

Impact of Corporate Social Responsibility in Social innovation

An Analysis on the Banking Sector in Bangladesh

Project Work (BUS 498)

*Department of Business Administration
East West University
Dhaka*



Prepared by

Sharmin Ferdouse

2004-3-10-062

Department of Business Administration
East West University
Dhaka

Prepared for

Mujahid Mohiuddin Babu

Lecturer

Department of Business Administration
East West University
Dhaka

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Subject: Letter of transmittal

Mujahid Mohiuddin Babu
Lecturer
Department of Business Administration
East West University, Dhaka

Dear Sir:

It is a great pleasure for me to submit the report titled, "Impact of CSR activity on social innovation- An Analysis of the Banking Sector in Bangladesh". I am submitting this report as for partial fulfillment of Bachelor in Business Administration degree, as a part of academic curriculum. This report will help the organization to find out service of Corporate Social Responsibility of banking sector in Bangladesh.

This is a descriptive study in a complete form and I have tried my best to complete the study in proper format. It is true that it could have been done in better way if there would not be any limitations.

I appreciate you will asses my report considering the limitations of the study. Your kind advice will encourage me to do further research in future.

sincerely yours,

Sharmin Ferdouse
ID: 2004-3-10-062
Department of Business Administration
East West University
Dhaka

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Executive Summery

Social innovation refers to new strategies, concepts, ideas and organizations that meet social needs of all kinds - from working conditions and education to community development and health - and that extend and strengthen civil society. In Bangladesh CSR is mostly done by banking sector .Some of the banks take CSR as their strategy. they can realize that they run their business within the society .Society permit them to work, so they have some responsibilities for the society. Performing in a socially responsible manner is also providing them good image in the eyes of the customer. In our country DBBL, HSBC, SCB and Commercial bank of Ceylon do most CSR in this sector. DBBL mainly contribute in health, education scholarship, and environment area. For HSBC one percent of their total amount of profit they use for CSR. They emphasis on education mostly .they also focus on cultural development. Standard charter bank provide fund for eye care. Commercial bank of Ceylon provide fund on emergency situation. They decide on the circumstances. Those banks differ in the area of contribution. Between them DBBL and HSBC do some contribution continuously .Some major finding of this report are:

1. Most important areas for contribution are Health, Education and Natural deserter.
2. In professional development and woman development their contribution is not satisfactory.
- 3 General people believe Business has duty to its society
4. CSR provides long term sustainability and profitability to the company.
5. If Government takes some action towards CSR country can benefited more.



1. Introduction

The practice of CSR is subject to much debate and criticism. Proponents argue that there is a strong business case for CSR, in that corporations benefit in multiple ways by operating with a perspective broader and longer than their own immediate, short-term profits. Critics argue that CSR distracts from the fundamental economic role of businesses; others argue that it is nothing more than superficial window-dressing; others argue that it is an attempt to pre-empt the role of governments as a watchdog over powerful corporations. The term CSR came in to common use in the early 1970s although it was seldom abbreviated. The term stakeholder, meaning those impacted by an organization's activities, was used to describe corporate owners beyond shareholders from around 1989. Whilst there is no recognized standard for CSR, public sector organizations (the United Nations for example) adhere to the Triple Bottom Line (TBL). It is widely accepted that CSR adheres to similar principals but with no formal act of legislation. An approach for CSR that is becoming more widely accepted is community-based development projects. A more common approach of CSR is through the giving of aid to local organizations and impoverished communities in developing countries. Some organizations do not like this approach as it does not help build on the skills of the local people, whereas community-based development generally leads to more sustainable development.

2. Origin of the report

Project report is a prerequisite for acquiring BBA degree. It is a perfect merge of the theoretical and practical knowledge about the organization. Only curriculum activity is not enough for handling the real business environment, so it is necessary to get the better knowledge about the scenario of the organization. Organization orientation is needed with the acquaintance at the structure of function and performance both. The project work pertaining to a particular problem or problems matching with the area of specification and organization's requirement of the project "Impact of Corporate Social Responsibility (CSR) in social innovation-A study of Banking Sector" under BBA program of East West University. As the practical orientation is the integral part of the BBA Degree requirement. Beyond my assigned project, I also learn the general banking CSR operations that may enrich my professional life.

3. Scope of the Report:

In recent years the word CSR is applied frequently. Most of the organizations try to involve CSR as in their corporate strategy. Companies use these activities for what, what is the actual motive for them to contribute. By this report I want to find out the actual effectiveness of CSR.

4 Objective of the Report

Primary objective:

The primary objective of the study is to conduct a survey on Outcome and Impact Assessment of the impact of CSR Activities of the firms on social innovation or development.

Secondary Objective:

1. Estimate the extent of educational improvement happen by CSR activity,
2. Indicate whether there was an improvement in inter-ethnic/community relations.
3. Identify whether there were changes in nutrition, hygiene and health behavior and practices
4. Measure the level of investment in education and training-literacy skills.
5. Assess women's empowerment at the family and community levels.
6. Judge the appropriateness and relevance of the project.
7. What are the factors that influence consumers to buy Product/service?
8. The present condition of the CSR activities.
9. To find out the way to improve the real effects.
10. To understand how a company's CSR initiatives are perceived by their stakeholder .
11. To gain an understanding of how a company's CSR performance compares to that of its peers

To find out common areas where most of the Organization invests.

5. Limitations of the Study

There were some constrains that hampered the quality of this study. Those limitations of the study are follows

- i. Respondents have lack of knowledge about the area of the study.
- ii. Respondents were busy enough with their own lives and jobs. They do not have a lot of time for analyzing the real experience of that specific situation of this study.
- iii. The study findings do not offer decisions. This research provides information upon which decisions will be made. Usually it simplifies the decision by eliminating alternatives but occasionally it makes the decision-making process more difficult by uncovering alternatives that had not been considered previously. Thus, it is only a tool to aid decision-making.
- iv. This study can provide an insight into the future either by asking people what they plan to do or extrapolating from past or present trends. There are problems with this however. People often do not know what they will do in the future and what they think they will do is

- often very different from what they actually do. Also, in a fast-changing environment, extrapolation from the past is highly unreliable.
- v. Moreover, the study was wholly conducted by a novice researcher. Which somewhat impede the worthiness of the study.
 - vi. Electricity crises were a big problem for this research.

