

Managing A Successful Business Project

Introduction

The definition of the term “social responsibility” can be said to be the responsibilities that an organisation holds towards helping the public and the society to create a sustainable environment suitable to live in. The national government has levied laws that make it mandatory for all the firms and organisations for undertaking CSR activities. The procedures of the organisation does result in causing certain amount of pollution that eventually harms the environment and hence the imposition of the CSR activities on the organisation that would enable them to help the society with reduction in the pollution level and creation of sustainable environment (Aguinis, and Glavas, 2012, p.932). In the following project, the CSR manager of Expedia has commenced formation of a project plan to implement a CSR activity and conducting a survey on the same regards.

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Task 2

Conduct a small-scale research, information gathering and data collection to generate knowledge to support the project.

A CSR manager has been assigned by the organisation Expedia, who shall be responsible for fulfilling the corporate and social responsibilities for the company. Their main objective is towards attempting to managing and upgrading their waste reduction policy and reducing the carbon footprint in order to improve the quality of the air. For assessing the success and the impact of the project on the general public, the organisation decided on conducting researches that were based on two methodologies – qualitative and quantitative. The organisation selected fifty customers at random to circulate the questionnaire and received their feedbacks with respect to the CSR activities of theirs (Bernard, 2011). The organisation shall also be interviewing two of the managers of the organisation for assessing the impact the CSR activities have had on the organisation’s internal environment. The selected managers should not be connected to the CSR department in any way, so that the organisation will be able to obtain a clear idea regarding the effects of the company’s corporate social responsibilities on its organisational structure.

The feedbacks obtained from the selected sample of fifty customers and the two managers are reliable and valid as the CSR manager had taken the requisite steps and care to ensure that the methodology of the research and the used techniques are transparent and free from errors. The selection of the audience was at total random through the random sampling techniques such that there is no involvement of biasness in the entire procedure.

Quantitative Method of Research

The CSR manager along with the other employees of the department of CSR arranged a questionnaire consisting of five questions which was to be circulated amongst the fifty customers that would help in gaining their views regarding the CSR activities of the organisation (Carroll, 2015, p.87). The customers are the best mode of assessing the CSR activities of any organisation as these activities ultimately affect the society.

Q1. Does the CSR activity organized by an organization affect the public’s choice?

Option	No. of respondents	% of respondents	Total respondents
Strongly agree	12	24%	50
Agree	15	30%	50
Neutral	3	6%	50
Disagree	12	24%	50

Strongly disagree	8	16%	50
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Table 1.1: Impact on general public

