

Globalization and Corporate Social Responsibility Disclosure (CSR) Reporting Practices: An Investigation of Power and Oil & Gas Sector in India

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Abstract

An ever increasing number of Corporations are addressing the ethical and social responsibility issues in cross-cultural settings due to globalization of the markets. The Corporations that desire to be more socially responsible require social accounting information both to aid their management decisions and to inform the stakeholders. The National Association of Accountants Committee on Accounting for Corporate Social Performance identified four major areas of social performance viz. Community Development (CD), Human Resources (HR), Service and Product Contribution (SPC), and Physical Resources and Environment Contribution (PREC). This study examines the Corporate Social Responsibility Disclosure (CSR) reporting practices and the preference chosen by Power and Oil & Gas Sector companies in India with respect to these dimensions in an attempt to comprehend and gain insight into attitude and disclosures of companies towards various aspects of Corporate Social Responsibility Disclosure (CSR) through Content Analysis.

Keywords: Corporate Social Responsibility (CSR); Content Analysis; Community Development (CD); Human Resources (HR); Service and Product Contribution (SPC); Annual Reports; Globalization and CSR; Physical Resources and Environment Contribution (PREC); Corporate Social Responsibility Disclosure (CSR)

1. Introduction

Globalization is a process characterized by increased cross-border flow of goods; services; information; money; people and culture (Held et al. 1999). The ever emerging needs to have greater flow of investment by Multi-National Corporations (MNCs) into emerging economies has led to greater harmonization of accounting standards and reporting practices. The evidence of positive impact of increase in Corporate Social Responsibility (CSR) initiatives by the corporations in emerging economies like India is evident from the level of increase in Corporate Social Responsibility Disclosures (CSR).

In this CSR concept, corporate are expected not only to consider their growth & profit maximization, however it is also expected from the Corporate to take good care of the interests of community at large including environment by taking responsibility for the impact of their activities on various stakeholders including communities, employees, consumers, environment and all other members of the society. Regulation of CSR ensures that the stakeholder interest is taken into consideration by the corporate entities.

It is significant to note that the demand to regulate CSR has come from public international bodies and non-government organisations (NGOs). In developed nations governments support the reporting of CSR without introducing legislation. The growing focus on CSR worldwide has come up due to initiatives of United Nations, Global Reporting Initiative (GRI), Organization for Economic Co-operation and Development (OECD) etc. The basic premise is that apart from the economic responsibility of earning profits, there are several other responsibilities which are more of ecological/social/ethical in nature. There are expectations by the society from these corporate, to give something in return to the society with whose explicit or implicit help these entities stand where they are. There has been a significant increase in interest in Corporate Social Responsibility in recent years (Young & Thyl; 2009; Park & Lee, 2009; Gulyas, 2009; McGehee et al, 2009) and it is now regarded to be most prevalent consideration of companies (Renneboog et al, 2008) representing an important topic for research (Burton and Goldsby - 2009). This has been a primary concern in power sector as well as Oil & Gas companies.

It is reported that soot, or fine particle air pollution, from the coal-fired power plants is causing tens of thousands of asthma attacks, upper & lower respiratory problems, cardiac problems etc each year in USA (TWN,2000). Especially, Oil & Gas companies create health & safety risks for employees and consumers, liability risks, environmental risks and ultimately lead to reputational risks the management of which is central to the companies' long-term success. It is reported fact that corporate in the emerging markets are far behind their counterparts in the mature economies with regard to CSR communications, implementation, and activities (Welford, 2004; Xiao and Yuan, 2007). As one of the key signs of environmental engagement, Power and Oil &

Gas sector organizations worldwide provide extensive environmental reports. International studies had substantiated the fact that environmental reporting in the oil & gas companies is more extensive compared with other sectors including power utilities and various branches of manufacturing, however, this had partly been a result of the industry's greater environmental impact.

Due to globalization and its effect, awareness about social responsibility has assumed greater awareness among the corporate bodies. The concept of *Caveat Emptor* (Let the Buyer beware) has been changed to the concept of *Caveat Vendor* (Let the Seller beware) & 'to satisfy customers'. The perspective of Corporate towards the society has changed a lot. Before independence, the industry and corporate sector were dominated by British corporate with very few Indian origins corporates / firms. During that time, such corporate, hardly had any social relevance (Panda S - 2008). However, after independence, social performance was considered only as the part of government organizations. Since, 1990-91, due to new economic policy (NEP – 1991) adopted by Government of India, many of the global business units had entered India. Competition among the corporate bodies has also increased. It leads the corporate to undertake some initiatives in the form of social activities to earn loyal customers base.

