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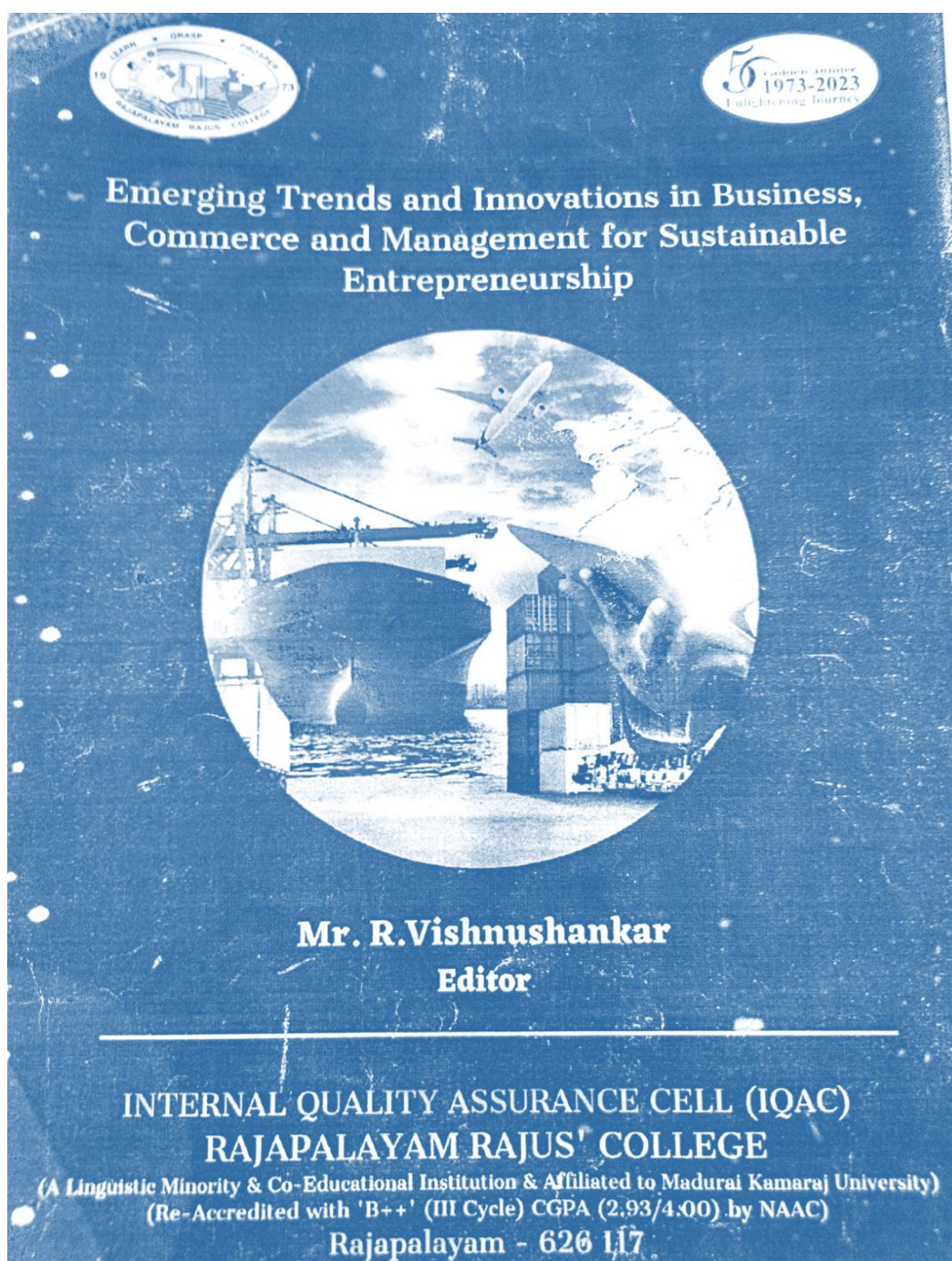
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Dr. K. Padmavathy, Dr. B Kalyani, Assistant Professors of Commerce.