6. Methodology:

6.1 Type of Research Design

The purpose of the research is to discover answers to questions of the application of CSR activities by the organizations. The prime objective of research is to reveal the actual impact which is not clear yet.

The research that conducted for this report is of both descriptive and analytical. Descriptive research comprises of fact-finding enquiries. The major purpose of descriptive research is the description of the state of affairs as it exists at. Theoretical reviews of existing image and perception of corporate Social Responsibility.

The research is also analytical as primary data will be collected to portray the real scenario. By using facts or information already available, an analysis and critical evaluation of the material will be prepared.

6.2 Survey Method

Two methods were used to get information about the impact of corporate social responsibilities done by banking sector and customers attitude on this. One is to take interview of the related officer of those banks. Another was interview of those persons who have knowledge on this area. Therefore, for the study purpose, personal interview is relied more. To conduct the survey a structured questionnaire has been formed where the questions regarding relevant information has been placed.

6.3 Scaling Technique

Both of the Comparative and the Non-comparative scaling method is used in the research. The research has used Liker scale -a 1 to 5 scale where 5=strongly agree, 4=agree, 3=Neither agree nor disagree, 2=disagree 1=strongly disagree- from the non-comparative scaling method for its purpose to find out the information about the attitude toward the impact of social compliance criteria on business affairs the researchers and emphasis is given more in use of this scale. The survey also used the rank order scaling technique from the comparative scaling technique.

6.4 Questionnaire Development

There are 2 different segments in the questionnaire. Some questions are to find out the demographic information that is, entrepreneur age, time of getting service with the organization etc. and some questions are to find out the impact and attitude toward the aspects of the underlying consequence. Section A deals with respondents' demographic information and attitude section B deals with the respondents view toward the impact of contribution of social innovation criteria. These questions are based on the different scales and pattern of questions like

the Likert scale, open-ended, and rank order scale etc. Likert scale is formed upon whether the aspects agree or disagree with the given statement. In the questionnaire, the rank order scale shows the ranking among the criteria of choosing a bank and, respondents could easily rank them up. Thus, the questionnaire put a clear view in front of the aspect and from that; it is easy to have relevant information to conduct the research.

6.5 Sampling Plan

6.5.1 Definition of Target Population

Element	: People with bank account
Extent	: Dhaka
Time	: During the survey period (March-April 2008)

6.5.2 Sampling Technique

Traditional sampling without replacement; since the target sample group has been selected before the collection of data and once a respondent has been selected, he/she has been excluded from the sample group.

6.5.3 Sample Size

The sample size was 50



7. Literature review:

7.1 About CSR

Corporate Social Responsibility (CSR), also known as corporate responsibility, corporate citizenship, responsible business and corporate social opportunity is a form of corporate self-regulation integrated into a business model. Ideally, CSR policy would function as a built-in, self-regulating mechanism whereby business would monitor and ensure their adherence to law, ethical standards, and international norms. Business would embrace responsibility for the impact of their activities on the environment, consumers, employees, communities, stakeholders and all other members of the public sphere. Furthermore, business would proactively promote the public interest by encouraging community growth and development, and voluntarily eliminating practices that harm the public sphere, regardless of legality. Essentially, CSR is the deliberate inclusion of public interest into corporate decision-making, and the honoring of a triple bottom line: People, Planet, and Profit.

The idea that business has a duty to serve society as well as the financial interest of stockholders has remained a highly contentious one. There are three principal reasons why managers should be concerned about the socially responsible behavior of their firms. First, a company's right to exist depends on its responsiveness to the external environment. Second, federal, state, and local governments threaten increased regulation if business does not evolve to

meet changing social standards. Third, a responsive corporate social policy may enhance a firm's long term viability. Underscoring the importance of these factors to the firm is the implicit belief that long-run profit maximization is inexorably linked to CSR .

Human resources

A CSR programme can be an aid to recruitment and retention, particularly within the competitive graduate student market. Potential recruits often ask about a firm's CSR policy during an interview, and having a comprehensive policy can give an advantage. CSR can also help to improve the perception of a company among its staff, particularly when staff can become involved through payroll giving, fundraising activities or community volunteering.

Risk management

Managing risk is a central part of many corporate strategies. Reputations that take decades to build up can be ruined in hours through incidents such as corruption scandals or environmental accidents. These events can also draw unwanted attention from regulators, courts, governments and media. Building a genuine culture of 'doing the right thing' within a corporation can offset these risks,

Brand differentiation

In crowded marketplaces, companies strive for a unique selling proposition that can separate them from the competition in the minds of consumers. CSR can play a role in building customer loyalty based on distinctive ethical values. Business service organizations can benefit too from building a reputation for integrity and best practice.

License to operate

Corporations are keen to avoid interference in their business through taxation or regulations. By taking substantive voluntary steps, they can persuade governments and the wider public that they are taking issues such as health and safety, diversity or the environment seriously, and so avoid intervention. This also applies to firms seeking to justify eye-catching profits and high levels of boardroom pay. Those operating away from their home country can make sure they stay welcome by being good corporate citizens with respect to labor standards and impacts on the environment

7.2 The Debate

Critics of CSR as well as proponents debate a number of concerns related to it. These include CSR's relationship to the fundamental purpose and nature of business and questionable motives for engaging in CSR, including concerns about insincerity and hypocrisy.

Milton Friedman and others take this a step further, arguing that a corporation's purpose is to maximize returns to its shareholders, and that since only people can have social responsibilities, corporations are only responsible to their shareholders and not to society as a whole. Although

they accept that corporations should obey the laws of the countries within which they work, they assert that corporations have no other obligation to society. Some people perceive CSR as incongruent with the very nature and purpose of business, and indeed a hindrance to free trade.

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Coming down on one side of the question are those who, like Friedman, believe that a business bears a responsibility his only for the financial well-being of its stockholders implicit in this statement -is the idea that corporate actions motivated by anything other than shareholder wealth maximization threatens that well-being on the other side proponents of CSR assert that business does not function in a vacuum; it exists to serve, depends upon its environment, can not be separated from it, and therefore has a responsibility to ensure its wellbeing The environment is represented not only by stockholders/owners and employees, but also by such external stakeholders as customers, unions, suppliers, competitors, government agencies ,local communities, and society in general.