The idea of social responsibility seems to have been embedded in Indian culture since the Vedic times. Sharma and Talwar (2005) emphasized this point that business has been seen as an integral part of the society and its one of the function is to create wealth for the society but still it emphasized to work for the society based on the principle of 'Sarva loka hitam' which means 'the well-being of all stakeholders.

Now in India, many of the big corporate houses contribute lots of money towards society development etc. But, still the contributions towards society by such corporate houses are very nominal, if compared with their sales volume or profit. With increasing expectations placed on business, one needs to ask how effectively companies are able to fulfil these larger expectations in emerging economies. Content analysis approach has been used to analyze the CSR activities of companies in different countries, In this paper too , an attempt is made to analyze the quantum and nature of corporate social responsibility undertaken by companies in Power and Oil & Gas sector (appearing under BSE (Bombay Stock Exchange).

2. Research Approach

This study examines the CSRD reporting practices and the preference chosen by sample companies amongst the four (4) attributes of CSR i.e. Community Development (CD); Human Resources (HR); Service and Product Contribution (SPC); and Physical Resources and Environment Contribution (PREC) of 41 Listed Companies on the BSE Limited (The Stock Exchange) in Power and Oil & Gas Sector in India. The annual reports for the three (3) years i.e 2009- 2010, 2010-2011 and 2011 – 2012 (a sample of 3X41=123 annual reports) were analyzed using content analysis.

Originality/value – This paper derives the preference amongst various attributes of corporate social responsibility (CSR) followed by Power and Oil & Gas sector listed companies in India at large. It provides a valuable contribution to researchers and practitioners, as it extends the understanding of the preferences made by the sample companies in India and can then be further examined to analyze the government policies / future policies etc in line with the 'AS IS' status of CSRD. This research is also the first research that has examined Power and Oil & Gas sector listed Companies in India through Content Analysis of CSRD.

3. Content Analysis

Dr. Kimberly A. Neuendorf (2002) offers a six-part definition of content analysis "Content analysis is a summarizing, quantitative analysis of messages that relies on the academic method and is not limited as to the types of variables that may be measured or the context in which the messages are created or presented". This approach was used to explore the number of companies that reported their CSR activities. Abbott and Mosen (1979:504) made the statement "content analysis is a technique for gathering data that consists of codifying qualitative information in anecdotal and literary form, into categories in order to derive quantitative scales of varying levels of complexity".

In simple words, Content analysis can be termed as anything that can be described as: Words / Sentences; Images; Video; Tools or applications; Features; Services; Physical items; Signage; or Many more

Why Content Analysis?

Corporate Social Responsibility Disclosure (CSRD) by any company is intended to demonstrate to the society the social activities that a Company engages in and its impact on the society (Zakimi and Hamid 2004). Branco and Rodrigues (2006) also pointed out that the business activities make impact on various components of the society such as the environment, employee, consumer and local community. The CSRD from the annual report are analyzed by the frequency of their reporting using a content analysis technique (Krippendorff 1985).

4. Linkage between the study and Content Analysis

This study analyses the aspects of disclosure of information on corporate social responsibility (CSR) in the last 3

years annual reports of select companies. Although the importance of CSRD is rather widely discussed in academic literature, there still is a lack of empirical research on basic CSRD situation, especially in emerging economies like India. Thus, the main goal of this research is to investigate the level of CSRD in the annual reports of Power and Oil & Gas Sector companies after the execution of analysis of the factors of CSRD distinguished in academic literature.

In this study, author(s) had examined the level of CSRD of Power and Oil & Gas sector companies (appearing under BSE (Bombay Stock Exchange) indices as on October 3, 2012) annual reports for the years 2009- 2010, 2010-2011 and 2011 – 2012, aiming to ensure data comparability and logical conclusions. The chosen Companies represent Power and Oil & Gas Sector in India. Annual reports have been chosen as the reporting medium because they can be seen as a channel for communication of messages and are prepared annually. It has been recognized in prior researches that the information published in the annual reports has higher credibility (Belkaoui & Karpik - 1989, Tilt - 1994, Gray et al. – 1995 & 2002, Unerman - 2000) and provides an explanation on senior management's attitude / thoughts in a particular period (Neimark - 1992).

Content analysis has been widely employed in prior studies to measure the quantity of CSR (Guthrie & Parker – 1989, Gray et al. – 1995; 2001, Hackston & Milne – 1996, William & Pei – 1999, Newson & Deegan – 2002). Various authors (Krippendorff – 1980, Weber – 1988, Neuendorf - 2002) had proposed formal definitions for the content analysis. Krippendorff (1980) had defined content analysis as a research technique for making a valid inference from the content after analyzing the data. Weber (1988) defines content analysis as a method of codifying text (or content) in the piece of writing termed into various group / categories depending on selection criteria. Krippendorff (1980) and Neuendorf (2002) further proposed various essential processes as guidance in any content analysis study.