BOOK-1



CONTENTS

S. No.	Chapter & Author	Page No.
20	E-Banking: Boon or Threat to Customer -Dr. Arup Kumar Sarkar, Mr. Dev Kumar Mandal	153
21	Effect of Advertisement on Consumer Brand Preference -Dr. VALARMATHI	158
22	Effect of Entrepreneurship Education in Enterprise Development -Dr. V. Amutha	165
23	Effective Marketing and Customer Satisfaction towards Electronic Vehicles with Special Reference to Chennai City -B. Karthikeyan, Dr. T. Sujatha	174
24	Customer's Attitude towards Online Food Services in Madurai City -Dr. S. Sobitha	183
25	Effective Utilization of Artificial Intelligence in Marketing -S. PRATIKSHA, Dr. KAVITHA M	192
26	Emerging Trends and Innovations in business, Commerce, and Management for Sustainable Entrepreneurship -Dr. Mrs. K. Padmavathy, Dr. Mrs. B. Kalyani	202
27	Entrepreneurship Development in Small Scale Industries -Dr. K. Navarathinam, Dr. S. Chandralekha	211
28	Environmental Friendly Practices by Micro Small and Medium Enterprises in Virudhunagar District -Dr. P. RAJMOHAN, Dr. P. MURUGAN	218
29	Factors Influencing the Women in E-Entrepreneurship -Dr. R. Banupriya	225
30	Financial Literacy of Mompreneurs after Covid 19 -Dr. N. Chitra, Dr. G. Anbu Selvi	230
31	Service Marketing Strategies – K. Aiysha, P. Balaguru	239
32	A Study on Work Life Balance And Occupational Engagement Among Women Entrepreneurs in Salem City -Dr. D. RADHA, Dr. A. MUTHULAKSHMI	249
33	Awareness of Green Marketing and its Impact on Buying Behavior in Chennai, Tamilnadu - Dr. N. VIJAYANAND	257
34	Green HRM Efforts towards Environmental Protection -Dr. S. Jayaselvi, Mr. P. Naveen Kumar, Ms. I. Divya	269
35	Growth of Ecommerce and its Impact on Logistics Business -Dr. M. SINDHUJA	287
36	ICT IN EDUCATION - Dr. R. SaranyaDevi	298
37	Impact of Patient's Satisfaction and Service Quality on E-Health Services in Coimbatore City - Dr. Ishwarya, Mrs. K. Santhi	303
38	Impact of startups on Indian Economics - Dr. A. NARMADHA	314
39	Impact on Human Resource Management Practices on Job Satisfaction Among Select Private Sector Banks in Coimbatore District -Dr. R. Velmurugan, Mrs. R. Bhuvaneswari	321

**Emerging Trends and Innovations in business, Commerce, and Management for
Sustainable Entrepreneurship**

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ABSTRACT

The term entrepreneurship is conversant to all, but when this term is united with sustainability it gets more imperative and it surges the weightage for entrepreneurship. Sustainable Entrepreneurship ensures economic growth, environmental growth, and also social welfare tangled in the business. How the business supports society apart from making a profit. Human, Social, Economic, and Environment are the factors of sustainability, which are combined with Entrepreneurship. In the initial phase, the prime motive of any kind of business is to earn more profit, but this scenario has dramatically transformed now, every business has to focus on the welfare of society and also they have to focus on the environment. The business has to do something for the society and the environment exclusively for future generations.

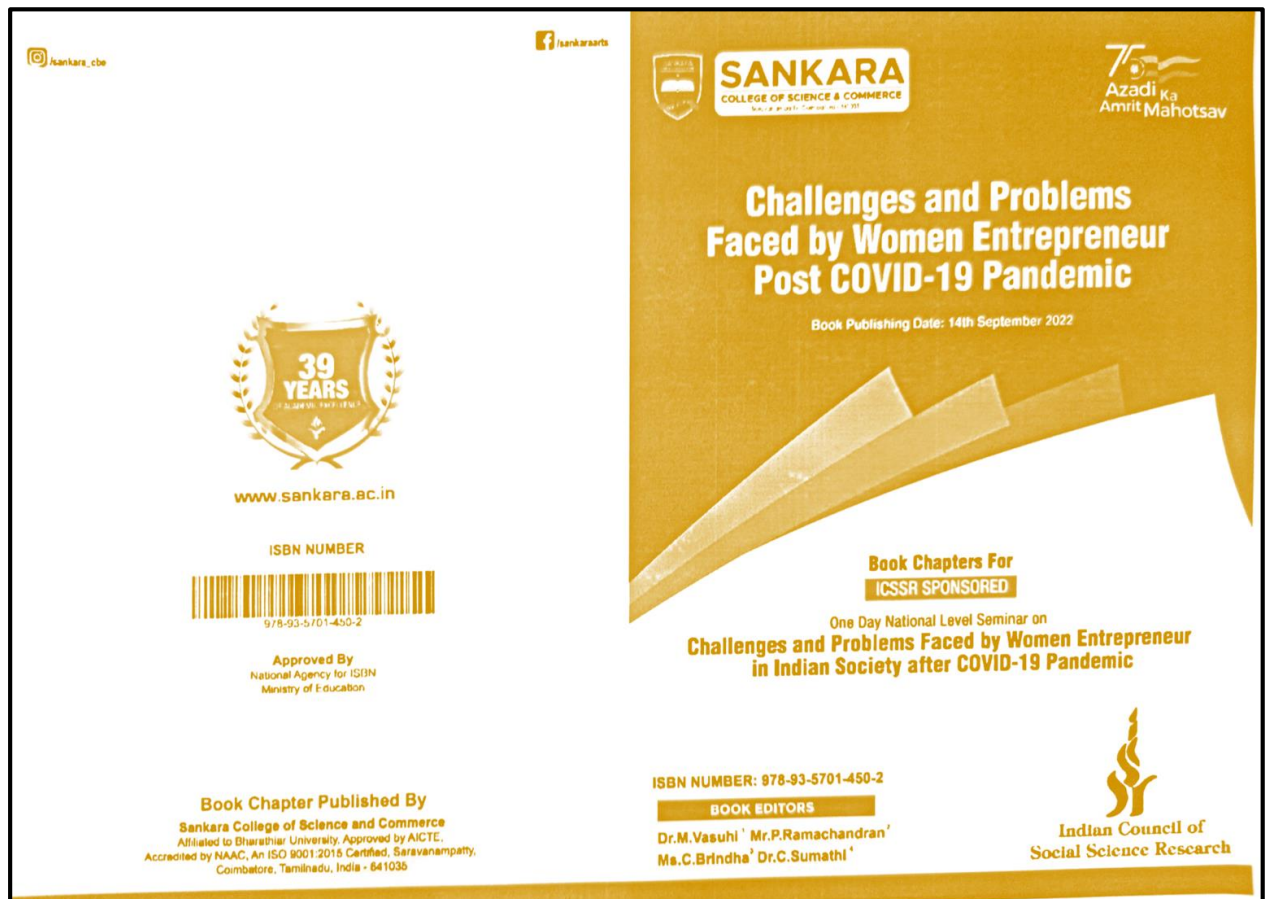
Keywords: Entrepreneur, Sustainability, Entrepreneurship