The second argument for CSR suggests that stockholders' interests may transcend the financial. Many stockholders expect more from the companies -in which they invest than simple appreciation in the economic value of the firm.

The third argument in favor of CSR is that the best way for a company to maximize shareholder wealth is to act in a socially responsible manner. It suggests that when a company It's behaves responsibly, benefits accrue directly to the bottomline- It also implies that when a company does not behave responsibly, the company and its shareholders suffer financially.

The goal of every firm is to maintain viability through long-run Profitability. Until all costs and benefits are accounted for, however, profits may not be claimed in the case of CSR costs and benefits are both economic and social. While economic costs and benefits are easily quantifiable, social costs and benefits are not. Managers therefore risk subordinating social consequences to other performance results that can be more straight forwardly measured .the dynamic between CSR and success (profit) is complex. While one concept is clearly not mutually exclusive of the other, it is also clear that neither is a prerequisite of the other. Rather than viewing these two concepts as competing, it may be better to view CSR as a component in the decision-making process of business that must determine, among other objectives, how to maximize profits. Attempts to undertake a cost-benefit analysis of CSR have not been very successful. The process is complicated by several factors.

First, some CSR activities incur no dollar costs at all.In addition, philanthropic activities of a corporation, which has been a traditional mainstay of CSR, are undertaken at a discounted cost to the firm since they are often tax deductible. The benefits of corporate philanthropy can be enormous as is shown by the-many national social welfare causes that have been spurred by corporate giving.

Second, socially responsible behavior does not come at a prohibitive cost one needs, socially responsible practices may create savings and, as a result, increase profit proponents argue that CSR costs are more than offset in the long run by an improved company image an company image and increased community goodwill. These intangible assets can prove valuable in a crisis. CSR may also head off new regulation, preventing increased compliance costs. It may even

attract investors who are themselves socially responsible. Proponents believe that reasons, socially responsible behavior increases the financial value of the firm in the long run.

Performance :To explore the relationship between responsible behavior and financial performance, critics of CSR believe that companies that behave in a socially responsible manner, and portfolios comprising these companies securities should perform more poorly financially than those that do not. The costs of CSR outweigh the benefits for individual firms, they suggest several research studies have attempted to determine the relationship between corporate; social performance and financial performance. Taken together, these studies fail to establish the nature of the relationship between social and financial performance. There are a number of possible explanations for the findings. One possibility is that there is no meaningful correlation between social and financial performance a second possibility is that the benefits of CSR are offset by its negative consequences for the firm, thus producing a non detectable net financial effect. Other explanations include methodological weaknesses and/or insufficient conceptual models or operational definitions used in the studies. However, among Experts, a sense remains that a relationship between CSR and the bottom line does exist, although the exact nature of that relationship is unclear.

CSR is Good for business because:

a) it protects the existing business; b) it helps to build the business and enhance profitability; c) it builds the brand image of Bangladesh; d) by practicing CSR organizations do least harm to the natural environment and e) it gives a competitive advantage to the companies that wholeheartedly practice it

CSR is 'defensive' because it:

a) is risk reduction; b) protects brand and reputation; c) retains a company's licence to operate; d) by doing it voluntarily it avoids the Legislators and Regulators doing it to' us; e) paying tax and vat businesses enable the Government of Bangladesh to develop a business friendly environment and provide the social welfare, health care and educational facilities their workers need.

7.3 Drivers

Corporations may be influenced to adopt CSR practices by several drivers

- 1.Ethical consumerism
- 2.Globalization and market forces
- 3.Social awareness and education
- 4.Ethics training
- 5.Laws and regulation
- 6.Crises and their consequences
- 7.Stakeholder Priorities



7.4 Social Innovation:

The customary definition of social innovation is an innovation beneficial to society as a whole, especially to downtrodden and victimized individuals such as the poor, disabled, women, children, pets, and various ethnic and minority groups.

-3

Major social innovations are rarely successful. They usually take many years before they are accepted and, judging by results, are a thousand times more difficult to achieve than a technological/commercial success. Why is that? Law, culture, and economic realities have fostered that outcome. Much of the problem comes from increasingly expensive economic and legal systems, based on adversarial relationships and biased by the penetration of money evaluations into more and more relationships. It is interesting that a few social innovations underway attempt to chip away at that kind of bias. The dominant role of money is the most important single reason why social innovation is so difficult, but by no means the only one.

7.5 Social Innovation is as different from Commercial Innovation:

A social innovator attempts to create an innovation that produces "public goods" for the collective use or benefit of many people. In contrast, commercial innovators seek ideas for producing goods or services that customers want for use by the individual person, family, or corporation. Social and commercial innovations differ in another important way. Public goods are usually paid by peoples' taxes, e.g. roads, public health facilities, etc., or donated or sponsored. The user does not pay for use. In the commercial world, the user pays.

7.6 History of Social Innovation

Social innovation was discussed in the writings of figures such as Peter Drucker and Michael Young (founder of the Open University and dozens of other organizations) in the 1960s. It also appeared in the work of French writers in the 1970s, for example Pierre Rosanvallon, Jacques Fournier, and Jacques Attali. However, the themes and concepts in social innovation have existed long before that. Benjamin Franklin, for example, talked about social innovation in terms of small modifications within the social organization of communities that could help to solve everyday problems. Many radical 19th century reformers like Robert Owen, founder of the cooperative movement, promoted innovation in the social field and all of the great sociologists including Karl Marx, Max Weber and Émile Durkheim focused much of their attention to broader processes of social change. However, more detailed theories of social innovation only became prominent in the 20th century. Joseph Schumpeter, for example, addressed the process of innovation more directly with his theories of creative destruction and his definition of entrepreneurs as people who combined existing elements in new ways. In the 1980s and after, writers on technological change increasingly addressed the importance of social factors in affecting technology diffusion.