This study is based on Sentence analysis technique and covers the major themes as discussed in the literature review section matched with potential disclosure of companies, as evident from prior research in India in other industries.

5. Assumptions of the Content Analysis Study

1. Referring to the literature (Smaliukiene – 2007, Murthy – 2008, Lanis & Waller - 2009), the annual report of the Companies are taken as the most commonly used document for the analysis of corporate social activity disclosures.
2. It is used to investigate CSR disclosure level in the annual reports. The units of social disclosure in content analysis are based on sentence count only
3. The frequency of using annual report is justified by their regularity, credibility, accessibility and useful information's to stakeholders reporting.
4. There are various CSR valuation methodologies available in academic literature that is given in Table I below. It appears from this that the main areas of Social Disclosure [Community Development (CD); Human Resources (HR); Service and Product Contribution (SPC); and Physical Resources and Environment Contribution (PREC)], as identified by National Association of Accountants' (NAA) - 1976 and used by Murthy in 2008 find mention in all other studies as well.

Table I
Areas of Social Disclosure

Relevant Literature	Areas of social disclosure
Epstein & Freedman (1994)	a. Product quality; b. Corporate ethics; c. Employee relations; d. Environmental activities; e. Community involvement.
GRI (2007) (from Local Network Annual Report)	a. Economic activity; b. Environmental activity; c. Social activity: labor relations, human rights, community, responsibility for production.
NAA and Murthy (2008)	a. Community Development; b. Human Resources; c. Service and Product Contribution; and d. Physical resources and environment contribution
Han & Zhang (2008)	a. Income; b. Improvement of environment; c. Human resources; d. Product/service; e. Social welfare.
Lanis & Waller (2009)	a. Work output; b. Human resources issues; c. Environmental issues; d. Social/community commitment (Pro-bono Campaigns).
Holder-Webb et al (2009)	a. Community; b. Diversity and human resources; c. Environmental; d. Health and safety; e. Human rights and supply chain; f. Political.

6. Reliability of the content analysis

The inter-coder reliability is the main concern in conducting CSR study using content analysis (Hackston & Milne – 1996; Tilt – 1994; Guthrie & Parker – 1989). In order to maximize inter-coder reliability, few precautionary measures as suggested by Hackston and Milne - 1996 and Tilt - 1994 were adopted to ensure reliability. First, the author discussed existing literature relating to CSR with the aim to enhance understanding. Secondly, reviewed a small sample of annual reports independently and proceeded with the coding process. Thereafter, the coded data was compared and for the discrepancies / errors, if any, the annual report was re-analyzed and differences, if any, were resolved. Accordingly, author analyzed the remaining annual reports. Recent work by Gray et al. (2001) discussed the distinction for voluntary and mandatory CSR disclosure to avoid inconsistent or contradictory results. In India, there is no statutory requirement for public listed companies to disclose information relating to their CSR activity except few Department of Public Enterprises (DPE) guidelines for Public Sector Undertakings (PSUs) and the recent SEBI amendment which inserted clause 55 in the listing agreement, prior to the adoption of Companies Act 2013. According to the said clause 55 of the listing agreement, top 100 companies (irrespective of the sector / industry) of the country, as advised by the stock exchange are required to submit “Business Responsibility Report” as part of annual report with effect from the year ended March 31, 2012 annual reports.

7. CSRD and Power and Oil & Gas Sector Industry in Indian Context

The Oil & Gas industry deals with a set of specific risks and opportunities which could significantly impact the societies; environment and other economic activities. Hence, incorporating the Social Responsibility concept

into business practices can play a vital role in management of major risks and opportunities. (Abouzar Yousefi, Repsol, Carlos Mataix Aldeanueva, 2013)

According to an alternative view, by pursuing social & environmental objectives, corporate may ultimately hurt shareholders by generating lower profits, while corporate are said to lack the expertise in order to engage in solving social & environmental problems (Friedman - 1962, Henderson - 2001, Ottaway - 2001). In fact, various studies had pointed towards the limitations & relatively poor results of existing CSR initiatives in terms of delivering social & environmental outcomes, including studies that had specifically investigated CSR in the oil & gas sector (Gillies – 2010; Frynas – 2009; Soares de Oliveira – 2007, Pegg - 2006).