Mean	Median	Mode	SD
2.78	2	2	1.446236

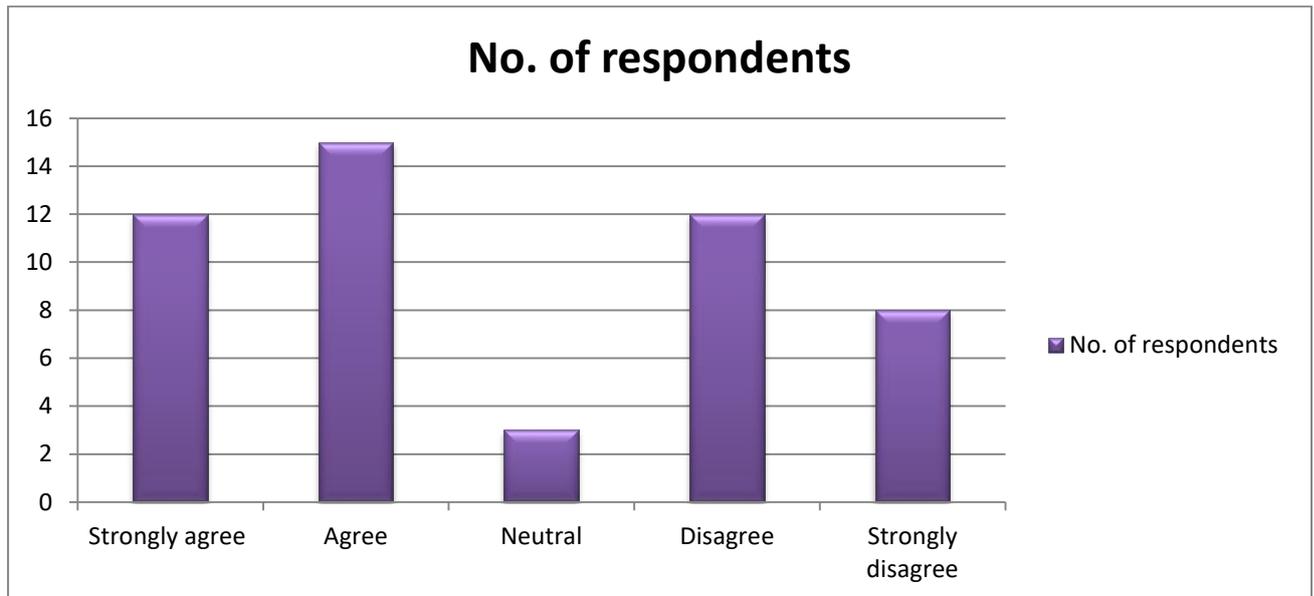


Table 1.2: Impact on general public

According to the research, it can be established that the customers believe that any organisation’s CSR activities ultimately impact the general public. From the above-mentioned statistics, it can thus be concluded that 30% of the total respondents responded in favour of the question.

Q2. Does the customer approve the organizations which are into such activities?

Option	No. of responses	Total no. of responses	Response%
Strongly agree	18	50	36%
Agree	11	50	22%
Neutral	5	50	10%
Disagree	9	50	18%
Strongly disagree	7	50	14%

Table 2.1: Customer Approval

Mean	Median	Mode	SD
2.47	2	1	1.44

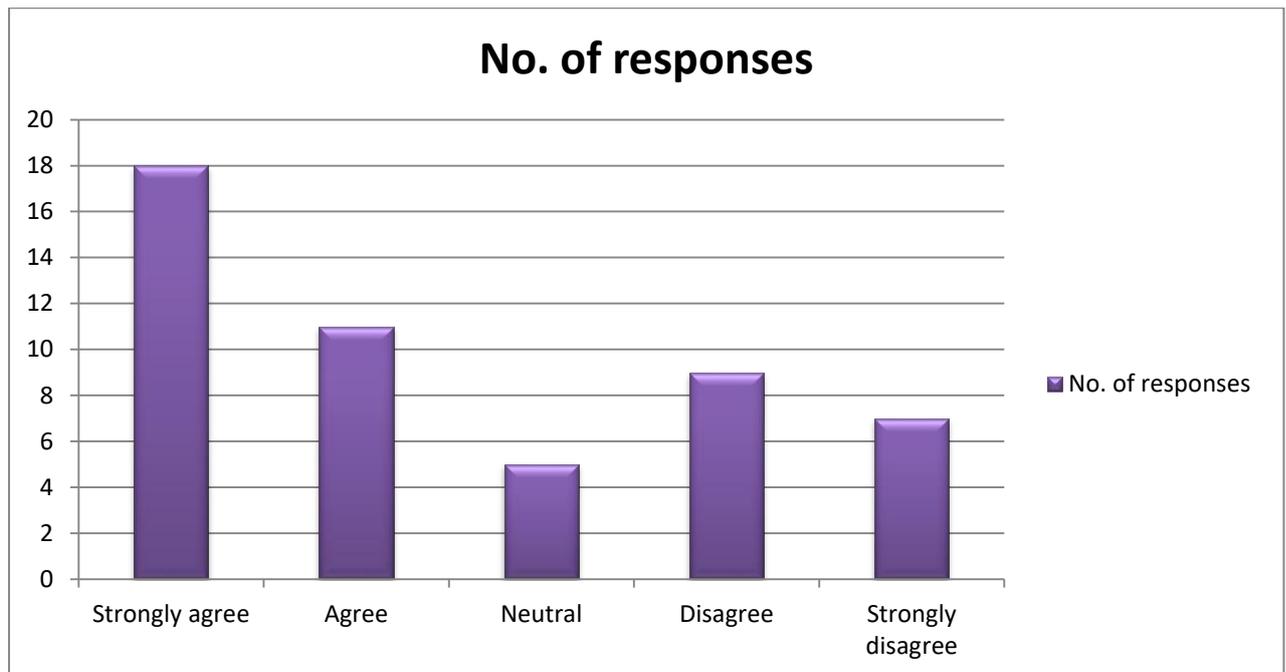


Table 2.2: Customer Approval

According to the survey, it can be established that most of the respondents are in favour of those organisations involved with the CSR activities. In accordance with the survey, 36% of the total respondents feel that the customers prefer those organisations that have taken up the roles of executing services which would work towards the betterment of the society.

Q3. Does the CSR activity of a company spread awareness about their primary objective?

