

THE IMPACT OF TECH DRIVEN CSR ACTIVITIES IN SOCIETY

Nawdeep Kaur Chhabra, Aman Chakradhari, Deeptanshu Sharma

Research Scholar, Mats University, Raipur

Abstract- We are living in the era of science which has made our life easy but inorganic. Its darker side has made us to follow some norms in order to make world a better place. One such is CSR activities that business has to adopt. In the business world every prescribed body that follows up themselves with the CSR activities are indulged in integration of operation with technology. CSR strategy widens its limits to folds when tech supports are provided with. For a social cause it became an ease to gather funds via medium of digital world, called Crowd funding that states collection of funds from large number of people by usually using a common online platform.

Global Reach is possible via online digital mediums so that small funds may be raised from all the corners of the world. A phase of pandemic (Covid-19) that the world has witnessed was a period with lack of financial support, but due to innovations in technology that came up with idea of online bank account opening, cardless cash withdrawals, instant transfer of funds via UPI services and other facilities that made it possible to survive and maintain economic equilibrium. The CSR expenditure boomed during pandemic from approximately ₹ 2000 crore to almost ₹ 25000 crore because larger companies have upped their social spending, as per report realized by government. For the economically developed nation, business operations need to be carried out actively and hassle free. Organization with common purpose come together to serve the same through the means of tech-oriented method called digital collaborations. ITC limited, Infosys, Reliance Industries limited, Mahindra & Mahindra are few top companies that do CSR activities.

All of these eventually raise a question of social dilemma between choosing technology and environment. Security and Privacy are prime focus of individuals and this becomes a matter of concern for them. With the clubbing of tech into CSR activities, people know that tech involves the input of SPDI (Sensitive Personal Data/Information) fetched upon, also the huge funding activities are done via online platform, further a single fraud happened can't be made reversible and this crushes the overall trust of people in providing personal information and using tech driven services.

The things that are credentials may act as data for the other, hence it is well said that data is new oil for the business. Well organized system of security will build the trust of people, when people feel the source as authentic and verified; they invest their interest and gain confidence. This paper has covered both aspects of technology and its impact on CSR activities.

Keywords: Technology, business, CSR, services, environment.

1 INTRODUCTION

CSR and technology both are not new word but when indulge together they become latest buzzword in business and corporate sector. The new 17 SDGs and 169 targets are helping the business and government to achieve new targets and use resources for technology. Tech-driven Corporate Social Responsibility (CSR) initiatives leverage the power of technology to bring about positive changes in communities. By recognizing technology as a force for good, these activities aim to enhance the lives of individuals and communities as a whole. By incorporating technology into CSR efforts, a future where technology and humanity coexist harmoniously, without adverse effects on the environment, is envisioned. Through these tech-driven CSR activities, stakeholders are empowered to drive beneficial changes, ultimately leading to positive outcomes for communities. The integration of

technology revolutionizes the approach to addressing social and environmental challenges, resulting in significant benefits for communities. For instance, technology enables the collection of data on factors such as energy consumption and waste production, facilitating a more profound understanding of environmental impacts and leading to improved outcomes for communities. Moreover, digital tools enhance transparency in CSR activities, fostering trust and benefiting communities through increased accountability and visibility. By engaging stakeholders effectively and leveraging technology to strategize, plan, manage, and report CSR initiatives, companies can amplify their impact on communities, ultimately fostering a more sustainable and socially responsible future for all. In essence, tech-driven CSR activities play a pivotal role in creating meaningful impacts, balancing social responsibility with business profitability, and paving the way for a positive societal transformation in the long run.

2 LITERATURE REVIEW-

- **Lea wolf(2024)**

Digitalisation transforms human work. The digital transformation of the working world is frequently aimed at increased productivity or other instrumental work outcomes. However, beyond instrumental outcomes, the human factor is critical to understand and manage the positive and negative effects of digitalisation.

- **Tuan Khanh Vuong(2023)**

CSR is one of the important issue that business should consider if they wish to navigate in highly competitive market.

- **Leven J. Zheng (2023)**

There study was based on how digitalisation impacts CSR and performance in the society. Their study includes policy maker, stakeholder, etc.

- **Jeevanantham, Mala & Subramanian, Sp Mathiraj. (2023).**

In this paper responsibility of four domains areas social, economical, technological and environmental under single umbrella have been analysed.

- **Alfes, K., Avgoustaki, A., Beaugard, T. A., Cañibano, A., & Muratbekova-Touron, M. (2022).**

Researchers and practitioners are becoming increasingly concerned with the consequences of modern work arrangements for our understanding of work. This article, alongside the four papers which are included in the special issue, explores the implications of new ways of working for employees.

- **Adu-Gyamfi, M., He, Z., Nyame, G., Boahen, S., & Frempong, M. F. (2021)**

Corporate social responsibility (CSR) continues to receive greater attention in the current business world. Many studies on CSR focus on manufacturing or industrial companies by examining external CSR activities from external stakeholders' perceptions.

2.1 Objective-

- To study relationship of CSR and technology.
- To analysis impact of tech driven CSR in society.
- To study impact of factors in having positive affect of CSR in society and environment.

CSR activities have been successful in creating positive impact in society making future more sustainable. Some of the impacts can be summed in following points-

1 Digital platforms- Digital platform has been proved as very innovative and easy for social campaigns. It is very powerful tools to reach vast audience and create awareness on social and environmental impact. Digital platforms use various ways to engage people such as storytelling, videos, reels etc. the aim of every campaign is to have a purpose driven change.

2 CSR tool for its transparency and measurement- There are many tools that can be used for analyzing and understanding the data collected. This analyzing process helps in further improvement in impact a company wants to have in society and environment. When a company takes accountability of their work their strategy to make CSR also improves.

