

A Quantitative ABCD Analysis of Various Issues in Implementation of Corporate Responsibility Initiatives

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ABSTRACT

Purpose: *This study's main goal was to identify the crucial components and factors influencing the implementation of corporate responsibility initiatives by using the ABCD analysis framework to evaluate the advantages, benefits, constraints, and disadvantages of various issues pertaining to corporate responsibility initiative implementation.*

Design: *The researcher used the focused group interview method, in which participants' opinions on matters about corporate responsibility initiatives in organisations were obtained by assigning measurements, which were then quantitatively analysed.*

Findings: *A quantitative analysis of the ABCD framework showed that favourable factors were given much more weight than benefit factors when it came to concerns with the actualization of corporate responsibility initiatives. It was discovered in particular that problems with establishing corporate responsibility activities have more advantages and benefits than disadvantages, demonstrating the effectiveness of such initiatives.*

Originality value: *This paper not only helps readers gain a thorough understanding of the various factors that affect corporate responsibility initiatives, but it also points the way towards developing measurement scales for implementing such initiatives in future studies. To increase employee productivity, academics, researchers, and HR policymakers can follow the recommendations from this study.*

Paper Type: *Empirical Research*

Keywords: ABCD analysis, Corporate Responsibility, Implementation of Corporate responsibility initiatives, Elements analysis, and factors analysis.

1. INTRODUCTION :

Corporate responsibility is distinct as organisational strategies and actions are specific to a given context and that consider stakeholder's expectations as well as the Triple Bottom Line of performance in terms of economic, social, and environmental factors E. (Rupp, D. (2011). [1]). Organisational problems can be challenging for some businesses to resolve as they work to manage and enhance their daily operations. Dealing with organisational issues begins with recognising their existence and determining their source (Sheridan, J. E. (1992). [2]). Any organisation that wants to grow and thrive must invest the time necessary to pinpoint the Root causes of issues and create workable solutions for each one. Organisations have several duties to accomplish for their stakeholders, including those owed to their workers, who are frequently referred to as a business's real assets (Farooq, M. et al. (2014) [3]). Even the most cutting-edge facilities or technological developments won't be of much use if workers don't live up to expectations and aren't content in their current positions. Making sure employees are content and happy in their work is an organization's first and most crucial duty to them. It is unethical to treat employees like machines and make them work continuously for a period of eight to nine hours just because they are being paid. Don't treat your staff members like property. Management must ensure that employees are developing over time and finding satisfaction in their work (Ramlall, S. (2003). [4]). Job descriptions should be evenly distributed among people based on their experience, knowledge and educational background to prevent anyone from being overburdened. provide a safe working environment for the employees, give them appropriate workstations or cubicles so they can perform well

and ultimately produce their best work. Everyone needs a little bit of privacy, so make sure your staff members have limited access to it; otherwise, they’ll grow dissatisfied with their Jobs and begin looking for better ones. When you have a chance, have a conversation with your employees to learn how they feel about their work and whether they are experiencing any organisational issues (Sparrow, P. R. (2000). [5]). The management of the company is in charge of overseeing employee’s safety. Verify your office building's ability to withstand fire and earthquakes. It is impossible to manipulate the lives of so many people. The company must assist an employee who is on company time in the event of a medical emergency or other pressing situation. If an engineer is badly hurt on your property, you must take them to the hospital right away and give them the bare minimum of medical attention (John, A., et al. (2019). [6]). In recent years, the ABCD analysis framework has gained a lot of popularity. Many researchers use this framework to evaluate their business models because it aids in the identification of determinant issues, crucial components, and key enhanced factors that contribute to business success. The article explores the development of the ABCD model, employs quantitative ABCD analysis is used to evaluate online food delivery services, and the study's major driving forces are identified (Aithal, P.S. et al. (2017). [7]).

2. THE REVIEW OF LITERATURE :

An essential phase is a review of the literature. It is a review of pertinent literature done to determine knowledge gaps and to develop an understanding of what is known about a certain scenario, topic, or issue. Conducting a literature review is crucial as it facilitates the researcher's comprehension of how the study results align with the current body of knowledge. As a result, our study has reviewed a number of relevant literatures. There are four portions in this section. (1) Relevant articles about CSR activities; (2) ABCD Listing; (3) ABCD analysis on constituent elements and impacting factors; and (4) Quantitative ABCD analysis using construct weighting (Aithal, P. S. (2016) [8]).