Introduction

Sustainable entrepreneurship implies entrepreneurship with the responsibility of society and humans. The innovations in the business made the entrepreneur walk towards profit. Sustainability in business is a new strategy followed by the entrepreneur to attract customers, which inevitably surges the company's goodwill. The concept of Corporate social responsibility comes under the sustainability of the business. The corporates have to spend at minimum 2% of their profit on society. It depends upon the turnover of the company. The business is measured under the Economic, Social, and Governance (ESG) metrics. Here humanity will be helped by the business directly or indirectly dropping the negative impact on the environment. Any strategy used in the business will focus on the

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BOOK-2



72	The Impact of the Covid-19 Pandemic on Women Entrepreneurs Mrs.S.DayanaSweetlin¹ Dr.R.S.Thangeswari²	447-451
73	Impact of Covid-19 on Women Entrepreneurs in India Mr. G.Saran¹ Mr. G. Vignesh Ram²	452-457
74	Impact of Globalisation on Women Entrepreneurs in India Dr. S. Duraieswari¹ Ms. S. Varshini² Ms. R. Srinithi³	458-465
75	Exploring the Impact of Covid-19 Pandemic on Women Entrepreneurs in India Dr. G. Anitha Rathna¹ Dr. R. Tamil Selvi²	466-473
76	Women Entrepreneurship in the Technical Era Ms. G. B. Madhu Shree¹ Ms. V. Dhanasri² Ms. S.Abinaya³ Mr. S.R.Girish⁴	474-478
77	Problems Faced by Women Entrepreneurs in India Dr.N.Kavitha¹ Ms. M. Keerthana²	479-484
78	Women's Issues during Pandemic Times (Covid-19) Dr.T.Johnson¹	485-493
79	Challenges Faced by Women Entrepreneurs during Covid-19 Ms.S.Ashma Begum¹ Ms.P.Vithershana²	494-499
80	Entrepreneurship, Innovations and Digital Skills in New Era of Artificial Intelligence Dr. K. Padmavathy¹ Dr. B. Kalyani²	500-504
81	A Study on Problems faced by Rural Women Entrepreneurs in Coimbatore District Ms. G.Kowsalya¹	505-509
82	A Study on Challenges of Women Entrepreneurs in India Mrs. L.Malarvizhi¹ Mrs.P.Indhumathy²	510-514
83	Exploring the Women Entrepreneurship in Globalized World Ms. A. Govardhini¹	515-518
84	Social Impacts of Covid Pandemic on Women Entrepreneurship in India	519-523



**ENTREPRENEURSHIP, INNOVATIONS AND DIGITAL SKILLS IN NEW
ERA OF ARTIFICIAL INTELLIGENCE**

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Abstract

Entrepreneurship is the creation or extraction of economic value. With this definition, entrepreneurship is viewed as change, during the COVID pandemic generally entailing risk beyond what is normally encountered in business. Predominantly Women Entrepreneurs tide over financial complexities when the responsibility is doubled upon them due to pandemic. Innovation refers to something new or to a change made to an existing process. The use of Digital skills has become obscure. Even the small and Tiny Women Entrepreneurs learn to use digital devices and networks to access their business. According to Small women Entrepreneurs the term Artificial intelligence is highly technical but they learned and start using the devices and Applications for their business upliftment. There are many smart-phone based Artificial Intelligence applications that recognize different problems one might be facing with their psychological strength and offer intellectual behavioral therapy for people.