8. Reporting practices disclosed in annual reports of Power and Oil & Gas Sector in India

Content analysis is an established research technique in CSR supported by literature (Zeghal & Ahmed, 1990; Guthrie & Mathews, 1985; Abbott & Mosen, 1979). The annual reports of the companies are the commonly used document for the analysis of CSR in spite of existence of broad range of other corporate documents (such as brochures, press releases etc) available in public domain. Literature had supported annual reports for their credibility / accuracy (Tilt - 1994), continuity / regularity (Niemark - 1992), easy accessibility & reporting only useful information to the stakeholders (Deegan & Rankin - 1997). Gray et al. – 1995 had advocated that the annual reports are considered as vital document for constructing CSR. Further, in terms of the initial investigations, we were able to reveal that the maximum of the Power and Oil & Gas Sector companies chosen in the sample have their CSR related disclosures confined to their annual reports.

9. Process of content analysis

Content analysis has following main stages:

1. Selecting content for Analysis:

In order to better understand the level of understanding and responsiveness that the Companies under Power and Oil & Gas sector companies of BSE indices (“Companies”) do have, it was decided to examine the corporate social disclosure practices of the Annual Reports of last three years i.e. 2009-10, 2010-11 & 2011-12 of 41 Power and Oil & Gas sector Companies of India were chosen out of the total population of 48 companies (mentioned below):

- Power Index of BSE (17)
- Oil & Gas Index of BSE (10)
- Others forming part in SENSEX, BSE 100, BSE 200 or BSE 500 (21)

So, the total number of units analyzed for the purpose is 123 (41X3=123 Annual Reports). The above sample was considered as representative sample of the study of Power and Oil & Gas Sector in India Industry. The list of 41 companies chosen as a sample is produced as Appendix 1.

2. Units of Content:

This study used one unit for disclosure i.e. number of sentences for evaluating CSR since it is evident from the literature that the sentences provide complete, more meaningful and importantly reliable data about the level of disclosures by the company. The appropriate unit analysis used in CSR studies was widely discussed in the literature (Gray et al, 1995b, Tilt, 1994). Measurement by using number of words is questionable as individual words may not be able to convey meaning without sentence to provide the context (Milne & Adler – 1999, Tilt - 1994). Ingram and Frazier (1980) and Unerman (2000) argued that the sentence measurement may be done with less issue of judgment; whilst proportions of pages have been criticized because there is an element of subjectivity due to difference in font size, graphics, margin etc between one annual report to another (Hackston & Milne – 1996, Tilt – 1994, Ng – 1985). Most of the prior studies measured CSR by using pages as a measurement for quantity of CSR (Gray et al – 1995; 2001, Hackston & Milne – 1996, Patten – 1991, Newson & Deegan 2002).

3. Preparing Content for coding and coding the Content:

Every Annual Report was categorized in to 8 parts as under:

- i. About Us
- ii. Chairman’s Speech;
- iii. Other Non-Mandatory Items;
- iv. Directors’ Report along with Annexure;
- v. Corporate Governance Report;
- vi. Management Discussion & Analysis Report;
- vii. Annual Accounts; and
- viii. Auditors’ Report along with annexure.

The sentences would be first counted to ascertain the volume of reporting of each attribute. Then the information content from each sentence needs to be further analyzed in an effort to measure the quality of reporting of the attributes.

The US National Association of Accountants' had set up the committee on accounting for Corporate Social Performance (CSP) in 1972, which set the early foundation on CSR and issued its 1st report defining CSR as "the identification, measurement, monitoring and reporting of the social and economic effects of an organization on society" (NAA, 1974). The four broad heads identified by NAA are such that significant factors of corporate social activity are comprehensively covered and the concerns of all the relevant stakeholders are addressed, resulting into identification of the crucial areas of CSD - community development, human resources, services and product contribution and environment contribution. The same were also adopted by Clarkson, 1995; Batra 1996; Imam 2000; Adams, 2002; Branco and Rodrigues 2006; Murthy, 2008; Sandhu and Kapoor, 2010; Dagiliene, 2010. The World Business Council for Sustainable Development (WBCSD, 2002) had also identified human rights, employee rights, environmental protection and community involvement as the key components for CSD. The study adopted CSR guidelines issued by NAA framework to analyze the CSR practices of Power, Oil & Gas Industry in India through content analysis of the disclosures made by corporate in relation to CSR.