Option	No. of responses	Total no. of responses	Response%
Strongly agree	16	50	32%
Agree	10	50	20%
Neutral	9	50	18%
Disagree	8	50	16%
Strongly disagree	7	50	14%

Table 3.1: Spreading Awareness

Mean	Median	Mode	SD
2.6	2	1	1.43

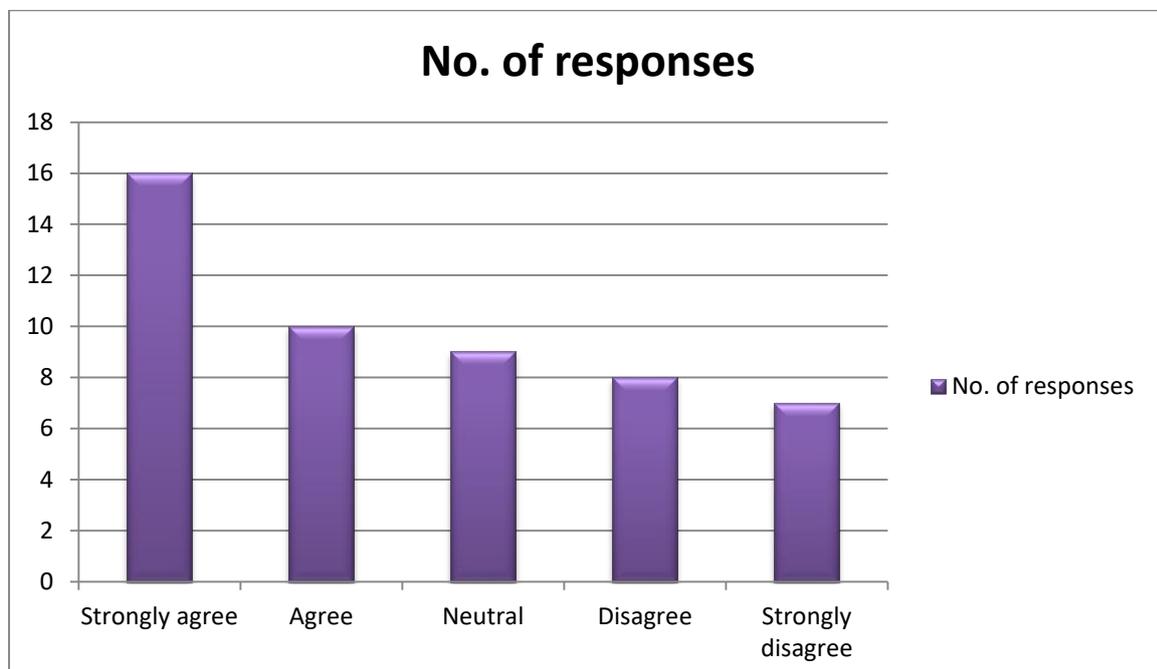


Table 3.2: Spreading Awareness

According to the conducted research, it can be observed that maximum respondents have responded in the favour of the asked question. 32% of the total respondents believe that an

organisation's CSR activities can help to spread awareness regarding the principle duties that an organisation is supposed to undertake in order to operate in the society.

Q4. Does an organization succeed in accomplishing the CSR goals set by them?

Option	No. of responses	Total no. of responses	Response%
Strongly agree	11	50	22%
Agree	19	50	38%
Neutral	5	50	10%
Disagree	11	50	22%
Strongly disagree	4	50	8%

