

EMPLOYEES' PERCEPTION TOWARDS THE CORPORATE SOCIAL RESPONSIBILITY INITIATIVES AND THE SUSTAINABILITY PRACTICES OF ITC LIMITED – AN EMPIRICAL ANALYSIS

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ABSTRACT

The current research paper is emphasized to determine the impact of various Corporate Social Responsibility initiatives of ITC limited over the sustainability of the employees. The employee's perceptions of the company's CSR practices have been tested. To attain the research objectives of the study, the data has been collected from 120 employees of the firm and analyzed. The researcher used percentile analysis and t-test to analyze the data.

KEYWORDS: *Corporate Social Responsibility, Sustainability, Employees Perceptions, CSR Initiatives*

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INTRODUCTION

Over the past decades, the concept of Corporate Social Responsibility (CSR) has become the most important concept in the study of researchers, industrialists and scholars. The concept of CSR is one of the key ethical and moral problems which corporate decision-making and behavior are surrounded (Branco and Rodrigues 2006)¹. As a business concept, corporate social responsibility (CSR) has emerged in the late years of the twentieth century, when a growing number of companies started to consider the impacts of corporate decisions on society and the environment. In general, CSR refers to the obligations of firms to society, more particularly, refers to the obligations to stakeholders and those who persuade corporate policies and practices.