The NAA Committee on Accounting for Corporate Social Performance identified four major areas of social performance which had been used in this study as well:

- i. Community Development (CD)
- ii. Human Resources (HR)
- iii. Service and product contribution (SPC)
- iv. Physical resources and environment contribution (PREC)

i. Community Development (CD):

Community Development means a process where the members of the community come together to take collective action & generate solutions to the common problems. In other words, it entails the initiatives taken by the Corporate Organizations in partnership with the community that empower individuals and group of people by providing them with the resources, skills and actions they need to make effective positive changes in the community. It includes social activities that are basically beneficial to the general public. For example, activities of community planning, development, growth and improvement etc. by a corporate would be treated as forming part of community development. Theoretical base to support community development activities can be found in the stakeholders' theory and Social Contract theory [Donaldson & Peterson (1995), Machneil (1980)]. From the Corporate side, the structure of social capital so gained gels with company's goals and may positively influence company's reputation [Macerinskiene & Vasiliauskaite (2007), Ismail (2009 & 2015), Idemudia (2007 & 2014), Pimpa et al (2014)].

ii. Human Resources (HR):

Human Resources (HR) means the personnel of an organization and are regarded as asset to the organization in terms of skills and abilities. Any social activity done by Corporate to retain and groom HR including social performance directed towards the well-being of the corporate employees can be termed as CSR for HR. Training program, growth and development of employees, good working conditions, policies related to promotion and provision of job enrichment / enhancement etc would be treated as corporate social performance towards human resource. Majority of authors / writers / researchers investigating CSR at company level recognize the significance of the human resources category [Murthy (2008), Lanis & Waller (2009), Zhang & Han (2008), Kumpikaite (2008), Snieska & Simkunaite (2009). Ruzevicius & Serafinas (2007)]. Snieska & Juscius (2008) maintained that the development of the human resources is not only about training but also means employee participation in the decision-making, creation of value system, work conditions etc.

iii. Service and product contribution (SPC):

In today's competitive world, 'Consumer is the King', hence, any activity pertaining to the benefit of consumer at large may be construed as CSR under Service and Product Contribution (SPC) bucket. Consumer have considerable power to drive the business/organization, hence focus should be Customer Centric and Customer Oriented and substantial attention should be paid to the product creation and development. SPC may include consumerism, quality of product, advertising, packaging, warranty provisions etc. Disclosure of social information on service and product contribution is relevant in the aspects of consolidation of relationships with customers through brand development (Chlivickas & Smaliukiene, 2009), customer choice possibility (Snieska & Juscius, 2008), product safety, quality and consumption influence on environment (Murthy, 2008; Zhang & Han, 2008) and customer loyalty limits in regard to green products (Grundey, 2008, 2009).

iv. Physical Resources and Environment Contribution (PREC):

Historically, CSR is associated with its environmental policy and environmental information disclosure. However, such perception is too narrow in respect to company's social responsibility research. Deegan & Gordon (1996) were exploring the volume of information on environment protection disclosed in the annual reports from 1980 to 1991 in Australian companies, and determined that increasing disclosing of information on environment protection was positively related to the increase of environmental groups concerned. Hence, any activity by the corporate to prevent environmental deterioration or pollution i.e towards prevention of air, water, noise pollution, the conservation of scarce resources and the disposal of solid waste and other effluents are to be

included in the scope of CSR under PREC head [Garriga & Mele (2004), Olsthoorn & Tyteca (2001), Gray (2005)]. Gray, Javad, Power & Sinclair (2003) investigated the disclosure level of social and environmental information in the annual reports of large companies considering companies' characteristics such as size, profit and industry segment. Using qualitative content analysis, Smaliukiene (2007) investigated what form of environmental responsibility disclosure is appropriate in the countries of developed, developing and emerging economies. Sliogeriene, Kaklauskas et al. (2009) explored environmental factors influencing the value of energy companies.

The Glossary of sub attributes was gathered through an extensive review of 24 annual reports pertaining to three different accounting years. The phrases that referred to the same dimensions were grouped together and this process identified 18 sub attributes that are represented in Table II below. As there were no coding schemes available prior to the analysis, the same was developed by the authors. In the next phase, the attributes and sub attributes defined are coded as shown below to do quantitative analysis:

Table II
Sub Attributes of 4 CSR Attributes along with Coding Scheme (Developed by Authors)