2.1 Related Articles on Corporate Responsibility Initiatives :

As the main focus of this research is Corporate Responsibility instantiates It is critical to refer to relevant previous studies. Few scholarly publications on corporate responsibility, Employee issues, and Employer strategies in Workplace have been argued about in below table.

Table 1: Selected papers related to Actualization of Corporate Responsibility Initiatives.

S. No.	Focus	Contribution	Reference
1	Employee motivation and performance	The task's growing prominence makes the organization more competitive. To promote employee engagement and performance, boost retention and organizational certainty, boost employee documentation inside the company, stimulate creativity through corporate responsibility initiatives, and establish a more appealing workplace culture for prospective hires.	Slack, et al., (2015). [9]
2	Role of employees in CSR activities	A growing body of research examines the effects of corporate responsibility (CR) on various stakeholders, such as workers, clients, shareholders, suppliers, and the government. However, most studies on CSR focus on external investors, such as consumers. In any CSR study, employees are the most significant stakeholder group; nonetheless, investors minimize the significance of employees as vital stakeholders in any sustainable business.	Rupp, et al., (2018). [10]

3	Employee's well-being and motivation	According to the author of this article, CSR programmes improve employee satisfaction and motivation. They can and do assist with hiring, staff loyalty, and motivation, all of which lead to higher levels of drive and creativity. The workplace should be enjoyable for the employees. Professionals favor working for organizations that don't treat their employees unfairly. The result of having more employment opportunities is a better workforce. Additionally, front-line workers are the most adept at identifying inefficiencies and coming up with solutions.	Abdelmotaleb, & Saha, (2020). [11]
4	Employee motivation and training	This study identified one advantage of CR implementation as the positive impact on employee's loyalty to their company. The study found that employee motivation and training have an impact on a product's or service's quality. A company can build strong relationships with internal stakeholders thanks to increased employee motivation and adequate training, which leads to higher profit margins. Employee involvement in CSR programmes was acknowledged by the study's author as a source of motivation. Another source of motivation is a person's attachment to their job.	Ayub, (2013). [12]
5	Corporate Responsibility to employees	The main ones is that prosperous companies need to attract and retain top people. Companies that cultivate a healthy work environment and participate in internal marketing campaigns can increase output and employee happiness. Happy workers who identify with the company will tell their friends and family how wonderful it is to work there.	Vinerean et al., (2013). [13]
6	Internal stakeholders and consequent improvements	The author cited the beneficial impact of employee's loyalty to the employer as a benefit of CSR adoption in an organisation. The study found that a products or service's quality is determined by the workers motivation and training. A company can build strong relationships with internal stakeholders thanks to increased employee motivation and adequate training, which boost Profit margins. This study's researcher identified motivation as a result of staff members participating in CR programmes.	Park et al., (2014). [14]
7	Employee Engagement	The author of the article reports that research indicates that employees' opinions on their company's corporate social responsibility (CSR) program positively impact their intention to stay with their current employer and their overall loyalty to the business.	Ramdhani, et al. (2017). [15]
8	Employee desires and involvement in business	Employees' faith in the company's future benefits and usefulness is known as corporate trust. A common word used to characterize the connection between an organization and its workers is "organizational trust." The management of professional relationships, open and honest communication, the firm as a knowledgeable and interested party, employee goal involvement, and employee procedural fairness are all topics that this study might examine.	Glavas & Kelley, (2014). [16]
9	Employee's perception towards CSR activities	According to the article's author, it has been discovered that how employees feel about their company's CSR initiative affects how committed they are to the organisation as a	Leal, et al., (2015). [17]

		whole and how likely they are to stay with their current employer.	
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2.2 Relevant ABCD analytical framework articles:

