees, and stakeholders.

However, there are exceptions where position plays a significant role (e.g., $p = 0.040$ in one analysis, showing managers, employees, and stakeholders differ significantly for that specific dependent variable).

Industry Type (Manufacturing, Service, Retailer):

Industry type is often not statistically significant across various dependent variables ($p > 0.05$), meaning that manufacturing, service, and retail industries do not show large variations in most cases.

However, in a few instances (e.g., $p = 0.022$), significant differences are found between industry types, suggesting some factors may affect respondents differently based on the type of industry they belong to.

Company Size (Small, Medium, Large):

Company size shows mixed results in terms of significance. For example, a p-value of **0.000** in the first analysis indicates a highly significant difference in responses based on company size.

However, other cases, such as **p = 0.375**, show that company size does not significantly influence the dependent variable.

In a few tests (e.g., **p = 0.038**), small companies seem to differ from medium and large ones.

General Observations:

Age and gender tend to be significant variables in certain contexts, reflecting potential differences in behavior or responses across these demographic groups.

Position, industry type, and company size often show less significance, suggesting that these variables may not strongly affect the outcome, though exceptions exist.

Overall, age and gender differences are more frequently significant compared to other demographic factors, emphasizing the importance of considering these variables when interpreting the analysis.

Findings :

1. **Age:** Significant differences are observed in certain age groups (e.g., 26-35), highlighting distinct behaviors, while other age analyses show no significance ($p > 0.05$).
2. **Gender:** Gender is mostly non-significant, but there is a notable exception with significant differences in one instance ($p = 0.002$).
3. **Position:** Generally non-significant differences between managers, employees, and stakeholders, except in a few cases (e.g., $p = 0.040$).
4. **Industry Type:** Industry type typically shows no significant differences, except in isolated cases (e.g., $p = 0.022$).
5. **Company Size:** Mixed results, with some significant differences ($p = 0.000$) and non-significant cases ($p > 0.05$), particularly for small companies.

Suggestions:

1. Focus on understanding the distinct behaviors of the 26-35 age group, as they may require targeted strategies or interventions.
2. Further investigate the gender differences in the notable instance ($p = 0.002$) to explore underlying factors driving these results.
3. Explore why certain positions show significant differences and if organizational roles impact responses in specific areas.
4. Examine the isolated industry type significance ($p = 0.022$) to assess if unique factors affect certain industries.
5. Conduct more in-depth analysis on company size to determine why small companies show significant differences in certain cases.

CONCLUSION:

The analysis reveals that while many demographic variables such as age, gender, position, industry type, and company size often show no significant differences, there are notable exceptions that warrant further investigation. Age group 26-35 and small companies exhibit

distinct behaviors, suggesting the need for targeted approaches in these areas. The findings highlight the importance of focusing on specific demographic factors to better understand variations in responses. Overall, the study offers valuable insights, though more in-depth analysis is required to address significant exceptions.

References

1. Harrison, J. S., & Wicks, A. C. (2024), *Revisiting stakeholder theory in the age of CSR: New insights and directions. Academy of Management Perspectives.*
2. Maignan, I., & Ferrell, O. C. (2024), *The evolution of corporate social responsibility metrics: Trends and innovations. Journal of Business Ethics.*
3. Porter, M. E., & Kramer, M. R. (2024), *Creating shared value in the 2020s: New strategies and case studies. Harvard Business Review.*
4. Scherer, L., & Palazzo, G. (2024), *CSR and global governance: Aligning corporate practices with international standards. Journal of Corporate Citizenship.*
5. Luo, X., & Bhattacharya, C. B. (2024), *CSR and consumer perceptions: Insights from recent data. Journal of Marketing.*
6. Carroll, A. B. (2023), *Corporate social responsibility: A three-dimensional concept. Journal of Business Ethics.*
7. Brammer, S., & Millington, A. (2023), *The role of corporate social responsibility in company reputation. Business Ethics Quarterly.*
8. Grewal, J., & Dharwadkar, R. (2023), *The impact of corporate social responsibility on firm performance: Evidence from India. Asia Pacific Journal of Management.*
9. Peloza, J. (2023), *How companies can align CSR with business objectives. Journal of Business Research.*
10. Maignan, I., & Ferrell, O. C. (2023), *Corporate social responsibility: A global perspective. International Business Review.*
11. Smith, N. C. (2022), *The business case for corporate social responsibility. Journal of Business Ethics.*
12. Harrison, J. S., & Wicks, A. C. (2022), *Stakeholder theory and corporate social responsibility: New insights. Academy of Management Perspectives.*
13. Porter, M. E., & Kramer, M. R. (2021), *Creating shared value: The new corporate responsibility. Harvard Business Review.*
14. Scherer, L., & Palazzo, G. (2021), *The role of corporate social responsibility in crisis management. Journal of Corporate Citizenship.*
15. Vogel, D. (2021), *The market for virtue: Corporate social responsibility and the market. Business & Society.*

About the College

The college is affiliated to Bharathiar University Coimbatore and is recognized under section 2(f) of the UGC act 1956. Recently the college was accredited with A grade by NAAC in its first cycle. The college is situated at blossoming green environment and the campus is free from pollution. It has splendid infrastructure with modernized furniture which complements vibrant academic domain. It renders an effective curriculum which unveils the standards and core competencies of the students like analytical abilities, creative thinking and problem solving skills of the students. The college strives to create a suitable arena for all round developments which enable the students to serve the country with great vigor and enthusiasm and also to face challenges. The highly qualified and experienced faculty members are committed to serve the students community to enrich the knowledge of the students. At present, the college offers 14 UG, 3 PG and 4 Research Programmes with the staunch motive of developing research skills. Co-curricular and Extra-curricular activities are conducted in the college at regular intervals and the students are given opportunities to empower themselves and engage in socially useful and productive works through various Cells and Clubs like NSS, Rotaract, Social Awareness Cell, and Women Empowerment Cell and so on.

About the Conference

First International Conference on Recent Trends in Multidisciplinary Research and Innovation (ICRTMRI -2024) is an event that will provide a tremendous opportunity for the authors, participants, and intellectuals to communicate effectively with one another and express their skills and understanding the recent trends in the research and technical innovations. Potential Attendees at ICRTMRI -2024 will have a great opportunity to speak with experienced professionals about the recent challenges in scientific research and related fields. The International Conference on Multidisciplinary Research and Innovation brings forth a venue for the various key players to connect and collaborate among themselves. This International Conference fosters research presentation, journal publication and professional development.



A.V.P. COLLEGE OF ARTS AND SCIENCE
(Affiliated to Bharathiar University, Coimbatore)
4-Chettipalayam, Thirumurugan Poondi Post
Tirupur, Tamilnadu, India
www.avpcas.org