Attributes / Dimensions	The definition is coded to the Sub Attributes / Dimensions if referred to the following category	Example Phrases	Code Given
<u>Community Development</u>	General Community Development aspects including sustainability, education, health, food, national projects, awareness etc		CD
		“Community planning and development” “CSR” “Corporate Social Responsibility” “sustainable development” “donations”	CD (a)
		“Child education” “Children upliftment”	CD (b)
		“Health Service” “Public health” “sporting” “recreational projects”	CD (C)
		“Food programmes”	CD (d)
		“Sponsoring national pride government sponsored project”	CD (e)
		“Social awareness”	CD (f)
		<u>Human Resources</u>	General beneficial phrases for employee (Human resources) including training, remuneration, benefits, safety, sweat equity shares, harmonious relationship etc
“Training” “recruitment”	HR (a)		
“Industrial relations” “labor agreements” “trade unions”	HR (b)		
“Employee assistance” “Remuneration” “Employee benefits”	HR (C)		
“Employee number”	HR (d)		
“ESOP” “Sweat equity” “shares to employees”	HR (e)		
“Employee safety and benefits”	HR (f)		
<u>Service and Product Contribution</u>	General product related phrases including consumer, services to consumer, quality, safety etc		
		“New product consumerism”	SPC (a)
		“Customer service” “warranty”	SPC (b)
		“Product quality and safety”	SPC (C)
<u>Physical Resources and Environment Contribution</u>	General environmental considerations and statements		PREC
		“Environment benefits”	PREC (a)
		“Environmental policy statement”	PREC (b)
		“Environmental education” “Environmental programs” “Environment awards” “Environment studies”	PREC (C)

4. Counting and Weighing:

Thereafter, 41 companies' annual reports of last three years i.e. total 123 annual reports of the following

companies were analyzed and the sample format table IV (reproduced below) is used for counting the number of sentences used. The table IV depicts Q1 and Q2 where Q1 means the quantitative analysis i.e the coded number provided to the disclosure as depicted in Table III to quantify the analysis in numbers and Q2 means qualitative information / disclosure as picked from the relevant extract of annual report.

Table III

Sample format used for counting number of sentences

Name of the company and years	About Us		Chairman's Speech		Various other non mandatory items		Directors' Report along with Annexures		Corporate Governance Report		Management Discussion and Analysis		Annual Accounts		Auditor's Reports along with Annexures	
	Q1	Q2	Q1	Q2	Q1	Q2	Q1	Q2	Q1	Q2	Q1	Q2	Q1	Q2	Q1	Q2

5. Inference:

The inferences drawn and their interpretations are based on the aggregated information of the sample companies (41). The disclosure practices of the sample companies on the basis of sentence count are produced below as:

Table IV

Contribution of each of the four attributes amongst 8 parts of the annual report and %age contribution of CSRD amongst the four attributes

Attributes and Sub Attributes	About Us	Chairman's Speech	Various other non-mandatory items	Directors' Report along with Annexures	Corporate Governance Report	Management Discussion and Analysis	Annual Accounts	Auditor's Reports along with Annexures	Total	Percentage of Total CSRD (%)
Community Development	72	93	173	519	193	423	190	0	1663	20.25
Human Resources	172	61	261	1095	591	858	1524	29	4591	55.91
Service and product contribution	16	14	8	338	18	187	46	0	627	07.64
Physical resources and environment contribution	109	31	99	504	136	412	37	3	1331	16.20
Total	369	199	541	2456	938	1880	1797	32	8212	100

The above table IV depicts that:

1. In most cases, the Community Development (CD), Service and product Contribution (SPC) and Physical Resources and Environment Contribution (PREC) are disclosed under Directors' Report along with annexures, whereas, Human Resources (HR) is primarily disclosed in Annual Accounts; and
2. Out of the four major attributes, **Human Resources** is leading attribute having a contribution of 55.91% of total disclosure followed by **Community Development** attribute with a contribution of 20.25% of total disclosure, **Physical Resources and Environment Contribution** attribute with a contribution of 16.20% of total disclosure; and **Service and Product Contribution** with a contribution of 07.64% of total disclosure.

10. Discussion and Conclusion

The activities related to Corporate Social Responsibility are publicly articulated and areas of focus, issues of concern and activities the company pursue are represented through the Corporate Annual Reports. The Annual Reports today go beyond the compliance of the legal requirements and are instead developed as highly 'Sophisticated product' of a 'competitive corporate environment' (Stanton and Stanton, 2002). Social

Disclosures are analyzed using content analysis as it assist in highlighting the quantity and the quality of the disclosures (Krippendorf 1980).

The study highlighted that the Power and Oil & Gas Sector Companies in India disclose many aspects of the corporate social responsibility i.e almost all the 4 attributes of CSR. The study finds that the disclosures in the human resources category find extensive representation in the sample companies followed by community development, physical resources and environment and then service and product contribution. In both the sectors, the need for skilled labor may have shaped the company focus on HR dimension as evident in the disclosures. This helps in attracting and retaining human resources in the organization / Company and thus directly or indirectly contributing to tangible and intangible benefits. The Human Resources CSR practices were followed by Community Development category where Companies seem to be more focused on Philanthropic move with intangible benefit expectations only.

Environment sustainability should have been the prime focus of Power and Oil & Gas sector but it ranks third in content analysis. The service and product contribution category seemed to be shaped by the nature of competition in the industry. With 'customer being the king', the future SPC disclosures may see increased reference to environment disclosure and variety in products. Today a higher percentage of oil & gas companies are resorting to third party validation of their environmental disclosures, compared with companies in other sectors and this is where other Indian organizations also need to take initiatives.

