



Mixed Method Research : Combination of MAXQDA and Statistical Tool

Corporate Social Responsibility through Empowerment

“The Case of Educational Institution’s in India”

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ABSTRACT

This paper addresses an important aspect of Educational Institution (EI) behavior that has received very little attention so far in terms of Corporate Social Responsibility (CSR) in India. Using a single case study approach we reflect how EI can do better than the government by adopting CSR to help the society moving beyond institutional philanthropy. It shows that the degree to which CSR is emphasized can also, impact institution's competitive advantage. Qualitative data analysis software MAXQDA PLUS 11 was used as our data analysis tool to handle the secondary data while content analysis techniques in the analysis of the primary data.

INTRODUCTION

Corporate Social Responsibility(CSR) for community is a key for success in any society for any Education Institution(EI). But Education is still a dream, especially for tribal children from rural part of India.

However EI should verify its impact on society by following the basic principles of quality, equity, relevance and effectiveness, and by active participation in education system development.

So, the objective of this study was to test our choice of EI theoretically to know if this EI really is contributing to CSR !

STUDY CONTEXT

This study used the KIIT’s institutes(KIIT & KISS) EI as a case study. The reason being this EI is a live example of an EI undertaking social responsibility of a larger magnitude in Odisha, one of the poorest state in India.

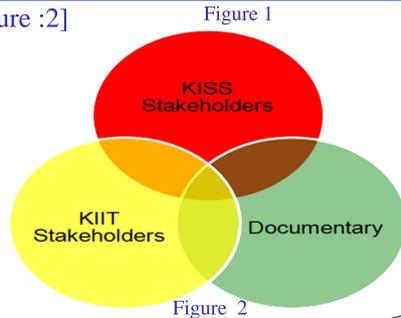
KISS Foundation a sister concern independent institute of KIIT established, to manage CSR-related programs. KISS is the largest residential institute for the tribal in the world, providing accommodation, food, health care, education from Kindergarten to Post Graduation, vocational training and all other basic amenities of life **absolutely free** with a job after completion of education. Today, with twenty thousand plus tribal (indigenous) students enrolled from 62 tribes.

METHODOLOGY

- ❖ This employs the case study method as research design strategy.
- ❖ A single unstructured, exploratory case study was found to be the most appropriate for this study as it allows to interact with the participants through multiple methods
- ❖ In this study we have considered CSR as [See figure:1]



- ❖ Data triangulation was used [See figure :2]



DATA ANALYSIS

The parent codes for primary and secondary data analysis were classified under four themes (codes) as shown in table below

S.No	Code(s)	Theme(s)
1	Philanthropic Responsibility	Be good corporate citizen
2	Economic Responsibility	Be profitable ,The foundation upon which all others rest
3	Legal Responsibility	Obey the law. Law is society’s codification of right and wrong.
4	Ethical Responsibility	Be ethically obliged to do what is right and fair avoid harm.

Content analysis techniques as analytical tool for the primary data and qualitative data analysis software MAXQDA PLUS 11 [Figure: 3] as our data analysis tool to handle the secondary data

DATA ANALYSIS

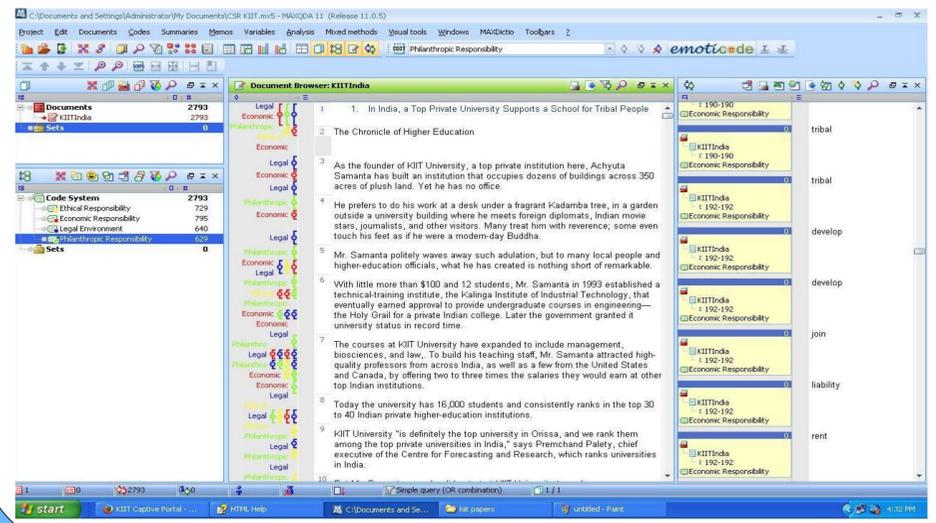


Figure 3: MAXQDA-11 PLUS

FINDINGS

Code System	Author = Administrator	Bytes = 116604	Creation date = 2/11/2014 12:49	Docume
Philanthropic Responsibility	629	629		
Legal Environment	640	640		
Economic Responsibility	795	795		
Ethical Responsibility	729	729		
SUM	2793	2793		
# N (Documents)	1	1		



Figure 4

Document Analysis (No.21 from 2009 to 2014)

Primary Data Results

Sources	Primary I (KIIT Stakeholders)	Primary II (KISS Stakeholders)
Philanthropic	Frequency - 243 i.e. 25 %	Frequency - 188 i.e. 25 %
Economic	Frequency - 316 i.e. 33 %	Frequency - 215 i.e. 29 %
Legal	Frequency - 198 i.e. 20 %	Frequency - 151 i.e. 20 %
Ethical	Frequency - 215 i.e. 22 %	Frequency - 190 i.e. 26 %

Triangulation of Findings

Parent Code(s)	Data Source (s)			Total	Frequency %
	Primary I Data Frequency	Primary II Data Frequency	Secondary Data Frequency		
Philanthropic	243	188	629	1060	(1060+4509X100)
	25%	25%	23%	1326	(1326+4509X100)
Economic	316	215	795	1326	(1326+4509X100)
	33%	29%	28%	989	(989+4509X100)
Legal	198	151	640	989	(989+4509X100)
	20%	20%	23%	1134	(1134+4509X100)
Ethical	215	190	729	1134	(1134+4509X100)
	22%	26%	26%	972	100%
Total	972	744	2793	4509	100%

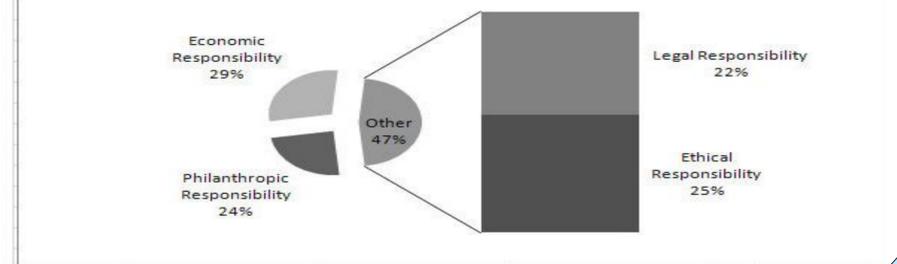


Figure 4: Data Triangulation

CONCLUSION

- ❖ This study addressed the relationship between the EI and the large society by documenting successful practice to empower tribal children as their CSR
- ❖ EI can do better than government adopting CSR to help the poor tribal children moving beyond institutional philanthropy
- ❖ CSR is practiced the potential for altruistic CSR initiatives to result in competitive advantage in the context of EI in India
- ❖ This study would also serve as a **wake-up call** and encourage similar educational institution to understand how educational institutions can practice their CSR.

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