Table 4.1: Accomplishing goals

Mean	Median	Mode	SD
2.6	2	2	1.27

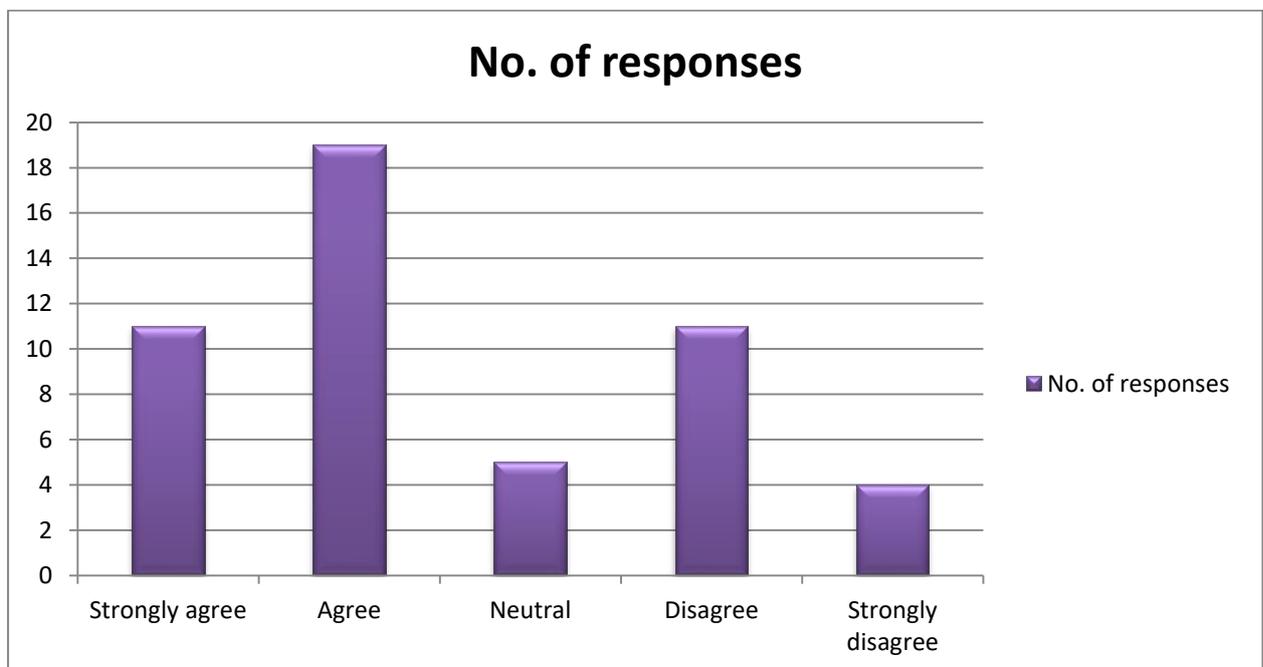


Table 4.2: Accomplishing goals

Most of the sample interviewees have the opinion that Expedia has succeeded to meet their objectives. The median and mode that was achieved from the received responses of the respondents confirms the observations of the researcher regarding the consumer's feedback.

Q5. Does participation in the CSR programs help the company attain recognition in the market?

Option	No. of responses	Total no. of responses	Response%
Strongly agree	10	50	20%
Agree	16	50	32%
Neutral	4	50	8%
Disagree	10	50	20%
Strongly disagree	10	50	20%

Table 5.1: Market recognition

Mean	Median	Mode	SD
2.9	2	2	1.45

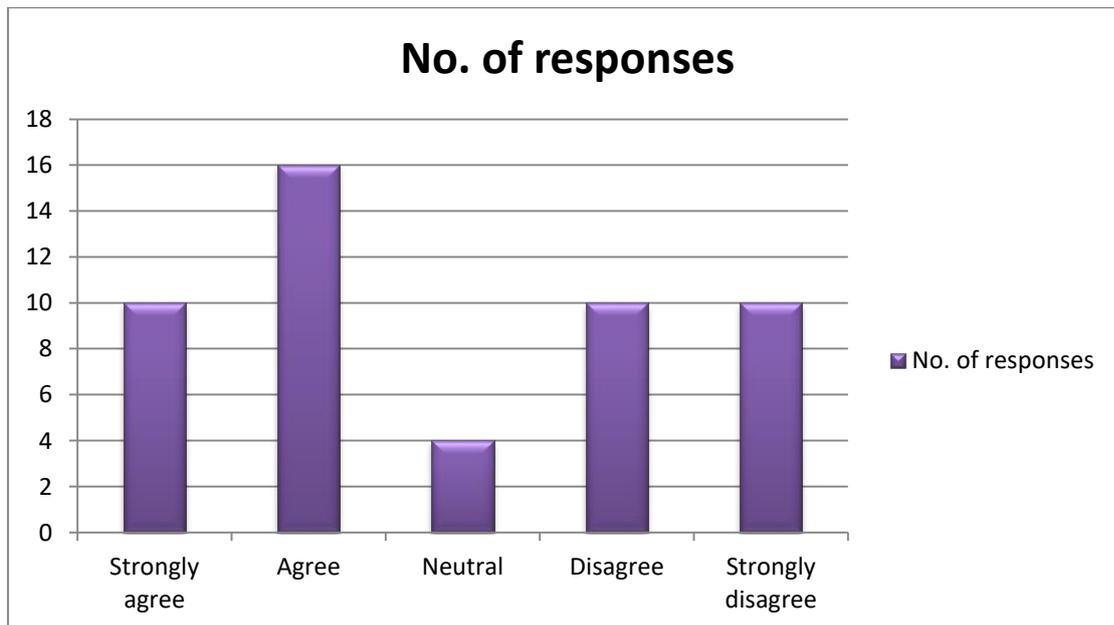


Table 5.2: Market recognition

From the results obtained through the research, it can be stated that most of the employees of Expedia, that is 32% of them agree that participation of the organisation in CSR programs enable the company to gain good reputation in the business market and also to obtain consumer preferences. The customers tend to prefer those organisations that actively participate in CSR activities.