Introduction

Now days the entire world is coming under the roof of Digitization. The world without the use of technology is incredible. During pandemic every one of us are in the dread mindset. Nobody wishes to come out from their living space. Every sector of the business got collapsed, the entrepreneurs stunned, especially the women. That was the beginning of the new era of Artificial Intelligence, everyone began to learn and think how they can convey their business to the public through digital technology. More Applications were introduced through the android mobile. Silently Android Mobiles occupies in the hands of majority of the people, from a kid

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BOOK - 3



Editors

**Dr. A. Abbas Manthiri | Dr. S. Hasan Banu
Dr. M. Mohamed Ishaq | Mr. K. Rasool Mydeen
Dr. A. Sulthan Mohideen**

14	Comparison of Sustainability Analysis of Dccbs Operating in Madurai, Ramanathapuram, and Virudhunagar Districts Dr. V. Alagupandian & S. Kather Meeran	75
15	A Study on Promotional Strategies on Consumer Satisfaction and Behaviour in Hero Motors Dr. N. Palanivelu & R. Ramesh	79
16	Corporate Social Responsibility in India: Best Practice Dr. A. Ayesha Siddiqua & Dr. K. Sharifa Nizara	88
17	The Effect of Corporate Social Responsibility Towards Consumer Buying Behaviour Dr. Mrs. K. Padmavathy & A. Aishwariya Lakshmi	95
18	A Study on Corporate Social Responsibility Practices in Banking Sector in Madurai City Dr. Mrs. B. Kalyani & P. Nivetha	105
19	Corporate Social Responsibility and its Impact on Consumer Behaviour With Special Reference to (FMCG) Companies in Madurai City Dr. Mrs. G. Karthika & A. Amala Ancy	111
20	Gap Study Analysis in CSR with Special Reference to Educational Institution in Madurai City Dr. Mrs. M. Srirama Jayam & P. Charu Latha	120
21	Customer Satisfaction of Hero Motors in Thanjavur District of Tamilnadu - A Study Dr. T. Priyanka & Dr. S. Vijayalakshmi	130
22	Sustainable Development of Women Entrepreneurs in Network Marketing in India K. Mohammed Abdul Kader & K. Mohamed Irshad	139
23	Reconceptualise Corporate Social Responsibility Strategies in the Artificial Intelligence Era Ms. S. Varalakshmi	146
24	HRM Approaches to Industrial Sectors - A Current Scenario R. Srinivasan	151
25	Socio Economic Impact of Tourism Sector in Tamilnadu Dr. J. Devi & Dr. G. Muthukrishnan	161
26	Cash Flow and Earning Management of Tata Motors Limited Dr. K. Sharifa Nizara & Dr. A. Ayesha Siddiqua	172
27	Corporate Social Responsibility and Education Sector: Issues and Remedies M. Muthu Pandi, M. Ramya & P. Ajitha	179

THE EFFECT OF CORPORATE SOCIAL RESPONSIBILITY TOWARDS CONSUMER BUYING BEHAVIOUR

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Abstract

This study analyses how the consumers perceive corporate social responsibility (CSR) actions carried out by retailing firms. Corporate social responsibility is increasingly considered vital for organizational success and sustainable growth across industries, especially in view of corporations operating in an environment with multiple stakeholder interests. Therefore, business need to aware that their involvement of CSR practices in certain extent does affect the consumer buying behavior. Consumers today seek transparency from companies, demanding to see concrete plans for how they intend to uphold their responsibility to society. For this reason, having a CSR program is crucial for customer and employee satisfaction, as well as improving bottom-line financials and employer branding. It also puts your company into contact with your local communities, creating meaningful opportunities for team building and instilling a sense of purpose in your workforce. Therefore, business corporations need to strive to maximize their shareholder's wealth as the consumers expect the corporations to fulfill the shareholder's interest as they are among those who contribute in providing funds for the businesses survival and growth. Additionally, consumers also expect the business corporations should offer reasonable price and provide a good quality of products and services to them. The relationship between all the CSR practices (economic, legal, ethical, and philanthropic) and the consumer buying behavior. the main element of CSR practices that influence the consumer buying behavior is economic. In this study, we know the real consumer perception value of CSR.

Keywords: *Consumer buying behavior, Corporate social responsibility, Consumer perception*

Introduction

Corporate social responsibility refers to a business entity making a commitment to positively contribute to societal needs. Corporate social responsibility actions may involve philanthropy, activism, volunteering, charity, and more. Corporate Social Responsibility (CSR) is defined as "the managerial obligation to take action to protect and improve both the welfare of society as a whole and the interest of organizations"

Analyzing the effects of CSR is represented by consumers. Only by understanding how consumers react to CSR can companies develop CSR strategies that fulfill both normative and business purposes, given that CSR nowadays is starting to be seen as a strategic

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INCLUSIVE GROWTH THROUGH CORPORATE SOCIAL RESPONSIBILITY INITIATIVES



