

Contents

| | | |
|----------|---|------------|
| 1 | Measuring Performance of Corporate Social Initiatives: Some Methodological Issues..... | 1 |
| | S. Siva Raju | |
| 2 | Implementing Corporate Social Responsibility in India: Issues and the Beyond..... | 19 |
| | Ananda Das Gupta | |
| 3 | Analyzing Capacity Development Approaches in CSR Implementation and Their Societal Impact: A Case Study of ITC's E-Choupal | 31 |
| | Sumita Sindhi, Upendra K. Maurya and Mahendra K. Shukla | |
| 4 | “Good Business Versus Being Good In Business”— Relationship Between Financial Performance and Corporate Social Responsibility in India | 45 |
| | Neeti Sanan, Namita Rajput and Sangeeta Yadav | |
| 5 | Communication of Corporate Social Responsibility on the Internet: a Study of Selected Private Sector Companies in India | 63 |
| | Sumona Ghosh | |
| 6 | Corporate Social Responsibility (CSR) and Entrepreneurship in India: Exploring the Landscape of Possibilities..... | 85 |
| | Manoj K. Dash | |
| 7 | Shopping for CSR: An Indian Perspective of Implementing CSR in Retail..... | 101 |
| | Vijay Pereira and Shilpa Patel | |

| | | |
|-----------|--|------------|
| 8 | Corporate Social Responsibility in Indian Banking Sector: A Critical Analysis..... | 111 |
| | Anjali Kulkarni | |
| 9 | Social Responsibility and the Indian Entrepreneur..... | 129 |
| | Satish Nair and C. Gopalkrishnan | |
| 10 | Integrating CSR and its Sustainability into Management Education: The GITAM-SIFE Model | 139 |
| | M.V. Rama Prasad and Sankar Mukherjee | |
| 11 | Issues in Implementing CSR: An Indian Perspective | 151 |
| | Archana Shukla and Laura Donovan | |
| 12 | Measuring Effectiveness of CSR Program: A Case Study of Tata Power Co. Ltd | 167 |
| | Sanjaya Pradhan and Ravi Puranik | |
| 13 | Corporate Social Responsibility and Community Development in Assam: A Case Study of Oil India Limited | 185 |
| | Pulak Dhar | |
| 14 | Shilpa Gurukula: A Novel CSR Initiative..... | 199 |
| | Kalpana Gopalan | |

Implementing Corporate Social Responsibility
Indian Perspectives

Ray, S.; Raju, S.S. (Eds.)

2014, XX, 210 p. 35 illus., Hardcover

ISBN: 978-81-322-1652-0