In a study by Savage (1994) involving 115 South African companies, it is reported that approximately fifty percent of the companies have human resources (89%) as the major dimension of the Corporate Social Disclosures. The Sub Attributes included pay, compensation, conditions of work and equal opportunities. Human Resource disclosure was followed by Community Involvement (72%) and Environmental disclosure (63%). Other studies which reflected similar findings where human resources related content is the major category includes Hackston and Milne (1996), Imam (2000), Murthy (2008), Muttakin & Subramaniam (2015).

Indian Corporate Organizations need to acknowledge the fact that for the first time in India a statutory Act, i.e The Companies Act 2013 (CA13) has made it obligatory for the companies to spend 2% of average net profit before tax for the last three financial years on CSR activities. For the purpose, the Board of a Company is required to form a three-member CSR committee including one Independent Director. Primarily, the Committee's responsibility would be to formulate CSR policy; recommend CSR activities; monitor CSR expenditure. As per Section 135 of the CA13, the reporting of CSR activities had been made mandatory. In case of failure to spend, reasons have to be disclosed in the annual report. Basically, first time "Comply or Explain" approach has been adopted by Indian regulators. There is a provision of penalty for non-disclosure. It is expected that the quality and the content of the social disclosures will attune to the changing regulations.

However, these findings should be interpreted whilst acknowledging the limitations of the study i.e. this is based on content analysis of 3 year annual reports of select sample and the sample organizations comprised of 41 Power and Oil & Gas sector companies listed on BSE (The stock exchange) only and may not represent the overall CSR practices of the complete Power and Oil & Gas sector industry of the Country. Further, Annual Reports are not the only communication channel available to Corporations today, and communication channels such as company Intranet, web site, brochures, etc. have not been examined in this study. In light of the growing importance of role of CSR in India as evident in the new Companies Act 2013 and the imperative for transparency and communication, the results of this study can be used to identify other areas of corporate social responsibility which the corporate need to strengthen with their resources, skill and actions.

A close understanding of the focus areas earmarked for CSR indicates that human resource, community development, customers and environment are the key stakeholders which need to be addressed through the CSR. Firms all over the world are beginning to grasp the importance of intangible assets, be it employee goodwill or customer delight with use of the products. The focus of Indian organizations in the Power and Oil & Gas sector on management of its human resource is healthy trend. The internal dimension of CSR includes elements like training and recruitment, Industrial relations including labor agreements with trade unions, employee assistance, remuneration and benefits of ESOP / Sweat equity shares to employees, as well as employee safety and benefits among others. Community development is undertaken with companies trying to establish strategic alliances with the government and members of civil society. Since these organizations acted as a monopoly in their category or had state control on price, product service and product contribution lags behind. What is required is to have greater involvement of corporations on physical resources and environment contribution reflected in specific programs and action plan to deal with general environmental considerations related to pollution, climate change and health rather than slogans, environmental policy statement, Environmental education programs, awards and studies. It is important in this context to understand that the sustainable business growth is associated with care for the employees, community environment and markets irrespective of the region in which a corporate operates and its competitive dynamics.

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APPENDIX 1
LIST OF COMPANIES ALONG WITH ANNUAL REPORTS FOR LAST 3 YEARS OF POWER AND OIL & GAS COMPANIES FALLING UNDER THE CATEGORY OF: POWER INDEX OF BSE) OIL & GAS INDEX OF BSE OTHERS FORMING PART IN SENSEX, BSE 100, BSE 200 OR BSE 500 USED FOR CONTENT ANALYSIS