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CONTENTS

S. No	Title	Page. No
1	Corporate Social Responsibility of the Fast-Moving Consumer Goods Companies in India Dr. S. Gayathri & Dr. S. Sahul Hameed	1
2	Corporate Social Responsibility: A Means for Inclusive Growth M. Manikandan	9
3	Corporate Social Responsibility (CSR) as a Strategy for Inclusive Development - Learning from Oil Companies in India Dr. P. Jayakumar	15
4	Corporate Social Responsibility as Prime Engine for Swachh Bharat A. Afrin Barvin	21
5	A Study on Prevention and Bankruptcy and Its Effect on India's Environment P. Seenivasan & A. Javith Raja	24
6	Mastering Osteoporosis: A Deep Dive Into Causes, Risks, Diagnosis and Prevention B. Sivasakthi & Dr. D. Selvanayagi	30
7	Corporate Social Responsibilities M. Mohana	35
8	Corporate Social Responsibility and Customer Relationship Management M. Mohamed Ibrahim	39
9	Impact of Corporate Social Responsibility (CSR) Towards Consumer Buying Behavior Dr. M. Neelavathy	44
10	Importance of Forensic Accounting - A Study S. Salaahuddeen & Dr. S. Nazeer Khan	51
11	Corporate Social Responsibility with Reference To public Sector Companies and Non-Public Sector companies in Madurai - A Study Akash Kumar & Dr. P. Zahir Husain	58
12	Social Entrepreneurship : A Solution to the Social Problems M. Nizam Mydeen	65
13	CSR In Higher Education Institution with Special Reference to Hajee Karutha Rowther Howdia College (Autonomous), Reaccredited With A++ Grade by Naac Uthamapalayam Dr. A. Sulthan Mohideen & M. Mohamed Najeeb	69

IMPACT OF CORPORATE SOCIAL RESPONSIBILITY(CSR) TOWARDS CONSUMER BUYING BEHAVIOR

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Abstract

Today, the level of awareness about corporate social responsibility(CSR) is at the rising trend. Consumers nowadays have set a higher level of expectation towards the companies. Therefore, CSR no longer can be neglected if the businesses would like to stay ahead from the rest. By recognizing the importance role of CSR, many of the businesses have started to engage themselves in these activities to gain competitive advantage. A great deal of research has been conducted in this area; however, limited research has been worked from consumer's perspective. Hence the objective of this study is to examine the effect of CSR in affecting consumer buying behavior within Madurai context. The data was gathered from 100 respondents located in Madurai city.

Keywords: Corporate Social Responsibility, economic responsibility, legal responsibility, ethical responsibility, philanthropic responsibility