7.7 Human development

Human Development is a development paradigm that is about much more than the rise or fall of national incomes. It is about creating an environment in which people can develop their full potential and lead productive, creative lives in accord with their needs and interests. People are

the real wealth of nations. Development is thus about expanding the choices people have to lead lives that they value. And it is thus about much more than economic growth, which is only a means — if a very important one — of enlarging people's choices.

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7.8 Community Development: is a field of practices directed toward the creation or enhancement of community between individuals within a regional area (such as a neighborhood) or with a common interest. It is sometimes encompassed under the field of community Building.

A set of values and practices which plays a special role in overcoming poverty and disadvantage, knitting society together at the grass roots and deepening democracy. There is a CD profession, defined by national occupational standards and a body of theory and experience going back the best part of a century. There are active citizens who use CD techniques on a voluntary basis, and there are also other professions and agencies which use a CD approach or some aspects of it.

8 . CSR by banks in Bangladesh:

8.1HSBC



Dhaka's 400 years-Drama Show



2008

1. Dhaka's 400 years
2. titled 'HSBC Kali O Kolom Young Poet and Writers Award'
3. HSBC holds SIDR charity concert in Chittagong
4. Shoto Borsher Bangla Gaan
5. Bengali New Year 1415
6. Basha Protijog
7. with Centre for Disables Concern (CDC) Olympiad for the disabled and disadvantaged
8. provided funds to Shapla Doel Sangsad for organising, an Eye Camp
9. Staff from across various departments of HSBC Bangladesh had lunch with over 200 street children at a shelter of Aparajeyo Bangladesh.Sir Salimullah Muslim Orphanage where they shared a lunch with the children.
10. SIDR initiative: HSBC is building 120 houses in Pirojpur and Barguna
11. HSBC provided funds to Liver Foundation of Bangladesh for the third phase of free Hepatitis B vaccination
12. HSBC provided funds of BDT100000 to Sneho Education and Health Development
- 13.HSBC Distributed rickshaws, sewing machines, live stocks, tree plants, seeds, fishing nets and boats to 120 families who received the houses.

2007

1. Musical event "Shoto Borsher Bangla Gaan"- Part 2
- 2.HSBC holds charity concert
- 3.HSBC staff provides relief for flood victims
4. HSBC helps farmers affected by recent flood
- 5.HSBC initiatives for the distressed people of Hurrricane SIDR
- 6.HSBC launches audio CD of the second "Shoto Borsher Bangla Gaan" musical event
7. Warm clothes in three centers of Aparajeyo Bangladesh, where 250 street children stay at night

8. HSBC gave away wheelchairs to 23 physically challenged people in Dhaka on International Handicap day.
9. DAK staff visited Sir Salimullah Muslim Orphanage and donated funds raised by staff during Pohela Boishakh
10. HSBC supported Shapla Doel Shangshad in organizing an eye camp for 50 visually impaired patients through a mobile eye operation theatre.
11. HSBC donated to the ICCB flood relief fund, FICCI flood relief fund and MCCI flood relief fund.
12. HSBC staff provided flood relief to the affected people of Kanaighat, Sylhet
13. HSBC arranged an Iftar party at Sir Salimullah Orphanage for 500 orphan children and arranged an Iftar party for 300 street kids along with Aparajeyo Bangladesh.
14. HSBC donated funds to Liver Foundation of Bangladesh to create awareness and to vaccinate hundreds of destitute children against Hepatitis B and C.
15. HSBC provided funds to SamannitaJonokallyan Kendra to install 17 arsenic free Tube wells for safe drinking water
16. HSBC provided funds to Southern Socio-economic development program (SSDP) to help establish a phone/fax/photostat shop.

8.2 DBBL



DBBL awards Fellowships to pursue M. Phil, Doctoral & Post Doctoral Degree

Health

1. DBBL distributes the Treatment Cards to 50 HIV/AIDS positive patients
2. HIV/AIDS Assistance Program
3. Smile Brighter Program
4. Support to ACID & Dowry Victims
5. Vesico Vaginal Fistula (V.V.F) operation to improve women reproductive health
6. DBBL donates a DNA detection machine to Bangabandhu Sheikh Mujib Medical University
7. DBBL has donated an amount of Tk. 9.36 crore to Diabetic Association of Bangladesh
8. DBBL stands by disabled and underprivileged children
9. DBBL has donated an Endoscope machine to National Medical College & Hospital
10. DBBL Smile-Brighter program starts in Dhaka City
11. DBBL provides medical supports to HIV/AIDS patients
12. DBBL has organized a 4 day-long plastic surgery operation in Faridpur

Education

13. DBBL awards Fellowships to pursue M. Phil, Doctoral & Post Doctoral Degree
14. Dutch-Bangla Bank donates Tk. 9.73 crore to Dhaka University
15. DBBL has awarded scholarship to meritorious including 10 physical disabled students
16. DBBL has awarded scholarship to 200 meritorious and needy students
17. Scholarship program for the meritorious and needy students
18. Blind Education and Rehabilitation Organization (BERDO)
19. DBBL donates books for Bangabandhu Sheikh Mujib Medical University
20. DBBL has donated a Pick-up Van to Bangladesh Agricultural University
21. DBBL has donated books for Dhaka University Central Library
22. DBBL awards scholarships to the meritorious and needy Students
23. International Mathematical Olympiad-2006

Disaster

24. DBBL has donated Tk. 25 lakh for the victims of devastating landslides in Chittagong
25. DBBL donates 130 bundles of GCI sheets to Noakhali district
26. DBBL donates 700 bundles of high grade GCI sheets to Gaibandha and Rangpur districts
27. DBBL has distributed blankets among the cold-affected people
28. Donation to different organization

- a. Tk.4 corer for setting up a modern cancer hospital to Ahsania Mission Cancer Society.
- b. Tk.1 corer for setting up a modern cancer hospital to Bangladesh Cancer Society.
- c. Tk.1.20 corer for setting up a pediatric hospital to provide service to low income people whose 30% will be free and rest will be at low cost.
- d. Tk.90 lac to kidney foundation for setting up Operation Theater.

