

## The Impact of CSR In Hospitals: Study of Benifitioners

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### Abstract

Hospitals' operations and reputations are greatly impacted by corporate social responsibility (CSR), which plays a vital role in both. Hospitals influence their communities and stakeholders in a good way by participating in CSR programs that show their commitment to social and environmental obligations. CSR programmes focus on delivering healthcare services to those who cannot afford it. Hospitals assist the health of those who are less fortunate by providing free medical camps, funding medical procedures, or funding health awareness campaigns. It can improve a hospital's standing and foster trust with both clients and investors. Hospitals present themselves as socially responsible organisations when they actively invest in sustainable practices, such as cutting waste and implementing eco-friendly practices. Additionally, skilled healthcare professionals are more likely to work for companies that share their values, and CSR programs can help attract and keep them. The influence of CSR at hospitals ultimately extends beyond monetary contributions; it fosters a sense of community and empathy, enhancing the institution's reputation as a caring and moral healthcare provider.

**Keywords:** Hospitals, Corporate Social Responsibility (CSR), Reputation, Healthcare Access, Underserved Communities, Sustainable practices, Healthcare professional.

### Introduction

"Corporate Social Responsibility (CSR)" has been increasingly important to company operations in recent years, and it has had a significant impact on India's healthcare industry. To understand the viewpoints of the various parties involved, Tripathi et al. (2018) showed the significant impacts of hospitals' "CSR initiatives" on the communities they serve, as well as on the opinions and allegiance of stakeholders. They showed how hospital "CSR initiatives" affected internal and external stakeholders in a variety of ways. Hospitals that actively participated in "CSR activities" were not only seen as more "socially responsible" institutions but also developed a reputation as "trustworthy" organizations within their communities.

Hospitals positioned themselves as organisations that cared about the welfare of the people they served by investing in projects that directly addressed societal needs and concerns. Internally, "CSR activities" were crucial in helping hospital staff members feel proud of their work and have a sense of

purpose. The staff developed a stronger sense of kinship with their employer and were more motivated to make positive contributions when they observed their organisation actively engaged in worthwhile social projects.

Hospitals experienced extreme difficulties in 2020 during the rare COVID-19 pandemic. The influence of "CSR activities" carried out by corporate companies during the lockdown was looked at by Dwivedi and Kumar (2021), who focused on how hospitals actively supported their communities. In response to this worldwide catastrophe, hospitals in India increased their "CSR initiatives" by giving individuals in need access to vital medical care, supplies, and financial relief. Such measures not only improved the hospitals' reputations but also cemented their positions as accountable organizations that gave the welfare of their communities top priority during times of crisis. They also emphasized the advantages of these initiatives for stakeholder interactions. As a result of these improved connections, the hospitals' reputation as "socially responsible" organizations was further cemented, encouraging cooperation and trust among stakeholders.

Leela (2014) has highlighted the significance of "transparency" in "CSR initiatives" carried out by hospitals in India. Transparency in such endeavors not only guaranteed that the resources allotted were used appropriately but also showed the hospital's dedication to transparency and openness. The engagement and participation of staff, patients, and other relevant parties rose when hospitals disclosed their "CSR activities" to their stakeholders. The good effects of "CSR initiatives" were subsequently reinforced, and the hospital's reputation as a responsible and caring organization was improved.

### **Literature Review**

Santhosh and Baral (2015) focussed on comprehending how "CSR" affects staff attitudes and behavior within hospitals. They emphasized that hospitals actively engaging in "CSR activities" tended to generate a pleasant work environment, where staff felt more connected to their organization's mission and a sense of greater purpose.

Such favorable attitudes resulted in better employee behavior, with enhanced engagement and dedication to their work and the communities they served. Dhanesh (2015) provided light on the elements that encouraged hospitals to adopt "corporate social responsibility." They emphasised that hospitals had a greater sense of civic responsibility since they understood the positive social and environmental impacts that their "CSR initiatives" may have. Hospitals showed their dedication to social welfare by participating in "CSR activities," which addressed important concerns including healthcare accessibility and environmental sustainability. These hospitals improved their connections with patients, staff, and the general public as a consequence of cultivating a good reputation and goodwill among key stakeholders.

The connection between "emotional intelligence" and "corporate social responsibility" in hospitals was looked at as well by Gharaee et al. (2013). They asserted that hospitals were more inclined to prioritize "CSR efforts" if they had better emotional intelligence. Understanding and meeting the needs of the community were made possible by "emotional intelligence," which resulted in "CSR initiatives" that were more pertinent and effective. In addition to providing necessary medical care, hospitals with high emotional intelligence also actively supported social issues including health awareness campaigns and neighborhood revitalization initiatives. These hospitals thus gained respect and backing from both internal and external stakeholders due to their reputation as compassionate and sympathetic organizations.