Population and Sampling

The most essential tools of any research methodology are the sampling and population, as it enables the CSR manager for conducting researches and gathering information that would enable him with the analysis of the responses and feedbacks that were received through the survey. The participants of the qualitative research were the two managers from the Expedia Company itself and those who participated in the quantitative research method include the fifty customers. The CSR manager had utilized both the probability and non-probability sampling techniques because of it the research becomes more transparent and easier. These techniques would also enable the manager with analysis of the results and drawing proper conclusions from the obtained feedbacks.

Sampling Technique

The sampling techniques utilised by the CSR manager were – non-probability and probability. These tools would enable the CSR manager in drawing better conclusions and assessing the success of the project and research. The non-probability technique was used by the CSR manager for the qualitative data and the probability technique was used for obtaining the quantitative data.

Qualitative Research Method

The CSR manager interviewed two of the company's managers for assessing the impact that CSR activities had had in the internal environment of the organisation. The feedback obtained via the interview enabled the CSR manager with obtaining a better view regarding the variations that can take place in all the other departments of the organisation due to the obligations of the organisation towards the society. The selected managers were from the Marketing and the Finance Department. The questions asked to the interviewees were:

Q1. What is the impact of the CSR activities on your department?

The response obtained from the manager of Finance Department concluded that funds need to be allocated by them towards the CSR department and accordingly they need to plan a budget. The manager from the Marketing Department had also responded affirmatively towards supporting the CSR department with promotion of the CSR activities such that the stakeholders and the general public can be aware of the organisation's activities.

Q2. Do you face any problems due to the firm's engagement in CSR activities? If yes, how do you solve them?

The Marketing Department might have to face difficulties while developing a plan for promoting the company's CSR activities. They would require formulating a plan that would create awareness among the general public regarding the company's CSR activities which would later favour the organisation. The Finance Department would also face problems with regards to chalking out an appropriate budget plan for the CSR activities of the company.

Task 3

For judging the impacts of the corporate social responsibilities of an organization, the CSR manager had utilized the qualitative and quantitative research techniques. These research techniques enabled the manager in drawing the conclusions with regards to the impacts that the social obligations of any organization can have on its external and internal business environment (Du *et al.*, 2010, p.8). The CSR manager had utilized sampling techniques for gathering the information and established the results accordingly.

After the analysis of the data obtained by the quantitative research methodology, it can thus be established that the CSR activities undertaken by Expedia enabled the organization for obtaining recognition by the general public. The social responsibilities of an organization affect the organizational structure and its internal environment. Hence, it can be established that corporate social responsibilities of an organization benefits them over a longer time.

The main objective of Expedia is to reduce the pollution's impact on the change in climate and also enables the government to reduce the increased rate of global warming. The target set by the organization is to reduce the net carbon emission by 50% by the year 2050. They also intend on using low carbon fuel that would help to reduce their carbon footprints thereby improve the air quality. And finally, the organization aim to intensify their recycling of waste by 50% such that less amount of waste reach to the landfills. The CSR manager had also considered the on-board recycling. The CSR manager should also try to get more consumers to support them and help them fulfill their social responsibilities. The CSR department of the organization also needs to build a plan that would encourage its consumers in participating with the recycling and reduction of wastes and use of renewable energy sources (Schneider, and Schmidpeter, 2012). The involvement of customers in the CSR activities would help the organization in reaching larger audiences and also spreading more awareness with regards to the creation of sustainable environment.

The survey that the CSR manager conducted enabled him to obtain an insight with regards to the obligations that an organization needs to fulfill for its betterment and the people of the society, at large. The survey also gave the manger an insight about the thought processing concept of the general public. The survey had helped the CSR manager in understanding the concept followed by general public regarding favoring those organizations that involve themselves with the corporate social responsibilities as these companies work towards benefiting the society. It also enabled the CSR manager to get an understanding regarding the impact of social obligations of an organization on its internal network and business. All the departments are equally affected by the company's societal obligations as they need to develop plans accordingly.

Conclusion

Corporate Social Responsibilities form the responsibility for all the companies, which they need to fulfill in order to serve the public and the society at large. It plays a very substantial role for every organization as every firm is bound to commence CSR activities. The investigator had designed a project plan for the Expedia Company which includes the CSR activities can carried out by the organization and the ways in which they can be achieved. The success was judged utilizing quantitative and qualitative research methodologies. These research methods had established the impact of corporate social responsibilities on both the internal and external environment of the organization. The researcher has referred to various journals and articles in order to obtain information regarding the CSR activities and its impact on the operational business of the organization.

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