Beside this DBBF also provides financial aid with different organizations that engages relentlessly to work with destitute women and children. Very recently DBBF has donated Tk. 15,00,000/= to Rotary Club of Metropolitan Dhaka to purchase a modern equipment for the hearing impaired children. In 2003 approximately Tk.12,10,986 (taka twelve lac ten thousand nine hundred eighty six) only and in 2004 approximately Tk40,51,000.00 (taka forty lac fifty one thousand)only and in 2005 approximately Tk31,55,000 (taka thirty one lac fifty five thousand) only is given as donation to different organization and person to mitigate their purpose.

Diabetic Hospital: DBBL donates Tk.1,00,00.00 per month to bear operational expenses of Narayanganj Diabetic Hospital since October, 2001.

Rural Health Care: DBBL has established Rural Health Center at its rural branches to render free medical services to the rural and destitute people of the adjoining areas.

On the other hand, the need base donations and subscriptions are extended to those areas, where it is needed most. Some of the activities in this category are:

1. Tk.40, 000,000.00 (Taka forty million) to Dhaka Ahsania Mission to set up a Ahsania Mission Cancer Hospital.
2. Tk.10, 000,000.00 (Taka ten million) to Bangladesh Cancer Society to set up a modern cancer hospital.

3. Tk.12, 000,000.00 (Taka twelve million) to Shishu Sasthya Foundation to construct two floors of proposed 15 storied building of the Foundation.
4. Tk.9,000,000.00 (Taka Nine million) to Kidney Foundation to setup two operation theatres and a kidney transplantation ICU with a view to provide low cost services to poor kidney patients.
5. Tk.1, 500,000.00(Taka one million five hundred thousand) to Rotary Club of Metropolitan Dhaka to help the disadvantaged children with hearing impairment.
6. Tk.500, 000.00 (Taka Five hundred thousand) to Md. Atiqur Rahman Hridoy, a meritorious student of BUET who has been suffering from Blood Cancer.
7. Tk.100, 000.00 (Taka one hundred thousand) to Md. Mokhlesur Rahman, a meritorious student of Economics Department of Dhaka University who has been suffering from Hepatitis-B.
8. Tk.350, 000.00 (Taka Three hundred Fifty Thousand) to Bangladesh Neonatal Forum for improving neonatal health as well as reducing neonatal Mortality rate in Bangladesh.
9. Tk.350, 000.00 (Taka Three hundred Fifty Thousand) donated for sinking 25 shallow tubewells in 25 spots of Angorpota Dahagram enclaves.
10. Tk.300, 000.00 (Taka Three hundred thousand) to Saleh Child Development Disability Management Centre to provide support to the mentally retarded and disabled children.
11. Tk.300, 000.00 (Taka Three hundred thousand) to Bangladesh Thalassaemia Hospital to setup modern equipments for reducing sufferings of poor Thalassaemic patients.
12. Tk.200, 000.00 (Taka Two hundred thousand) to Health Promotion Limited for setting up private Chamber for Community Maternity Practitioner (CMP) Students.
13. Tk.180, 000.00 (Taka One hundred Eighty Thousand) to Nirapad Sarak Chai for helping 12 families, victims of road accidents
14. Tk. 150,000.00 (Taka One hundred Fifty Thousand) only to APON for organising a training program on Therapeutic Community.
15. Tk.100, 000.00 (Taka One hundred thousand) only to Society for the Welfare of the Intellectually Disabled, Bangladesh for training and rehabilitation of the mentally retarded and disabled children.
16. Tk.100, 000.00 (Taka One hundred thousand) to SIED TRUST, Bangladesh for rehabilitation of underprivileged intellectually disabled children.
17. Tk.100, 000.00 (Taka One hundred thousand) to Street Children Partner Bangladesh to develop the condition of street children.
18. Tk.100, 000.00 (Taka One hundred thousand) to EKMATTRA for making a short length feature film named "Je Shohor Chorabali.
19. DBBL has donated G.C.I. sheets among the victims of river erosion and tornado affected people of Bogra, B. Baria, Netrokona, Mymensingh, Gaibandha, Rangpur and Ramgoti at a cost of Tk. 10 million.
20. DBBL has distributed blankets among the cold affected people of the country. So far the bank has distributed 1, 50,000 pieces of blankets at

8.3 Commercial Bank of Ceylon





Donations for Prime Minister's Flood Relief fund

1. Donated to Bangladesh Army Relief Fund
2. Donated to Chief Adviser's Relief Fund
3. CBC helps Sidr affected people
4. Donations for Prime Minister's Flood Relief fund
5. Stationary and books to children affected by floods
6. Donate BDT 3, 50,000 to Protibondhi Foundation Bangladesh
7. Provide Relief to Victimize People at Chittagong
8. Training to other Bankers
9. Art exhibitions
10. Donation to Islamia Eye Hospital
11. Donation to Bangladesh Thalassaemia Hospital

8.4 Standard Chartered Bank



. HIV Champions work to raise awareness of HIV

Seeing is Believing

Seeing is Believing is our global programme to help tackle preventable and curable blindness.

1. Standard Chartered volunteers saved Islamia Eye Hospital in Dhaka thousands of dollars, using their core skills to advice on an upgrade of their information technology systems.
2. The Bank's Living with HIV programme aims to reduce the spread of this virus by promoting behavioural change through education,
3. HIV Champions work to raise awareness of HIV and AIDS in the Bank and with external organisations

9. Analysis:

After the survey I found most of the respondent in the age group of between 22 to 30. Most of them use bank service in Private Banks.

9.1 Ranked Information

Respondent ranking for the factors that are more important for them for choosing a Bank differently. By summarizing all the data I found preferences are:

Table 1: Preference of choosing a bank

Statistics

		interest rate	short timing	Brand name	Social contribution	location	othres
N	Valid	50	50	50	50	50	50
	Missing	0	0	0	0	0	0
Mode		1.00	3.00	5.00	5.00	1.00	6.00

Explanation: Most of the survey people have a preference in easy location and low interest rate at first choice in choosing a Bank. Then they prefer banks which provide them service in a short time. After that people have preferences on brand name and social contribution. There are some other areas which influence in choosing a bank like salary account for some people.