(Aital et al., (2016).[18]). suggested from the viewpoint of stakeholders, different “business models, company strategies, concepts, ideas, or business systems” are analyzed using the ABCD Analysis Framework, which facilitates long-term income production. Using this method, a matrix is made, and in the grid, “advantages, benefits, constraints, and disadvantages” are recorded in relation to the perspectives of the stakeholders. (P. S. Aital et al., 2019). [19]). Individual and system traits are included in the ABCD analysis framework, which can also be used to assess a concept or strategic plan’s efficacy (Mendon S., et al. (2022) [20]). It starts with a summary of the advantages, benefits, limitations, and drawbacks of various concepts, systems, strategies, etc. (P. S. Aithal et al., (2016).[21]) It also makes it feasible to perform a more thorough study by utilizing factor and elementary analysis to discover significant concerns and important constituent parts. Currently, the ABCD analysis is quantitative (Aithal et al., (2016). [22]). Because it incorporates additional This analysis framework has served as the foundation for a number of strategic methods of analysis such as "SWOC, Competitive Profile Matrix (CPM) analysis, EFE and IFE Matrices, BCG matrix, Porter's Five Forces Model, and PESTLE Analysis," and it has served as the foundation for a number of research-based papers (Frederick, D. P. (2022). [23]). The literature describes three distinct uses of the ABCD analysis framework: (1) ABCD listing; (2) ABCD analysis including critical constituent parts and impacting factors; and (3) quantitative ABCD analysis with construct weighting. New academic research approaches recommend (Aithal, P. S. (2017). [24]). ABCD analysis for patent analysis, industry analysis, company analysis, product analysis, and service analysis, among other purposes (Aithal, P. S. (2016). [25]). A system of companies or manufacturers working together to generate a specific range of goods or services is known as an industry (Prasad, K. (2018). [26]). Industry analysis can also benefit from the ABCD paradigm. (Rajasekar, D. et al., (2022). [27]) The different business issues that impact an organization or collection of organizations can be examined through the lens of internal and external factors that influence managers' decisions about the issues (Aithal, P. S. (2016). [28]). The strengths, weaknesses, opportunities, and restraints of a company were also analyzed using the ABCD listing in a previous study (Aithal, S. et al., (2016). [29]). In order to analyze data using specific constructs or parameters, this framework makes use of specific characteristics or parts. This ABCD paradigm can be used to analyze patents as well as enterprises, industries, and a plethora of other concepts and occurrences (Aithal et al., (2017). [30]). Given the wide range of applications for ABCD analysis, the researcher has opted to utilize it to investigate the execution of corporate responsibility programs and assess their effectiveness. The three categories utilized to group related works on the ABCD framework are ABCD listing, ABCD Analysis on Affecting Factors and Critical Constituent Elements, and Quantitative ABCD Analysis with Construct Weightage are all examples of ABCD analyses (Aithal et al., (2017). [31]).

2.2.1 Review of the papers that used ABCD listing:

A standard methodology is applied to ascertain the behavior, dynamics, and structure organization. Additionally, the effects of creative modifications are assessed. After performing qualitative study, one might use the framework to enumerate the major benefits, drawbacks, limits, and advantages of each discovered determining issue. Additionally, it presents the concept of ABCD listing, which is a prerequisite for ABCD analysis. This can be used to gain a basic grasp of how ABCD analysis, which is often referred to as ABCD listing, operates. Table 2 presents a selection of scholarly works that only enumerated benefits, limitations, and downsides from the perspective of the general or point author.

Table 2: Selected papers that used ABCD listings

S. No.	Area of the paper	Issues	Outcome	Reference
1	Stress Inducing Factors	Techniques for Combating Stress in	The ABCD listing of stress-inducing factors is	Kumari & Aithal, (2020). [32]

		the Aviation Industry	covered.	
2	Recognizing Sustainability through the Corporate Reports	It is also the academics, regulators, and policymakers are crucial in developing the best reporting standards was emphasized.	The sustainability report research paper, ABCD listings are discussed.	Nayak & Kayarkatte, (2021). [33]
3	A Summary of Agriculture Finance in India	Researches the growth of agricultural finance in India.	In this research article, the researcher discussed about the agriculture finance in India: an ABCD analysis.	Kambali, (2021). [34]
4	Corporate social responsibility	CSR programmes in private sector banks have primarily focused on providing direct customer service.	The ABCD classification of corporate social responsibility is discussed.	Nandini Prabhu & Aithal, (2021).[35]
5	E-Campus Recruitment.	Berger paint e-campus recruitment.	The ABCD framework states, the crucial component factor created from the aforementioned Berger Paints' online application process produced some quantifiable standards for judging the model's effectiveness.	Shenoy, et al., (2018). [36]
6	Students' Perception Industrial Internship	Internship Programmes in Industry is a fantastic tool for expanding student's learning opportunities. College student's perceptions of the industrial internship programme are impacted. The study provides a method for gauging students' impressions and identifies a number of pertinent factors.	Using the questionnaire, the study assesses management students' perceptions of host companies, student industrial internship programmes, and pre-placement procedures. ABCD analytic framework. The programme was useful. even though pre-placement practices could be improved for a better internship experience for students. Most of the findings indicate that the internship training	Frederick & Shailashri, (2022). [37]
7	Srinivas University B. Com Model	Employment opportunities in rural areas	The Srinivas University B. Com Model's ABCD listing is discussed.	Aithal & Noronha, (2016). [38].
8	ABCD Listing of Online Pharmacy	Student's examinations	Customer perceptions, opinions, and concerns about the role of the	Aithal & Shabaraya, (2018). [39]