2.2 What are the challenges and ethical considerations associated with tech-driven CSR activities?

In the realm of Corporate Social Responsibility (CSR), the integration of technology presents a double-edged sword, bringing both opportunities and challenges. One of the primary challenges is the digital divide, which has the potential to marginalize certain communities from participating in CSR programs, underscoring the critical need for inclusivity in tech-driven initiatives. Furthermore, the implementation of technology-driven CSR strategies necessitates a careful consideration of privacy and data security concerns to uphold ethical standards and maintain stakeholder trust. Ethical dilemmas in tech-centric CSR activities often revolve around ensuring the successful execution of programs through streamlined and optimized processes, highlighting the importance of ethical frameworks in guiding technological advancements in CSR endeavors. By seamlessly incorporating technology into various stages of a company's CSR lifecycle, firms can mitigate challenges associated with CSR activities and enhance their overall impact on society. Moreover, the lack of clarity surrounding CSR programs, objectives, and performance among stakeholders such as companies and NGOs underscores the urgency for transparent and accountable tech solutions in the CSR landscape. As technology continues to shape CSR activities significantly, ethical considerations must be at the forefront of decision-making processes to navigate potential pitfalls and uphold responsible business practices in the digital age. Ultimately, in a rapidly evolving world where CSR is increasingly vital, the integration of technology into CSR efforts will play a pivotal role in driving positive social change and fostering sustainable business practices.

Factors that came out from the study-

- Technology accessibility
- Environmental impact
- Social equity
- Ethical use of data
- Community engagement
- Employee satisfaction
- Employee salary
- Employee growth
- Revenue
- Net profit
- Machine learning
- Climate change
- Digitalisation of CSR
- Employee perception
- AI
- Partnership and collaborations
- Regulatory and legal compliances
- Culture sensitivity
- Cyber security
- Services

- Payment gateway
- CSR
- Sustainability
- Society
- Customer satisfaction
- Resource efficiency

These factors can be broadly classified into societal factor, finance, internal growth and digitalization. These factors were considered on this study with a purpose to understand a wholesome perspective.

3 CONCLUSION

Some of expected outcomes that can be concluded are-

- Technologies have major impact on types of CSR activities companies choose.
- It is also seen that CSR activity leads to greater community engagement.
- Data breach, cyber security is one of major drawbacks

There are many studies that have already been done on CSR, impact, digitalization and society. There is less paper although that focuses on cyber security, Data Breach and risk of customer information when it comes to using technology. There are also less paper that focus on AI and its harmful impact on employment. Also using all of latest technology for betterment might have negative impact since technology and environment are inversely proportionate to each other.

REFERENCES

1. Potocan, Vojko. (2021). Technology and Corporate Social Responsibility. *Sustainability*. 13. 8658. 10.3390/su13158658.
2. René Kemp, Technology and the transition to environmental sustainability: The problem of technological regime shifts, *Futures*, Volume 26, Issue 10, 1994, 1023-1046, ISSN 0016-3287,
3. Shunsuke Managi, Robert Lindner, Casey C. Stevens, Technology policy for the sustainable development goals: From the global to the local level, *Technological Forecasting and Social Change*, Volume 162, 2021, 120410, ISSN 0040-1625.
4. Malaquias, Rodrigo & Malaquias, Fernanda & Hwang, Yujung. (2016). Effects of information technology on corporate social responsibility: Empirical evidence from an emerging economy. *Computers in Human Behavior*. 59. 195-201. 10.1016/j.chb.2016.02.009.
5. Achi, A., Adeola, O., & Achi, F. C. (2022). CSR and green process innovation as antecedents of micro, small, and medium enterprise performance: Moderating role of perceived environmental volatility. *Journal of Business Research*, 139, 771-781.
6. Dominique Foray, Arnulf Grübler, Technology and the environment: An overview, *Technological Forecasting and Social Change*, Volume 53, Issue 1, Pages 3-13, ISSN 0040-1625,
7. Arora, B., & Ali Kazmi, S. B. (2012). Performing citizenship: An innovative model of financial services for rural poor in India. *Business & Society*, 51(3), 450-47
8. Ban, Z. (2020). Open for change but closed for transformation: A communicative analysis of managerial corporate social responsibility discourse on the issue of labor. *Organization*, 27(6), 900-923.
9. Broadstock, D. C., Matousek, R., Meyer, M., & Tzeremes, N. G. (2020). Does corporate social responsibility impact firms' innovation capacity? The indirect link between environmental & social governance implementation and innovation performance. *Journal of Business Research*, 119, 99-110.
10. Bocquet, R., Le Bas, C., Mothe, C., & Poussing, N. (2019). Strategic CSR for innovation in SMEs: Does diversity matter?. *Long Range Planning*, 52(6), 101913.
11. Bocquet, R., Le Bas, C., Mothe, C., & Poussing, N. (2017). CSR, innovation, and firm performance in sluggish growth contexts: A firm-level empirical analysis. *Journal of Business Ethics*, 146, 241-254.
12. Campbell, J. L. (2007). Why would corporations behave in socially responsible ways? An institutional theory of corporate social responsibility. *Academy of management Review*, 32(3), 946-967.
13. Centobelli, P., Cerchione, R., & Ertz, M. (2021). Food cold chain management: what we know and what we deserve. *Supply Chain Management: An International Journal*, 26(1), 102-135.
14. Chowdhury, R., Sarasvathy, S. D., & Freeman, R. E. (2024). Toward a theory of marginalized stakeholder-centric entrepreneurship. *Business Ethics Quarterly*, 34(1), 1-34.

15. Cohen, B. (2007). Journal ratings and footprints: a North American perspective of organizations and the natural environment journal quality. *Business Strategy and the Environment*, 16(1), 64-74.