Suggestion of this survey respondent for which area contribution by the bank CSR should be:

Table 2: Suggestion of this survey respondent for CSR

Statistics

		Education	Health	Natural Disaster	Cultural development	Women development	beautification of a city	Community development	Professional development	Income generating activity	Social disaster	Infrastructures	Other
N	Valid	50	50	50	50	50	50	50	50	50	50	50	4
	Missing	0	0	0	0	0	0	0	0	0	0	0	0
Mode		1.00	2.00	2.00 ^a	6.00	7.00	10.00	7.00	8.00	10.00	10.00	11.00	12.00

^aMultiple modes exist. The smallest value is shown

Explanation: Most of the people prefer in education sector bank should contribute more. In our country health treatment facilities are not satisfactory. All most in every year some natural disaster happened. So people this two areas are provide second preference.

9.2 Hypothesis Test:

One sample t-test

Hypothesis 1.

H_0 : Organization like banks has no duty for the society

H_1 : Organization like banks has duty for the society

That is,

$$H_0 : \mu > 3$$

$$H_1 : \mu \leq 3$$

Here, level of significance, $\alpha = 0.05$ & test statistic is t

Table 3: Mean, Std. Deviation & Std. Error

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
Organization like banks have no responsibility for the environment, it has responsibility only for shareholders	50	2.0200	1.1865	.1678

Table4: The t-value, df & p-value of the conducted test for hypothesis

	One-Sample Test					
	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Organization like banks have no responsibility for the environment, it has responsibility only for shareholders	-5.840	49	.000	-.9800	-1.3172	-.6428

From the above table, generated by the SPSS software, the p-value (1-tailed) for the test is 0.000.

Since the p-value (i.e. 0.000) is lesser than the α -value (i.e. 0.05), the probability of accepting H_0 is lesser than the probability of rejecting H_0 . Hence, H_0 is rejected. That is $\mu \leq 3$.

That is, Organization like banks has duty for the society

Hypothesis 2.



H_0 : People believe corporate social responsibility activity is not good for both organization and society

H_1 : People believe corporate social responsibility activity is good for both organization and society

That is,

$$H_0 : \mu > 3$$

$$H_1 : \mu \leq 3$$

Here, level of significance, $\alpha = 0.05$ & test statistic is t

Table 5: Mean, Std. Deviation & Std. Error

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
CSR is good for society as well as banks(win-win situation)	50	4.0200	.8204	.1160

The t-value, df & p-value of the conducted test for hypothesis

One-Sample Test						
	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
CSR is good for society as well as banks(win-win situation)	8.791	49	.000	1.0200	.7868	1.2532

From the above table, generated by the SPSS software, the p-value (1-tailed) for the test is 0.000. Since the p-value (i.e. 0.000) is lesser than the α -value (i.e. 0.05), the probability of accepting H_0 is lesser than the probability of rejecting H_0 . Hence, H_0 is rejected. That is $\mu \leq 3$.

That is, People believe corporate social responsibility activity is good for both organization and society

Hypothesis 3.

H₀: In the promotion of corporate social activities publicity is not more than actual contribution.

H₁: In the promotion of corporate social activities publicity is more than actual contribution.

That is,

$$H_0 : \mu > 3$$

$$H_1 : \mu \leq 3$$

Here, level of significance, $\alpha = 0.05$ & test statistic is t

Table6: Mean, Std. Deviation & Std. Error

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
In the promotion of CSR publicity is more than the actual contribution	50	3.4800	1.0736	.1518

Table7: The t-value, df & p-value of the conducted test for hypothesis

One-Sample Test						
	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
In the promotion of CSR publicity is more than the actual contribution	3.161	49	.003	.4800	.1749	.7851

From the above table, generated by the SPSS software, the p-value (1-tailed) for the test is 0.0015. Since the p-value (i.e. 0.0015) is lesser than the α -value (i.e. 0.05), the probability of accepting H₀ is lesser than the probability of rejecting H₀. Hence, H₀ is rejected. That is $\mu \leq 3$.

That is, in the promotion of corporate social activities publicity is more than actual contribution.

Hypothesis 4.

H₀: In emergency situation (flood, SIDR) Banks does not provide necessary support.

H₁: In emergency situation (flood, SIDR) Banks provide necessary support.



That is,

$$H_0 : \mu > 3$$

$$H_1 : \mu \leq 3$$

Here, level of significance, $\alpha = 0.05$ & test statistic is t

Table8: Mean, Std. Deviation & Std. Error

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
In emergency situation Banks investment is satisfactory	50	3.4800	.9739	.1377

Table9: The t-value, df & p-value of the conducted test for hypothesis

One-Sample Test						
	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
In emergency situation Banks investment is satisfactory	3.485	49	.001	.4800	.2032	.7568

From the above table, generated by the SPSS software, the p-value (1-tailed) for the test is 0.0005. Since the p-value (i.e. 0.0005) is lesser than the α -value (i.e. 0.05), the probability of accepting H_0 is lesser than the probability of rejecting H_0 . Hence, H_0 is rejected. That is $\mu \leq 3$.

That is, in emergency situation (flood, SIDR) Banks provide necessary support.

Hypothesis 5.

H_0 : There is no improvement in health where banks involve in improving health problem

H_1 : There is improvement in health where banks involve in improving health problem

That is,

$$H_0 : \mu > 3$$

$$H_1 : \mu \leq 3$$

Here, level of significance, $\alpha = 0.05$ & test statistic is t

Table10: Mean, Std. Deviation & Std. Error

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Contribution of Banks in health sector improve peoples awareness	50	3.6800	.9134	.1292

Table11: The t-value, df & p-value of the conducted test for hypothesis

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Contribution of Banks in health sector improve peoples awareness	5.264	49	.000	.6800	.4204	.9396

from the above table, generated by the SPSS software, the p-value (1-tailed) for the test is 0.000. Since the p-value (i.e. 0.000) is lesser than the α -value (i.e. 0.05), the probability of accepting H_0 is lesser than the probability of rejecting H_0 . Hence, H_0 is rejected. That is $\mu \leq 3$.

That is, there is a hues improvement in health treatment and awareness where banks contribute for improvement.

Hypothesis 6.

H_0 : Support given by the banks in educational area is not increase the educational level of the poor people.

H_1 : Support given by the banks in educational area increase the educational level of the poor people.