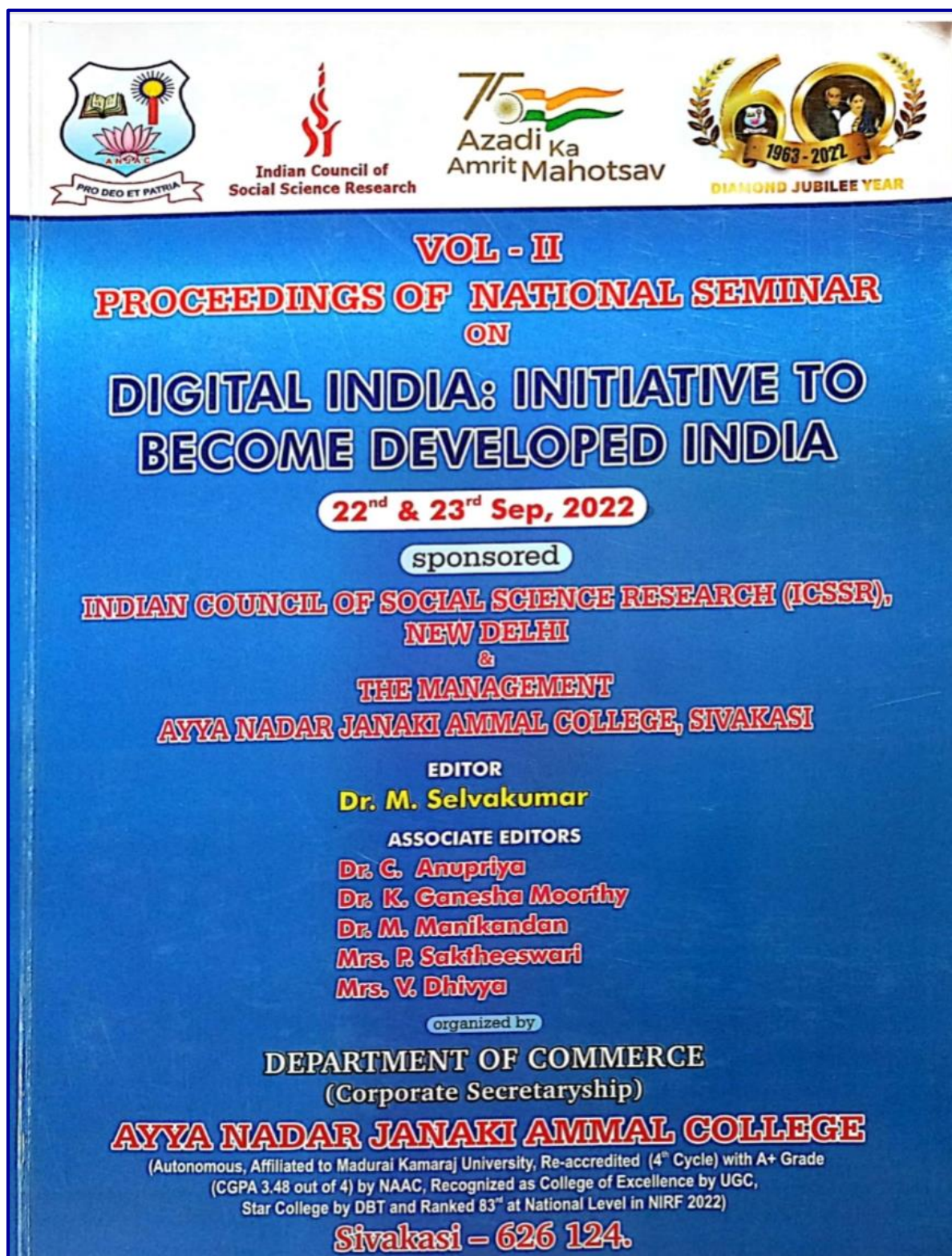
Introduction

Contemporary companies implement various social initiatives. Such actions are often taken not only to provide support to beneficiaries of these programmes, but also to bring benefits to companies. Such treatment of social initiatives has led to what is considered as a change of the paradigm from "doing good for the good itself" to "doing well for mutual benefits". In this new paradigm of social responsibility, social initiatives are treated in a way like traditional investments, and they are expected to bring business benefits. Benefits for companies in connection with undertaken social initiatives can be considered by analyzing reactions of various stakeholders. Undoubtedly, consumers are one of the most important stakeholder groups for a company.

Research concerning consumer reactions to corporate social initiatives is a relatively new field of study. Foreign publications on this subject began to appear in the second half of the 1990s. In the afore-mentioned studies, it was primarily attempted to prove that the implementation of social programmes brings about favourable consumer reactions, such as a more favourable attitude towards the company, higher consumer loyalty, or a high purchase intent. Consumer behavior is the study of individuals, groups, or organizations and all the activities associated with the purchase, use and disposal of goods and services. Consumer behaviour consists of how the consumer's emotions, attitudes, and preferences affect buying behaviour. CSR as a set of positive and proactive managerial actions that the company carries out to identify and meet the consumer's needs, and in relation to the company's responsible behavior. Consumer Buying Behavior refers to the actions taken (both on and offline) by consumers before buying a product or service. This process may

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BOOK - 4



52.	STUDY ON FIREWORKS BUSINESS MENS' ATTITUDE TOWARDS THE DIGITAL TRANSACTION - <i>Mr. M. Nagarajan</i>	491-493
53.	ROLE OF FINANCIAL INCLUSION IN DIGITAL INDIA FOR RURAL DEVELOPMENT AT THOOTHUKUDI DISTRICT - <i>Mrs.M.Sumaiya & Dr.M.Vairavan</i>	494-496
54.	TALENT ACQUISITION OF DIGITALIZED BANKING SECTOR - <i>Mr. P. Anbuezhienkamaraj & Dr. M. Rifaya Meera</i>	497-500
55.	AN ANALYSIS OF SATISFACTION LEVEL TOWARDS URBAN COOPERATIVE BANKS AND THEIR SERVICES TO THE CUSTOMERS - <i>C.Sankar & D.Thiruniraiselvi</i>	501-506
56.	DIGITAL INDIA – AN OVERVIEW - <i>V.Sathiya Prakash</i>	507-509
57.	CYBER SECURITY - <i>Ms. S. Devi & Ms. K. Madhumitha</i>	510-511
58.	A STUDY ON AWARENESS TOWARDS INTERNET BANKING AMONG SENIOR CITIZENS WITH SPECIAL REFERENCE TO MADURAI CITY- <i>Dr. M. Neelavathy</i>	512-516
59.	A STUDY ON WOMEN EMPOWERMENT AND ROLE OF DIGITAL MEDIA IN EMPOWERING WOMEN - <i>V.Sabana Yasmin, & G. Rathina Malaiyarasi</i>	517-522

A STUDY ON AWARENESS TOWARDS INTERNET BANKING AMONG SENIOR CITIZENS WITH SPECIAL REFERENCE TO MADURAI CITY

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INTRODUCTION

Internet banking is a form of self-service technology. The numbers of Internet users have increased dramatically, but most of them are reluctant to provide sensitive personal information to websites because they do not trust e-commerce security. This paper investigates the factors influencing of e-services on senior citizens buying behaviour and indicates level of concern regarding security and privacy issues in Indian context. Primary data was collected from 200 respondents, above the age of 60, through a structured questionnaire. Were used to know trend of internet use and factors affecting Internet Banking services among senior citizen customer in Bangalore, India. The finding depicts many factors like security & privacy, trust, innovativeness, familiarity, awareness level increases the acceptance of Internet Banking services among Indian customers.