S. No.	Listed	Index	Name of the Company	Financial Year	Financial Year	Financial Year
POWER INDEX OF BSE						
1	BSE	532555	NTPC LIMITED	2011 - 2012	2010 - 2011	2009 - 2010
2	BSE	500103	BHARAT HEAVY ELECTRICALS LIMITED (BHEL)	2011 - 2012	2010 - 2011	2009 - 2010
3	BSE	532898	POWER GRID CORPORATION OF INDIA LIMITED	2011 - 2012	2010 - 2011	2009 - 2010
4	BSE	500400	TATA POWER COMPANY LIMITED	2011 - 2012	2010 - 2011	2009 - 2010
5	BSE	500390	RELIANCE INFRASTRUCTURE LIMITED	2011 - 2012	2010 - 2011	2009 - 2010
6	BSE	500550	SIEMENS LIMITED	OCT 1 2011 - SEPT 30 2012	OCT 1 2010 - SEPT 30 2011	OCT 1 2009 - SEPT 30 2010
7	BSE	500093	CROMPTON GREAVES LIMITED	2011 - 2012	2010 - 2011	2009 - 2010
8	BSE	500002	ABB LIMITED	2011	2010	2009
9	BSE	533098	NHPC LIMITED	2011 - 2012	2010 - 2011	2009 - 2010
10	BSE	532779	TORRENT POWER LIMITED	2011 - 2012	2010 - 2011	2009 - 2010
11	BSE	532778	LANCO INFRASTRUCTURE LIMITED	2011 - 2012	2010 - 2011	2009 - 2010
OIL & GAS INDEX ON BSE						
1	BSE	500325	RELIANCE INDUSTRIES LIMITED	2011 - 2012	2010 - 2011	2009 - 2010
2	BSE	500312	ONGC LIMITED	2011 - 2012	2010 - 2011	2009 - 2010
3	BSE	532155	GAIL (I) LIMITED	2011 - 2012	2010 - 2011	2009 - 2010
4	BSE	532792	CAIRN INDIA LIMITED	2011 - 2012	2010 - 2011	2009 - 2010
5	BSE	500547	BHARAT PETROLEUM CORPORATION LIMITED	2011 - 2012	2010 - 2011	2009 - 2010
6	BSE	530965	INDIAN OIL CORPORATION LIMITED	2011 - 2012	2010 - 2011	2009 - 2010
7	BSE	500104	HINDUSTAN PETROLEUM CORPORATION LIMITED	2011 - 2012	2010 - 2011	2009 - 2010
8	BSE	533106	OIL INDIA LIMITED	2011 - 2012	2010 - 2011	2009 - 2010
9	BSE	532522	PETRONET LNG LIMITED	2011 - 2012	2010 - 2011	2009 - 2010
10	BSE	532702	GUGARAT STATE PETRONET LIMITED	2011 - 2012	2010 - 2011	2009 - 2010
OTHER POWER AND OIL & GAS COMPANIES TAKEN FROM OTHER INDICES OF BSE SUCH AS BSE 100, BSE 200, BSE 500 AND SENSEX						
1	BSE	500110	CHENNAI PETROLEUM CORPORATION LIMITED	2011 - 2012	2010 - 2011	2009 - 2010
2	BSE	500186	HINDUSTAN OIL EXPLORATION CO. LIMITED	2011 - 2012	2010 - 2011	2009 - 2010
3	BSE	500134	ESSAR OIL LIMITED	2011 - 2012	2010 - 2011	2009 - 2010
4	BSE	532514	INDRAPRASTHA GAS LIMITED	2011 - 2012	2010 - 2011	2009 - 2010
5	BSE	523477	GUGARAT GAS COMPANY LIMITED	2011	2010	2009
6	BSE	523457	BOC INDIA LIMITED	2011	2010	2009
7	BSE	500173	GUJARAT FLUORO-CHEMICALS LIMITED	2011 - 2012	2010 - 2011	2009 - 2010
8	BSE	522175	SHIV-VANI OIL & GAS EXPLORATION LIMITED	2011 - 2012	2010 - 2011	2009 - 2010
9	BSE	500870	CASTROL INDIA LIMITED	2011	2010	2009
10	BSE	523204	ABAN OFFSHORE LIMITED	2011 - 2012	2010 - 2011	2009 - 2010
11	BSE	500109	MANGALORE REFINERY & PETRO-CHEMICAL LIMITED	2011 - 2012	2010 - 2011	2009 - 2010
12	BSE	500084	CESC LIMITED	2011 - 2012	2010 - 2011	2009 - 2010
13	BSE	513683	NEYVELI LIGNITE CORPORATION LIMITED	2011 - 2012	2010 - 2011	2009 - 2010
14	BSE	532430	BF UTILITIES LIMITED	2011 - 2012	2010 - 2011	2009 - 2010
15	BSE	532524	PTC INDIA LIMITED	2011 - 2012	2010 - 2011	2009 - 2010
16	BSE	532627	JAIPRAKASH HYDRO POWER LIMITED	2011 - 2012	2010 - 2011	2009 - 2010
17	BSE	532708	GVK POWER & INFRASTRUCTURE LIMITED	2011 - 2012	2010 - 2011	2009 - 2010
18	BSE	532714	KEC INTERNATIONAL LIMITED	2011 - 2012	2010 - 2011	2009 - 2010
19	BSE	532997	KSK ENERGY VENTURE LIMITED	2011 - 2012	2010 - 2011	2009 - 2010
20	BSE	533206	SJVN LIMITED	2011 - 2012	2010 - 2011	2009 - 2010