That is,

$$H_0 : \mu > 3$$

$$H_1 : \mu \leq 3$$

Here, level of significance, $\alpha = 0.05$ & test statistic is t

Table12: Mean, Std. Deviation & Std. Error

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
The bank provides satisfactory emphasis on Educational contribution	50	3.4800	1.0150	.1435

Table13: The t-value, df & p-value of the conducted test for hypothesis

One-Sample Test						
	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
The bank provides satisfactory emphasis on Educational contribution	3.344	49	.002	.4800	.1915	.7685

From the above table, generated by the SPSS software, the p-value (1-tailed) for the test is 0.001. Since the p-value (i.e. 0.001) is lesser than the α -value (i.e. 0.05), the probability of accepting H_0 is lesser than the probability of rejecting H_0 . Hence, H_0 is rejected. That is $\mu \leq 3$.

That is, Support given by the banks in educational area increase the educational level of the poor people.

Hypothesis7.

H_0 : In Community development area banks doing investment, it is not enriching our life.

H_1 : In Community development area banks doing investment, it is enriching our life.

That is,

$$H_0 : \mu > 3$$

$$H_1 : \mu \leq 3$$

Here, level of significance, $\alpha = 0.05$ & test statistic is t

Table14: Mean, Std. Deviation & Std. Error

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
Banks should provide more for Community development	50	3.7800	.8154	.1153

Table15: The t-value, df & p-value of the conducted test for hypothesis

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Banks should provide more for Community development	6.764	49	.000	.7800	.5483	1.0117

From the above table, generated by the SPSS software, the p-value (1-tailed) for the test is 0.000. Since the p-value (i.e. 0.000) is lesser than the α -value (i.e. 0.05), the probability of accepting H_0 is lesser than the probability of rejecting H_0 . Hence, H_0 is rejected. That is $\mu \leq 3$. That is, In Community development area banks doing investment, it is enriching our life.

Hypothesis 8.

- H_0 : For professional development banks investment is a not smaller amount
- H_1 : For professional development banks investment is a smaller amount

That is,

$$H_0 : \mu > 3$$

$$H_1 : \mu \leq 3$$

Here, level of significance, $\alpha = 0.05$ & test statistic is t

Table16: Mean, Std. Deviation & Std. Error

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
Professional development bank should invest more	50	3.7600	.8221	.1163

Table17: The t-value, df & p-value of the conducted test for hypothesis

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Professional development bank should invest more	6.537	49	.000	.7600	.5263	.9937

From the above table, generated by the SPSS software, the p-value (1-tailed) for the test is 0.000. Since the p-value (i.e. 0.000) is lesser than the α -value (i.e. 0.05), the probability of accepting H_0 is lesser than the probability of rejecting H_0 . Hence, H_0 is rejected. That is $\mu \leq 3$.

That is, For professional development banks investment is a smaller amount.

Hypothesis 9.

H_0 : There is no noticeable contribution of banks in women development

H_1 : There is noticeable contribution of banks in women development

That is,

$$H_0 : \mu > 3$$

$$H_1 : \mu \leq 3$$

Here, level of significance, $\alpha = 0.05$ & test statistic is t

Table18: Mean, Std. Deviation & Std. Error

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
Banks done a noticeable work for women development	50	3.0000	1.1066	.1565

Table20: The t-value, df & p-value of the conducted test for hypothesis

	One-Sample Test					
	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Banks done a noticeable work for women development	.000	49	1.000	.0000	-.3145	.3145

From the above table, generated by the SPSS software, the p-value (1-tailed) for the test is 0.5. Since the p-value (i.e. 0.5) is greater than the α -value (i.e. 0.05), the probability of accepting H_0 is greater than the probability of rejecting H_0 . Hence, H_0 is not rejected. That is $\mu > 3$.

That is, there is no noticeable contribution of banks in women development.

Hypothesis 10.

H_0 : Government and Banks should not work together for doing social development,
 H_1 : Government and Banks should work together for doing social development,

That is,

$$H_0 : \mu > 3$$

$$H_1 : \mu \leq 3$$

Here, level of significance, $\alpha = 0.05$ & test statistic is t

Table21: Mean, Std. Deviation & Std. Error

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
Government & Banks should work together for doing social development	50	4.2800	.8091	.1144

Table22: The t-value, df & p-value of the conducted test for hypothesis

One-Sample Test						
	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Government & Banks should work together for doing social development	11.186	49	.000	1.2800	1.0500	1.5100

From the above table, generated by the SPSS software, the p-value (1-tailed) for the test is 0.000. Since the p-value (i.e. 0.000) is lesser than the α -value (i.e. 0.05), the probability of accepting H_0 is lesser than the probability of rejecting H_0 . Hence, H_0 is rejected. That is $\mu \leq 3$.

That is, Government and Banks should work together for doing social development, because it can make better situation for the nation.



10. Findings:

1. People do not agree with Milton Friedman - corporation's purpose is to maximize returns to its shareholders, they believe that organization like banks has duty for the society.
2. People believe corporate social responsibility activity is good for both organization and society. It creates a Win -Win situation for them.
3. People assume that promotion of corporate social activities publicity is more than actual contribution Organizations try to create o good image by CSR .
4. In emergency situation (flood, SIDR) Banks provide necessary support. Those are engage with CSR activities respond quickly in emergency.
5. There is an enormous improvement in health treatment and awareness where banks contribute for improvement. Most of the banks have contribute in this area.
6. In Bangladesh most of the poor children do not get educational facility . Support given by the banks in educational area increase the educational level of the poor people.
7. In Community development area banks doing investment, it is enriching our life.
8. Some banks provide a lot of money for enhancement of our culture. It is good for a sense, it make possible to arrange a lot of cultural program. It also facilitate cultural innovation.
9. For professional development banks investment is a smaller amount. Very few banks contribute in this sector.
10. There is no noticeable contribution of banks in women development area. Some of them like DBBL support the ACID survivals. Other banks should contribute to make self-dependable human.
11. Some banks provide support to the disable people ,it is very much appreciating.
12. Customer feel proud when their banks do CSR activities. So CSR has relation with customer satisfaction.
13. Government and Banks should work together for doing social development, because it can make better situation for the nation.