	Model.		Internet in the drug supply chain. The ABCD listing approach was used to investigate the numerous issues and factors affecting online pharmacies.	
9	Performance Evaluation of Dabur	The study focuses on evaluating Dabur India Company's presentation using the gain ratio and analyzing its CSR initiatives.	The ABCD methodology will be used in this study to assess the corporation's level of concern for the public through its CSR initiatives.	Mayya, (2022). [40]
10	Measuring research quality through research indices.	The calculation was based on the number of citations.	Some of the new research indices that will be used to determine the research output of an organization's team of researchers as well as individual researchers.	Aithal, et al., (2017) [41].

2.2.2 Review of Research based on Quantitative ABCD Analysis:

To comprehend the direction for the quantitative ABCD analysis of the implementation of corporate responsibility initiatives, the following studies were reviewed in Table 3.

Table 3: Selected papers utilizing construct weightage and quantitative ABCD analysis

S. No.	Area/Focus	Focus	Purpose/Outcome	Reference
1	Online Food Delivery Services	Customers' value is increased by online delivery.	Advantages of online food delivery services, according to a quantitative ABCD analysis were critical to the business's success. The ABCD study's findings lend credence to the idea that online food delivery services work well.	Frederick & Bhat, (2022). [42].
2	Education for Corporate Sustainability	Corporate Resilience Education disclosures that identify the necessary ingredients	Initiative for Corporate Sustainability Education Higher education organization disclosures can be investigated with The ABCD model. Higher-level corporate sustainability disclosures education institutions are extremely beneficial to their stakeholders.	Nayak & Kayarkatte, (2022). [43]
3	A Quantitative ABCD Analysis of Stress Coping Mechanisms	Concerns about a thorough understanding of the numerous factors that influence how people cope with stress.	It was discovered that the high advantages and benefits outweighed the constraints and drawbacks served as evidence of the stress coping mechanism's effectiveness.	Kumari & Aithal, (2022). [44]
4	Organic Food Product	The Influence of Organic Food Products on	This essay investigated issues involving organic food items.	Sujaya & Aithal, (2022). [45]

		Purchase Intention.		
5	A Mixed Method Approach	Analyzing the Bop Market's Attractiveness and Viability for Business.	According to a recent study on the marketability and appeal of India's BOP industry raised some concerns.	Raj & Aithal, (2022). [46]
6	Consumers' Intention to Reduce Food Waste in Restaurants	Consumer's Intentions for Restaurant Food Waste Reduction	According to the ABCD analytical framework, many organisations and individuals use novel consumption strategies that promote sustainability or survival to overcome problems and find temporary solutions.	Salins & Aithal, (2022). [47]

2.2.3 ABCD Analysis on Affecting Factors & Critical Constituent Elements:

Some scholarly publications are cited in order to delve deeper into factor and elementary analysis within the ABCD framework. Table 4 shows the determinant issues identified in scholarly publications using the ABCD framework.

Table 4: ABCD Frameworks along with their area, determinant issues, and reference

S. No.	Area/Focus	Factors	Reference
1	Wealth at the Base of the Pyramid	Customers, the environment, the organization, the operational, the stakeholder, the social, and the technological.	Raj & Aithal, (2018). [48]
2	Industrial Internship Programme	Student Problems, Host Company Problems, Institute Problems, and Society Problems	Frederick & Shailashree, (2022). [49]
3	The NAAC accredits higher education institutions.	Consider infrastructure issues, learning resource issues, organizational issues, faculty performance issues, student development progression issues, social with environmental issues, and innovations.	Aithal, et al., (2016). [50]
4	National Institutional Ranking Systems	Academic concerns, student concerns, teacher concerns, administrative concerns, and infrastructure.	Aithal, (2016). [51]
5	Research Productivity on an Annual Basis	Administrative, staff, operational, business, and external issues must all be addressed.	Aithal, et al., (2016). [52]
6	Work from home	Environmental and social issues, employer/employee concerns, organizational concerns, and customer/student concerns.	Reshma, et al., (2015). [53].
7	Six Thinking Hats	Managerial, societal, operational, conceptual, and stakeholder.	Aithal, et al., (2016). [54].
8	Technology based on the blockchain	Economic issues, health-care system issues, educational issues, and supply chain issues are all present.	Aithal & Shubhra Jyotsna Aithal, (2016). [55]
9	Green and Ecofriendly Nanotechnology Opportunities and Challenges	Concerns about the environment, pollution, conventional energy, and renewable energy must all be addressed.	Aithal & Aithal, (2022). [56].

