

# **A Study On Ethics And Corporate Social Responsibility On Social & Development And Application Value**

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## **ABSTRACT**

*The aim of this study is to explore which factors employers should focus on in their employer branding strategies. The present study tested to understand the evaluation of ethics and corporate social responsibility on development and social value and to scrutinize the influence of ethics and corporate social responsibility on application value. Electronic surveys were distributed to employee working in ITES sector, in Coimbatore. The proposed model is analysed on the basis of 89 responses. The population of this study consists of individuals of various age groups, genders, educational qualifications, monthly income, etc. This study will examine the various factors which influences the brand preference among the people of Coimbatore district. SPSS Software was used for analysing the info during this study. The outcomes inferred that there is a significant impact on ethics and corporate social responsibility on development, social and application value study the objectives and test the hypotheses.*

**Key words:** *Employer branding , ethics & corporate social responsibility, social and application value, ITES employers.*

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## **I. INTRODUCTION**

The word that most makes one's presence felt in the dynamic business climate is "competition." Any commercial firm or company's human resource is the cornerstone of a long-term competitive advantage. In this age of fierce competition, human resources must be managed with extreme caution. Organizations are always on the lookout for a talented group of people who can help them achieve and maintain a long-term competitive advantage. However, the gap between supply and demand for potential business influencers and qualified employees is widening. It could be due to a lack of experimental learning as well as a lack of awareness among potential employees. As a result, attracting the correct kind of workforce is a difficult issue for companies. Another issue that is considered in the corporate world is how to keep existing employees. This is the ideal time to start a practice known as "Employer Branding," which is recognized as the most effective approach that is rapidly attracting global attention and can serve as a differentiator for the employer who is able to apply it successfully.

The goal of a strong employer brand is to improve the company's overall image, both internally and externally. Employee participation and comments on the organization's continuous development are essential at all levels of the employer's image construction. Employer by choice is a trending method for attracting the best talent in the sector. The employer's brand is a concept that states that the hiring process should be handled in the same way as customers are treated. In the early 1990s, the phrase "Employer Brand" was developed to describe a company's reputation as an employer. Employer brand is defined as a brand that distinguishes a company from its competitors in the hiring market. Long-term strategy that creates an organization's identification as an employer in the labour market is also included in the term. Branding can be improved by the work environment, the company's ethical attitude, and financial incentives.

## **OBJECTIVE OF THE STUDY**

1. To determine the influence of Ethics and corporate social responsibility on Development and social value.
2. To investigate the significance of Ethics and corporate social responsibility on Application value.

## **RESEARCH METHODOLOGY**

The researcher has adopted the following research methodology for the study which suffices the purpose of this study.

- Research Design: Descriptive Research
- Tool: Structured Questionnaire is used to collect the data.
- Sampling: Non Probability Convenience Sampling is used for sample selection.
- Statistical Technique: Regression Analysis
- Element: Employees working in ITES Company's in Coimbatore.
- Sample Size: Eighty nine employees working in ITES Company's in Coimbatore.

This study aimed to investigate the employer branding in ITES Company, therefore participants were selected from Coimbatore. The sampling method was convenience sample method. The number of sample respondents was 89 from that (88.8%) percent respondents were male and (6.7%) percent of the respondents are Female remaining (4.5%) percent respondents were others. The responses in questionnaire were then analyzed with help of SPSS.

### MEASUREMENT

A two part questionnaire was designed for this study. First part consisted demographic information about respondent including organization type, gender, age, education, year of association in present organization, No. of promotion during this tenure average monthly income, part two included questions to assess employer branding on perceived differentiation, social & development and application value. The first part included nominal scales, and the remainder parts were measured using the five point Likert scale, ranging from strongly agree (1) to strongly disagree (5).

### DATA ANALYSIS

In this research study tested the impact of employer branding on perceived differentiation dimensions. This study tests the following hypotheses;

- HO1: There is no significant impact of Ethics and corporate social responsibility on Development and social value.
- HO2: There is no significant impact of Ethics and corporate social responsibility on Application value.

#### Model Summary of the ethics and corporate social responsibility on Development & Social value and Application Value

Hypotheses model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Significant
Ho1	.722 <sup>a</sup>	.522	.516	3.25039	.000
Ho2	.654 <sup>a</sup>	.427	.421	2.10414	.000

**HO1:** The deciding factor of regression analysis is R square. The value R is 0.722 and the value of R square is 0.522, which indicates 52.2% of the total variation in the independent variable –Ethics and corporate social responsibility influences the Dependent variable - Development and social value. In this case, 52% indicates that linear regression model is found to be statistically good fit its R square value is 0.522. The adjusted R square value is 0.516. So, 52% of total Ethics and corporate social responsibility has an impact on the Development and social value.

**HO2:** The deciding factor of regression analysis is R square. The value R is 0.654 and the value of R square is 0.427, which indicates 42.7% of the total variation in the independent variable –Ethics and corporate social responsibility influences the Dependent variable - Application value. In this case, 43% indicates that linear regression model is found to be statistically good fit its R square value is 0.427. The adjusted R square value is 0.421. So, 42% of total Ethics and corporate social responsibility has an impact on the Application value.

## II. CONCLUSION

The project titled “A study ethics and corporate social responsibility on, Social, Development and Application Value” Was Carried out to know the Perceived differentiation for employer branding. The findings for this research show that employer branding dimension act as a variable in the overall relationship of the Social, Development and Application Value. All hypotheses are rejected on the basis of above result as Social, Development and Application Value has direct positive impact with ethics and corporate social responsibility. The finding of positive impact among the variables has confirmed that an employee of ITES, Coimbatore is ethics and corporate social responsibility and perceived differentiation conscious.

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