According to Naik Jandavath and Byram (2016) healthcare service quality, a major component of CSR, affects patient satisfaction and behavioral intentions in corporate hospitals in India. They showed a substantial positive link between patient happiness and the caliber of healthcare services. Patients were more satisfied with their care in hospitals that prioritized CSR projects and provided high-quality medical care, which improved their trust and loyalty in the organization. Furthermore, as a result of their favorable experiences, patients were more likely to have positive behavioral intentions, such as promoting the hospital to others and returning for further medical needs.

They emphasized the potential of CSR-driven service quality in improving patient outcomes and bolstering hospital-patient connections in the Indian healthcare system. Panchapakesan et al. (2015) looked into how CSR-related elements influenced patient satisfaction in Indian hospitals. They looked at several moderators and mediators that might affect the connection between CSR efforts and customer satisfaction. They found that hospitals with good customer communication about their CSR initiatives had greater levels of customer satisfaction. Transparent CSR communication improved the perception of the hospital's dedication to social welfare and resulted in a more favourable assessment of the hospital as a socially responsible institution. Customers' participation in CSR initiatives, such as volunteering or taking part in health awareness campaigns run by the hospital, also played a significant mediating role. Patients and their families expressed greater satisfaction with hospitals that promoted customer involvement in CSR programs. The importance of CSR participation and communication in raising customer satisfaction and creating a strong sense of community within Indian hospitals was highlighted by this.

In addition, Jaysawal and Saha (2015) emphasized the necessity for Indian hospitals to incorporate CSR as a fundamental component of their organizational culture. Hospitals that have successfully included CSR efforts in their business practices have shown improvements in their relationships with the community, a favorable corporate image, and a higher level of staff satisfaction. Hospitals could increase their societal effect and encourage employee pride and engagement by coordinating CSR initiatives with local healthcare needs and concerns. The review focused light on the potential of CSR to influence the future of healthcare in India and emphasized the significance of implementing socially responsible practices for long-term sustainability and beneficial societal transformation.

Hospital CSR programmes that were implemented to fight the COVID-19 problem were highlighted by Yadav and Srivastava (2021). By offering medical assistance, establishing quarantine centers, and planning vaccine drives, hospitals increased their CSR activities. These initiatives not only emphasized the hospitals' dedication to public welfare but also lessened the strain the pandemic was placing on the healthcare system.

Hospitals have had a significant impact on people's lives and communities, as Satapathy and Paltasingh (2019) tackled important health issues and offered lasting answers. In addition to improving the hospitals' reputation, this transition to dedicated CSR practices has given hospital staff members a feeling of pride and purpose, which has helped to create a more engaged and motivated workforce.

According to Rakshit and Basistha (2020), India was concerned about the COVID-19 pandemic's economic ramifications. Hospitals in India showed their resiliency and dedication to CSR in the face of the pandemic's challenges by actively participating in programmes designed to protect the public's health.

Hospitals' commitment to the welfare of the society they served was shown by their attempts to provide medical assistance, run awareness programmes, and assist vulnerable people. In addition to fortifying their relationships with stakeholders, hospitals' aggressive response to the pandemic cemented their standing as institutions that prioritize community health and safety. The importance of medical care branding in the hospital sector was highlighted by Khosravizadeh et al. (2017). Hospitals that are actively involved in CSR and effectively communicate their commitment to social responsibility establish a distinctive brand image that draws patients who value moral behavior and community-based methods. This branding advantage strengthens the hospital's position in the cutthroat healthcare industry and reinforces its standing as a place that values social responsibility.

Swain and Kar (2018) highlighted the critical impact of hospital service quality as a predicate of patient happiness, where CSR initiatives play a crucial role in influencing the total service quality received by patients. Patients are more satisfied and have better behavioral intentions at hospitals that place a high priority on CSR-driven service improvements since they are in a setting that is focused on them. Hospital service quality has a considerable impact on patient satisfaction and behavioral intentions, according to Amin and Zahora Nasharuddin (2013). CSR efforts, such as community health programmes and healthcare for the impoverished, cultivate a sense of trust and loyalty among patients, increasing their propensity to suggest the hospital to others and return for further medical needs.

### **Objective**

1. To explore the impact of CSR on hospitals

### **Methodology**

In this study, 236 respondents were surveyed to know the impact of CSR on hospitals. The study was conducted with the help of a structured questionnaire. Also, researchers used a convenient sampling method for collecting the primary data. After the completion of the fieldwork, the data was analyzed and evaluated by mean and t-test.