10	Black ocean strategy	issues pertaining to administration, personnel, organizations, businesses, the external world, and operations.	Aithal & Suresh Kumar, (2016). [57]
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3. OBJECTIVES OF THE STUDY :

- (1) To exchange ideas about whether the ABCD analytical methodology is appropriate for analyzing an organization's corporate responsibility initiatives.
- (2) To enumerate the benefits, drawbacks, restrictions, and advantages of putting corporate responsibility initiatives into action.
- (3) To determine different factors that influence corporate responsibility initiatives.
- (4) To ascertain contributing elements for every important attribute using the ABCD analytical methodology.
- (5) To apply the elementary technique of analysis for each ABCD construct to examine the important constituent element that has been found.
- (6) To assess each ABCD construct's essential component parts.

4. ABCD LISTING FOR QUANTITATIVE ANALYSIS OF IMPLEMENTATION OF CORPORATE RESPONSIBILITY INITIATIVES :

several research have been done on the ABCD analysis framework, which discusses the quantitative analysis of the ABCD framework and lists several advantages, benefits, constraints, and disadvantages. Prior to conducting additional research, the researcher compiled a list of the many ABCD analysis of corporate responsibility initiatives in order to better understand the issues and future directions of these initiatives. The list is presented in Table 5, which includes ABCD listings of Corporate Sustainability Disclosure Education.

Advantages	Benefits
<ul style="list-style-type: none"> ➤ Cultivate Positive brand Recognition ➤ Boost employee morale in the workplace and lead to greater productivity ➤ Increased Employee Engagement ➤ A Stronger Employee Brand ➤ Improve Profitability and Value ➤ It creates better environment for business 	<ul style="list-style-type: none"> ➤ Better bottom-line financials ➤ Build greater Trust ➤ Strengthen its relationship to its stakeholders on every level ➤ Increase Employee Motivation ➤ More Support for local and Global communities. ➤ It increases the Self- Interest of employee.
Constraints	Disadvantages
<ul style="list-style-type: none"> ➤ It makes the business to spend resources and thus reduces profit ➤ It affects Workplace Productivity ➤ Employee Turnover will Increase ➤ Inadequate training will lead to workers less productivity ➤ Lack of health and well-being initiatives will lead to higher risk at work 	<ul style="list-style-type: none"> ➤ Competitive Disadvantage ➤ Raising costs of Operations ➤ Due to lack of reward and recognition for employees may feel they are undervalued in organization. ➤ Potential growth will increase pressure of employees and it may lead to mental health issues of employees. ➤ If there is no proper work life balance in organization it increases stress of employees and it may cause poor work performance.

5. THE ABCD FRAMEWORK'S STRUCTURE :

As seen in Figure 1, determinant issues, key features, and critical constituent aspects can be measured in order to examine the advantages, benefits, restrictions, and disadvantages (ABCD) of any concept or method.