11. Recommendations :

1. Social innovation can be described as “the use of an innovative approach for dealing with complex social problems. So organization should try to disclose new area for CSR.
2. In the area of professional development banks contribution is very low. Banks can provide more in this area.
3. In Bangladesh most of the women in rural are deprived by their society. Bank can contribute to make them self-dependent and can create awareness against ill-practices.
4. Banks can provide support (individually or collectively) to build roads, bridge and other infrastructural things.
5. In this highly competitive market, creating brand image is really tough for new brand. CSR can apply as a tool to differentiate from others .
6. Government can take some initiatives to promote CSR -arrange program like CSR award in national level, rules and regulation fro social involvement.

12. Conclusion:

A strict definition of social innovation refers to new ideas (products, services, models) developed to fulfill unmet social needs. From the surveys and review the data of CSR done by the banking sector I can state that there is a huge impact on social innovation by the CSR activities done by banking sector in Bangladesh. IN health , education and natural disaster area their contribution is noticeable. Some banks provide continuously in those area. Some have a fixed annually plan about their social contribution. Some of them decide according to the need of society. Organization realize that being socially responsible will provide them extra value. They understand that CSR is 'a positive statement' for business because it encourages better long term decisions by directors and managers and meets required ethical and physical standards .it improves relationships with Legislators and Regulators and improves local and national perceptions of the company. CSR is also “ positive statement” for society because it can provide support with Government. In some area it is tough for Government to identify the problem and take time to take actions, but for business it is easy to take any corrective action. Organization has responsibility to all its stakeholder not only the stockholder. Banks who remember this statement do better for themselves as well as society.

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14. Appendix

14.1 Questionnaire (Sample)

Survey Questionnaire

As part of my course requirement I am conducting a survey to measure the perception of *people on the impact of CSR by the Banks in Bangladesh*. For this purpose your cooperation is highly expected and it can be assured that the information will be used for academic purpose only.

Name: _____ Age: _____

Profession:

1. _____ Service to Govt.
2. _____ Service to Local private enterprises
3. _____ Service to MNCs
4. _____ Professionals (physicians, advocates etc.)
5. _____ Students
6. _____ Business
7. _____ Others

Which bank's service do you use? _____

How long have you been using their service? _____

Which factor is more important for you for choosing a Bank (rank)?

Interest rate
Short timing
Brand name
Social contribution
Location

In which Sector Banks should more contribute (rank)?

Education
Health
Natural Disaster
Cultural development
Women development
Beatification of a city
Community development
Professional development
Income generating activity
Social disaster
Infrastructures
Human Development
Other

In the following some statements are given to identify the underlying areas of its implementation. For that purpose, five point scales has been used ranging from 1 to 5 with different level of agreement. Please put a TICK mark against the statements in accordance with your level of agreement.

Sr. No.	Statements	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
1	CSR create financial loss for the organization	1	2	3	4	5
2	Organization like banks have no responsibility for the environment, it has responsibility only for shareholders	1	2	3	4	5
3	To do CSR activities Bank charge more money from the customer	1	2	3	4	5
4	CSR activities create brand image(Building reputations and enhancing relations)so CSR increase the ultimate profitability of a bank	1	2	3	4	5
5	CSR done by banks create a positive feeling on my mind	1	2	3	4	5
6	As a customer I feel proud to join with a bank who dose CSR	1	2	3	4	5
7	I consider those banks are best who dose CSR	1	2	3	4	5
8	Banks should invest more in CSR	1	2	3	4	5
9	CSR is good for society as well as banks(win-win situation)	1	2	3	4	5
10	Customers purchase and investment decisions affected by this factor	1	2	3	4	5
11	CSR is a tool for recruitment and retention	1	2	3	4	5
12	In the promotion of CSR publicity is more than the actual contribution	1	2	3	4	5
13	Contribution of Banks in health sector improve peoples awareness	1	2	3	4	5
14	Does the influence of CSR vary depending on the type of social issues	1	2	3	4	5
15	Banks should be rewarded for environmental responsibility	1	2	3	4	5
16	In emergency situation Banks investment is satisfactory	1	2	3	4	5
17	The bank provides satisfactory emphasis on Educational contribution	1	2	3	4	5
18	Banks should provide more for Community development	1	2	3	4	5
19	In infrastructure sector banks investment is not satisfactory	1	2	3	4	5
20	banks done a noticeable work for women development	1	2	3	4	5
21	For the various activities done by banks income generating activities are increase	1	2	3	4	5
22	Professional development bank should invest more	1	2	3	4	5
23	Banks does not work well in human development area	1	2	3	4	5
24	In the area of Infrastructures banks should invest more	1	2	3	4	5
25	There should be regulation in the base of profitability for CSR	1	2	3	4	5
26	Government should promote CSR by providing tax reduction	1	2	3	4	5
27	CSR award should be arrange in national level to promote CSR	1	2	3	4	5
28	Government & Banks should work together for doing social development	1	2	3	4	5

14.2 Additional Statistical Tables

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One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
CSR create financial loss for the organization	50	2.1600	.8172	.1156
To do CSR activities Bank charge more money from the customer	50	3.1200	1.0230	.1447
CSR activities create brand image(Building reputations and enhancing relations)so CSR increase the ultimate profitability of a bank	50	3.9800	.8204	.1160
CSR done by banks create a positive feeling on my mind	50	3.9000	.8144	.1152
I consider those banks are best who dose CSR	50	3.6600	.8947	.1265
Banks should invest more in CSR	50	3.9200	.9442	.1335
Customers purchase and investment decisions affected by this factor	50	3.5000	.7890	.1116
CSR is a tool for recruitment and retention	50	3.1800	.8497	.1202
Does the influence of CSR vary depending on the type of social issues	50	3.8600	.7827	.1107
Banks should be rewarded for environmental responsibility	50	3.8800	.7730	.1093
In infrastructure sector banks investment is not satisfactory	50	3.5000	1.0546	.1491
For the various activities done by banks income generating activities are increase	50	3.4200	.9278	.1312
There should be regulation in the base of profitability for CSR	50	3.6000	.9476	.1340
Government should promote CSR by providing tax reduction	50	3.6400	1.0053	.1422
CSR award should be arrange in national level to promote CSR	50	4.0200	.7690	.1088