### **Findings**

The table below is sharing respondents' general details in which it is found that in a total of 236 respondents, males are 41.5% and females are 58.5%. 35.2% are in the age group of 18 – 24 years, another 30.5% are between 25 – 34 years of age, 20.3 % are in the age group of 35 – 40 years and the remaining 14.0% are above 40 years of age group. 39.4% of the respondents are single, 41.5% are married with kids and the remaining 19.1% are married without kids. Talking about their monthly income, 28.8% have a monthly income between INR 30,000 – INR 55,000, 44.5% have a monthly income between INR 55,001 – INR 90,000, and the rest 26.7% have a monthly income above INR 90,001.

**Table 1 General Details**

<b>Variables</b>	<b>Respondents</b>	<b>Percentage</b>
<b>Gender</b>		
Male	98	41.5
Female	138	58.5

<b>Total</b>	<b>236</b>	<b>100</b>
<b>Age (years)</b>		
18 – 24	83	35.2
25 – 34	72	30.5
35 – 40	48	20.3
Above 40	33	14.0
<b>Total</b>	<b>236</b>	<b>100</b>
<b>Marital Status</b>		
Single	93	39.4
Married with kids	98	41.5
Married without kids	45	19.1
<b>Total</b>	<b>236</b>	<b>100</b>
<b>Monthly Income (INR)</b>		
30,000 – 55,000	68	28.8
55,001 – 90,000	105	44.5
More than 90,001	63	26.7
<b>Total</b>	<b>236</b>	<b>100</b>

Table 2 Impact of CSR on Hospitals

S. No.	Statements	Mean Value	t value	Sig.
1.	Healthcare access and affordability for underserved people are frequently the focus of CSR programmes at hospitals	4.32	16.990	0.000
2.	Hospitals' operations and reputations are greatly impacted by corporate social responsibility	4.15	14.896	0.000
3.	Hospitals influence their communities and stakeholders in a good way by participating in CSR programmes	4.23	16.186	0.000
4.	Hospitals assist the health of those who are less fortunate by providing free medical camps and funding medical procedures	3.25	3.223	0.001
5.	CSR activities improve a hospital's standing and foster trust with both clients and investors	3.9	11.795	0.000
6.	Hospitals present themselves as socially responsible organisations when they actively invest in sustainable practices, such as cutting waste and implementing eco-friendly practices	3.77	9.921	0.000
7.	Companies that value and follow CSR programmes are more likely to have more skilled professionals	4.1	14.307	0.000
8.	The influence of CSR at hospitals ultimately extends beyond monetary contributions as it fosters a sense of community and empathy	3.89	11.627	0.000

The table above shows the impact of CSR on hospitals. The respondent says that healthcare access and affordability for underserved people are frequently the focus of CSR programs at hospitals with a mean

value of 4.32, Hospitals influence their communities and stakeholders in a good way by participating in CSR programs with a mean value of 4.23 and Hospitals' operations and reputation are greatly impacted by corporate social responsibility with mean value 4.15. The respondent also believes that companies that value and follow CSR programmes are more likely to have more skilled professionals with a mean value of 4.10, CSR activities improve a hospital's standing and foster trust with both clients and investors with a mean value of 3.90. The respondent also says that the influence of CSR at hospitals ultimately extends beyond monetary contributions as it fosters a sense of community and empathy with mean value 3.89, Hospitals present themselves as socially responsible organizations when they actively invest in sustainable practices, such as cutting waste and implementing eco-friendly with mean value 3.77 and Hospitals assist the health of those who are less fortunate by providing free medical camps and funding medical procedures with mean value 3.25. Further t-test shows that all the statements are significant (with a value below 0.05).

### **Conclusion**

Healthcare and society both benefit greatly from corporate social responsibility (CSR), which has become an essential component of hospital operations in India. Hospitals have significantly improved healthcare inequities and societal issues through a variety of CSR efforts. Health services for marginalized and neglected groups are now more easily accessible and reasonably priced, which is one of CSR's most noticeable effects.

Hospitals have extended their care to the most needy people by setting up medical camps, outreach initiatives, and offering free or discounted treatments. CSR-driven health awareness programmes have been extremely important in teaching communities about preventative healthcare practices, illness management, and healthy lifestyles in addition to increasing accessibility. As a result, fewer illnesses that could be prevented have occurred, reducing the strain on the healthcare system and promoting community health. Aside from that, hospitals' dedication to CSR has accelerated the growth of medical research, technology, and infrastructure in the healthcare industry. Hospitals have encouraged innovation and elevated the standard of healthcare services through funding research and training initiatives. Along with improving healthcare, CSR programmes have improved hospitals' standing and community confidence. Hospitals are seen by the general public as socially conscious organisations, which fosters stronger links and involvement between healthcare providers and the communities they serve. In conclusion, CSR has a wide range of positive effects on Indian hospitals, including increased accessibility, health awareness, the development of infrastructure, and increased public trust. Through their CSR initiatives, hospitals have not only met their social obligations but also made significant contributions to raising healthcare standards and advancing a healthier and more just society.

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