The finding shows that despite their security and privacy concern, senior citizen customers are willing to adopt online Internet Banking if banks provide him necessary guidance. Based on the results of current study, Bank's managers would segment the market on the basis of age group and take their opinion and will provide them necessary guidance regarding use of online Internet Banking. Internet Banking is fast becoming a norm in the developed world, and is being implemented by many banks in developing economies around the globe. The main reason behind this success is the numerous benefits it can provide, both to the banks and to customers of financial services. For banks, it can provide a cost-effective way of conducting business and enriching relationship with customers by offering superior services, and innovative products which may be customized to individual needs. For customers it can provide a greater choice in terms of the channels they can use to conduct their business, and convenience in terms of when and where they can use Internet Banking. Over the last decade India has been one of the fastest adopters of information technology, particularly because of its capability to provide software solution to organizations around the world. This capability has provided a tremendous impetus to the domestic banking industry in India to deploy the latest in technology, particularly in the Internet banking and e-commerce areas. Technology is playing a major role in increasing the efficiency, courtesy, and speed of customer service.

STATEMENT OF PROBLEM

In the present situation, Internet Banking sector has been seen a mammoth progress and the popularity with respect to the Internet Banking services and its products. This development has led to the large number of Internet Banking transactions, which are faster and more convenient mode of transactions, for the bank customers. Internet Banking draws a great attention in Internet Banking industry. This is because Internet Banking reflects the internet. Several major banks in India are offering Internet Banking services. Thus, Internet Banking becomes an important part of the Indian banking sector. So, it is important to know the awareness level of Internet Banking among senior citizen from various bank in Madurai city.

REVIEW OF LITERATURE

- Uma Sankar, BibhutiBhusan, SarojKanta, BidhuBhusan (2017) made a comparative study on "Employee Evaluations of Customer Satisfaction: A Comparative Study Between Public and Private Banks in India" and found that good premises and suitable location of the branch are essential for bank branches for smooth operation of banking business. When the

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INCLUSIVE GROWTH THROUGH CORPORATE SOCIAL RESPONSIBILITY INITIATIVES



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16	Corporate Social Responsibility in India: Best Practice Dr. A. Ayesha Siddiqua & Dr. K. Sharifa Nizara	88
17	The Effect of Corporate Social Responsibility Towards Consumer Buying Behaviour Dr. Mrs. K. Padmavathy & A. Aishwariya Lakshmi	95
18	A Study on Corporate Social Responsibility Practices in Banking Sector in Madurai City Dr. Mrs. B. Kalyani & P. Nivetha	105
19	Corporate Social Responsibility and its Impact on Consumer Behaviour With Special Reference to (FMCG) Companies in Madurai City Dr. Mrs. G. Karthika & A. Amala Ancy	111
20	Gap Study Analysis in CSR with Special Reference to Educational Institution in Madurai City Dr. Mrs. M. Srirama Jayam & P. Charu Latha	120
21	Customer Satisfaction of Hero Motors in Thanjavur District of Tamilnadu - A Study Dr. T. Priyanka & Dr. S. Vijayalakshmi	130
22	Sustainable Development of Women Entrepreneurs in Network Marketing in India K. Mohammed Abdul Kader & K. Mohamed Irshad	139
23	Reconceptualise Corporate Social Responsibility Strategies in the Artificial Intelligence Era Ms. S. Varalakshmi	146
24	HRM Approaches to Industrial Sectors - A Current Scenario R. Srinivasan	151
25	Socio Economic Impact of Tourism Sector in Tamilnadu Dr. J. Devi & Dr. G. Muthukrishnan	161
26	Cash Flow and Earning Management of Tata Motors Limited Dr. K. Sharifa Nizara & Dr. A. Ayesha Siddiqua	172
27	Corporate Social Responsibility and Education Sector: Issues and Remedies M. Muthu Pandi, M. Ramya & P. Ajitha	179