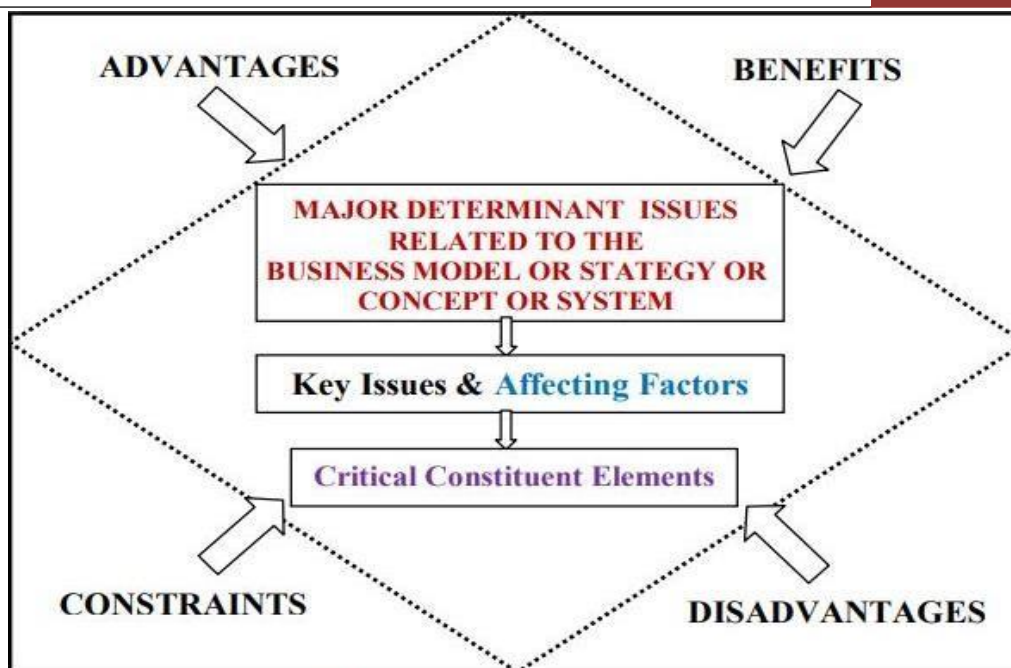


Fig. 1: Factors affecting on implementation of corporate responsibility Initiatives as per ABCD Analysis Framework (Aithal., (2017). [58])

Source: Author

6. KEY ATTRIBUTES AFFECTING VARIOUS ISSUES IN IMPLEMENTATION OF CORPORATE RESPONSIBILITY INITIATIVES :

Based on defining some critical characteristics of each determining issue, the major issues impacting the notion of Implementation of Corporate Responsibility Initiatives are explored and assessed. The determinant issues' major qualities play a crucial role in identifying the factors that influence each construct. A summary of determining concerns and their important critical qualities is shown in Table 6.

S. No.	Determinant Issues	Key Attributes
1.	Organizational Issues	Turnover, Productivity, Teamwork.
2.	Administrative Issues	Auditing, Communication, Reporting
3.	Employer Issues	Upskilling employees, Team building, Hybrid Environment.
4.	Employee Issues	Work life balance, Potential Growth, Reward & Recognition.
5.	Policy Issues	Maintaining Health and Safety, workplace diversity, Employee Onboarding.

Source: Author

7. FACTOR ANALYSIS OF IMPLEMENTATION OF CORPORATE RESPONSIBILITY INITIATIVES BASED ON ABCD FRAMEWORK :

The ABCD analysis can be utilized to assess the elements that impact the key aspects of corporate responsibility initiatives, by identifying Advantages, Benefits, Constraints, and Disadvantages. A factor analysis within the ABCD framework is shown in Table 7.

Table 7: Factor Analysis of Implementation of corporate responsibility initiatives using ABCD Framework:

Factors Affecting Key Attributes Under ABCD Framework					
Determinant Issues	Key Attributes	Advantages	Benefits	Constraints	Disadvantages
Organizational Issues	Turnover	Fresh Insights & Innovative ideas	To Stay Competitive	Lack of Incentive	Affecting workplace productivity
	Productivity	Boost Confidence	Increase Capability	Inconsistency	Lack of Innovative products
	Teamwork	Reduce Stress	Share Workload	Leads to Conflict	Trust Issues
Administrative Issues	Auditing	Reduces errors & frauds	Business Improvements	Costly	Expensive
	Communication	Builds Trust	Builds Credence	Toxic Work Environment	Time consuming process
	Reporting	Transparency	Develop Vision & Strategy	Reports can be biased	Technical Reports
Employer Issues	Upskilling	Fills the Skill Gaps	Build Competitive advantage	Less cost & availability	Lack of Awareness
	Team Building	Improving Self-esteem	Employee Collaboration	Interior Competition	Difficult in making decisions
	Hybrid environment	Efficient Workplace	Alleviate the anxiety	Working Remotely	Lack of adequate social support
Employee Issues	Work life balance	Reducing Health related Complications	Reduced Turnover	Lower Life Satisfaction	Increase Employee Stress
	Potential Growth	Increase Artfulness	Continuous Improvement	Shortage of Finance	Increase Pressure
	Reward & Recognition	Employee Engagement	Elevates Performance	Employee feel Undervalued	Company Expenditure Increases
Policy Issues	Maintaining health & safety	Promote Corporate responsibility	Increase Enthusiasm	Higher health care cost	High Risk Work
	Workplace Diversity	Creative & innovative thinking	Smart Decision Making	Reduced Team Work	Communication Issues
	Employee Onboarding	Employee Satisfaction	Sharing of Ideas	Knowledge Gaps	Limited Experience

Source: Author

8. ELEMENTARY ANALYSIS BASED ON CRITICAL CONSTITUENT ELEMENTS :

The elementary analysis technique is used for further analysis of each affecting factor by identifying the

critical constituent elements. The following tables (table 8 to 11) show the identified CCE for advantageous, benefiting, constraining and disadvantageous factors respectively.

