

“Mapping Social Work Perspective on Corporate Social Responsibility” is a research project carried out by the department of Social Work, Christ University. The project is on from January 2011, for 36 months. This Major Research Project is to analyse the policies, process, perspectives and outcomes of the CSR initiatives of 30 companies based in Bangalore. The companies are chosen from different sectors, like, Manufacturing, Banking, Textiles, Public Sectors, IT etc...

The major objective of the study is to Map the Social Work Perspective in internal and external CSR practices of companies, but with the inputs from the external guide and experts, the study has incorporated a few more areas such as the current management practices and policies, the CSR strategies and outcomes, the process involved in initiating the programs and the barriers in adopting CSR.

Academic interest in CSR has been steadily growing, the management science with their profit oriented approach have shown increasing interest in CSR especially its role in improving brand image and building consumer loyalty. Professional social work with its goal of sustainable development has a greater stake in the practices related to CSR. The socially relevant subtext that underlines the entire gamut of social work practice will provide a strong foundation to mount a study such as the present one.

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