GAP STUDY ANALYSIS IN CSR WITH SPECIAL REFERENCE TO EDUCATIONAL INSTITUTION IN MADURAI CITY

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Abstract

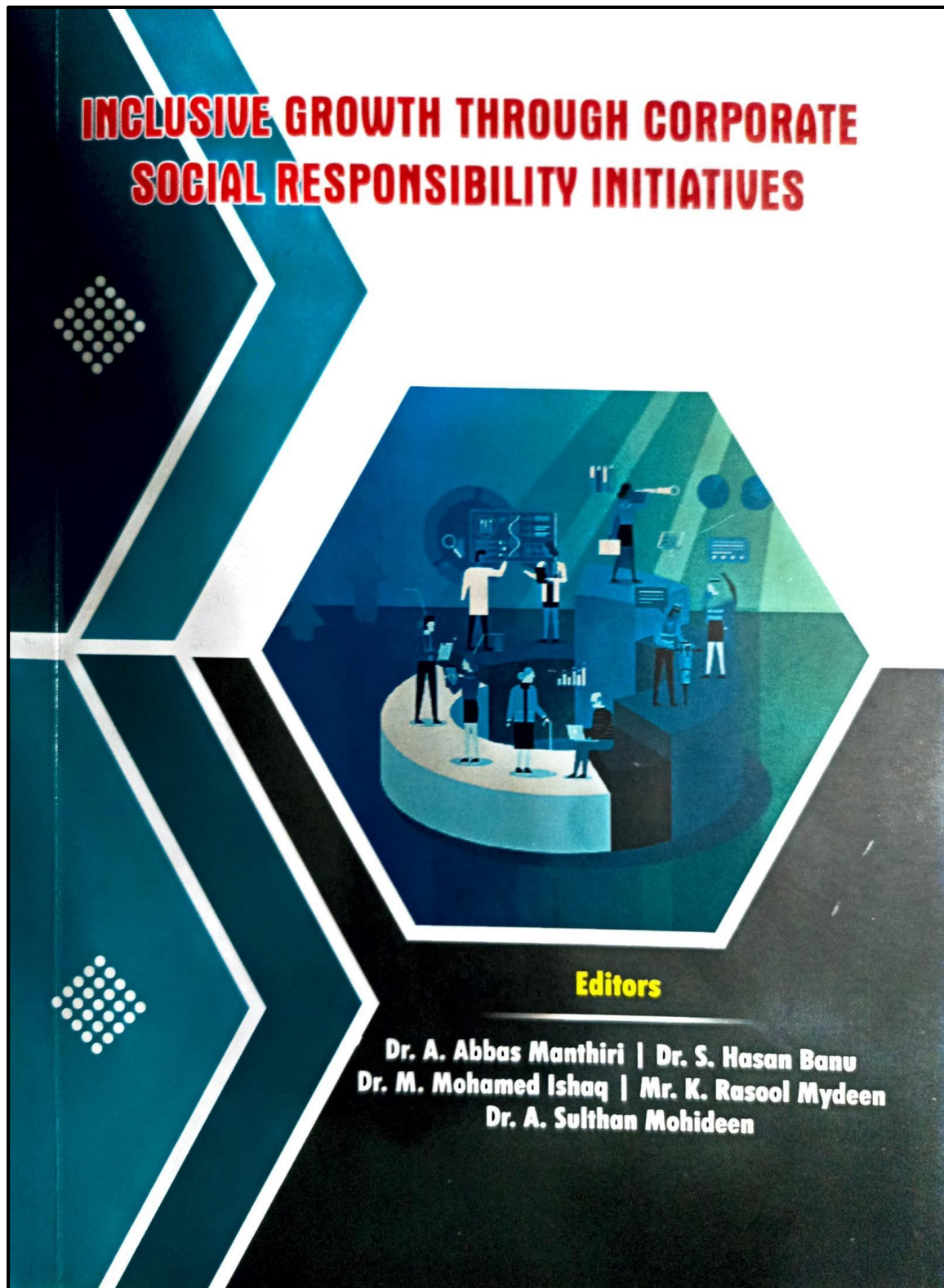
Educational institutions today are not expected to only play their conventional role of service providing and profit making but also have to force to act in an economically, socially and environmentally smart way. In this significance, Corporate Social Responsibility refers to make sure the success and sustainability of an institution by the insertion of social and environmental considerations into their functions. This study aims to analyse the Higher Educational Institutions in the context of Corporate Social Responsibility. This study aims to analyse the Higher Educational Institutions in the context of Corporate Social Responsibility. The objectives of the study are to find the expectations of beneficiaries and the actual CSR practices and also the gap with regard to Higher Educational Institutions in Madurai. The researcher group the CSR practise of the Higher Educational Institutions in to six groups, Environmental care, Education, Health Care, Community involvement, Peripheral Development and Special Focus on CSR activities. Out of which Health Care and Community Involvement has negative deviations.

Keywords: Corporate Social Responsibility, Higher Educational Institution, Beneficiaries.

Introduction

Most of the institutions tend to focus only on teaching social responsibility in terms of corporate social responsibility initiatives and do not go beyond this by attempting to improve their communities. CSR may be considered as an investment rather than an expense to any Institution. CSR and its consequences cannot be felt immediately but it is almost like a seed planted once will try to give the fruits in the near future and try to provide an environment for the institution to grow and sustain in a synergetic way, a harmonious growth, a growth with the society in a pivotal role, focus shifted to society than individuals. CSR helps the higher education institutions to attract skilled labours and best students and benefits in terms of submission of balanced report in economic environment, social performance and the impact of its operations. The existing facts and figures on CSR activities on education reflect very little strategic thinking and innovation. the other important areas of education like promoting sports & physical education in school, construction and development of libraries and laboratories, teacher's training, and

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14	Comparison of Sustainability Analysis of Dccbs Operating in Madurai, Ramanathapuram, and Virudhunagar Districts Dr. V. Alagupandian & S. Kather Meeran	75
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