Table 8: Advantageous factors affecting the determinant issues of installing of corporate responsibility initiatives and its critical constituent elements

Advantageous factors affecting the determinant issues and its critical constituentelement.			
Determinant Issues	Key Attributes	Advantageous Factors	Critical Constituent Element
Organizational Issues	Turnover	Fresh Insights & Innovative ideas	Workplace innovation
	Productivity	Boost Confidence	Employees retention
	Teamwork	Reduce Stress	Workplace wellness increases
Administrative Issues	Auditing	Reduces errors & frauds	Legally authentic reports
	Communication	Builds Trust	Improves work efficiency
	Reporting	Transparency	Increases loyalty & responsibility
Employer Issues	Upskilling	Fills the Skill Gaps	Boosts Employee job satisfaction
	Team Building	Improving Self-esteem	Continuous Improvement
	Hybrid environment	Efficient Workplace	Yielding higher profits
Employee Issues	Work life balance	Reducing Health related Complications	Lack of healthy work life
	Potential Growth	Increase Artfulness	Increase Organizational Performance
	Reward & Recognition	Employee Engagement	Work Quality improves
Policy Issues	Maintaining health & safety	Promote Corporate responsibility	Producing good quality products
	Workplace Diversity	Creative & innovative thinking	Solving complex problems
	Employee Onboarding	Employee Satisfaction	Increase employee's commitment

Source: Author

Table 9: Benefits factors affecting the determinant issues of installing of corporate responsibility initiatives and its critical constituent elements

Benefit factors affecting the determinant issues and its critical constituent element.			
Determinant issues	Key attributes	Benefits	Critical Constituent Element
Organizational Issues	Turnover	To Stay Competitive	Contribute to higher profit margin
	Productivity	Increase Capability	Achieving Goals
	Teamwork	Share Workload	Avoiding Bottlenecks

Administrative Issues	Auditing	Business Improvements	Increase company performance
	Communication	Builds Credence	Builds relationship
	Reporting	Develop Vision & Strategy	To know current financial situations
Employer Issues	Upskilling	Build Competitive advantage	Increase employee's skills set
	Team Building	Employee Collaboration	Employee motivation
	Hybrid environment	Alleviate the anxiety	Burnout mitigation
Employee Issues	Work life balance	Reduced Turnover	Organizational Commitment
	Potential Growth	Continuous Improvement	More accountability
	Reward & Recognition	Elevates Performance	More productive work environment
Policy Issues	Maintaining health & safety	Increase Enthusiasm	Increase confidence & happiness
	Workplace Diversity	Smart Decision Making	Overall success of organization
	Employee Onboarding	Sharing of Ideas	Increased knowledge retention

Source: Author

Table 10: Constraints factors affecting the determinant issues of installing of corporate responsibility initiatives and its critical constituent element

Disadvantageous factors affecting the determinant issues and its critical constituent elements			
Determinant issues	Key attributes	Constraints	Critical Constituent Element
Organizational Issues	Turnover	Affecting workplace productivity	Unsatisfactory performance
	Productivity	Lack of Innovative products	Downward job mobility
	Teamwork	Trust Issues	Work disruptions
Administrative Issues	Auditing	Expensive	Lack of expert
	Communication	Time-consuming process	Anxiety or depression
	Reporting	Technical Reports	False conclusions
Employer Issues	Upskilling	Lack of Awareness	Reduces business growth
	Team Building	Difficult in making decisions	Low self-esteem
	Hybrid environment	Lack of adequate social support	Lack of good working environment

Employee Issues	Work life balance	Increase Employee Stress	High absenteeism
	Potential Growth	Increase Pressure	Lack of training to employees
	Reward & Recognition	Company Expenditure Increases	Negative impact on job performance
Policy Issues	Maintaining health & safety	High Risk Work	Increases burden
	Workplace Diversity	Communication Issues	More work burdens
	Employee Onboarding	Limited Experience	Less understanding

Source: Author

Table 11: Disadvantages factors affecting the determinant issues of installing of corporate responsibility initiatives and its critical constituent element

Disadvantageous factors affecting the determinant issues and its critical constituent elements			
Determinant issues	Key attributes	Disadvantages	Critical Constituent Element
Organizational Issues	Turnover	Affecting workplace productivity	Delay in project timelines
	Productivity	Lack of Innovative products	Reduce profitability
	Teamwork	Trust Issues	Low engagement
Administrative Issues	Auditing	Expensive	Less efficient work
	Communication	Time consuming process	Delay in company work
	Reporting	Technical Reports	Lack of understanding
Employer Issues	Upskilling	Lack of Awareness	Resistance to change
	Team Building	Difficult in making decisions	Increase responsibility of employees
	Hybrid environment	Lack of adequate social support	Foster employee burnout
Employee Issues	Work life balance	Increase Employee Stress	Poor work performance
	Potential Growth	Increase Pressure	Mental health issues
	Reward & Recognition	Company Expenditure Increases	Dissatisfaction in work
Policy Issues	Maintaining health & safety	High Risk Work	Bad reputation
	Workplace Diversity	Communication Issues	Reduced team work
	Employee Onboarding	Limited Experience	Poor job performance

Source: Author

9. QUANTITATIVE ABCD ANALYSIS OF VARIOUS ISSUES IN IMPLEMENTATION OF CORPORATE RESPONSIBILITY :

The CCE for each essential quality for carrying out corporate responsibility programs. The following list of determinant issues for the ABCD analysis framework construct is displayed in tables 12 through 15: The weights given to each CCE are decided by the focus group. Here is a ranking for different weights:

- Unsatisfactory [1];
- Neutral [2];
- Satisfactory [3];

Table 12: Total mean score of Advantageous factors influencing on corporate responsibility initiatives and their CCEs

Determinant Issues	Key Attributes	Advantages	Critical Constituent Element	Key Attributes (Total score)	Determinant Issues (Total score)	Mean Score
Organizational Issues	Turnover	Fresh insights & Innovative ideas	Workplace innovation	29	86	129.2
	Productivity	Boosts Confidence	Employees retention	30		
	Teamwork	Reduce stress	Workplace wellness increases	27		
Administrative Issues	Auditing	Reduces Errors & frauds	Legally authentic reports	27	83	
	Communication	Builds trust	Improves work efficiency	28		
	Reporting	Transparency	Increases loyalty & responsibility	28		
Employer Issues	Upskilling	Fill the skill gaps	Boosts Employee job satisfaction	30	88	
	Team Building	Improving Self-esteem	Continuous Improvement	30		
	Hybrid Environment	Efficient Workplace	Yielding higher profits	28		
Employee Issues	Work life Balance	Reducing health related complications	Lack of healthy work life	28	84	
	Potential Growth	Increases artfulness	Increase Organizational Performance	26		
	Reward & Recognition	Employees engagement	Work Quality improves	30		
Policy Issues	Maintaining health & Safety	Promote corporate responsibility	Producing good quality products	30	90	
	Workplace diversity	Creative & innovative thinking	Solving complex problems	30		

	Employee onboarding	Employee satisfaction	Increase employee's commitment	30		
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Source: Author

Table 13: Total mean score of Advantageous factors influencing on corporate responsibility initiatives and their CCEs

Determinant Issues	Key Attributes	Benefits	Critical Constituent Element	Key Attributes (Total score)	Determinant Issues (Total score)	Mean Score
Organizational Issues	Turnover	To Stay Competitive	Contribute to higher profit margin	23	75	122.5
	Productivity	Increase Capability	Achieving Goals	26		
	Teamwork	Share Workload	Avoiding Bottlenecks	26		
Administrative Issues	Auditing	Business Improvements	Increase company performance	26	82	
	Communication	Builds Credence	Builds relationship	29		
	Reporting	Develop Vision & Strategy	To know current financial situations	27		
Employer Issues	Upskilling	Builds Competitive advantage	Increase employee's skills set	30	87	
	Team Building	Employee Collaboration	Employee motivation	28		
	Hybrid Environment	Alleviate the anxiety	Burnout mitigation	29		
Employee Issues	Work life Balance	Reduced turnover	Organizational Commitment	25	81	
	Potential Growth	Continues Improvements	More accountability	28		
	Reward & Recognition	Elevates performance	More productive work environment	28		
Policy Issues	Maintaining health & safety	Increase enthusiasm	Increase confidence & happiness	28	82	
	Workplace diversity	Smarter decision making	Overall success of organization	26		
	Employee onboarding	Sharing of ideas	Increased knowledge retention	28		

Source: Author

Table 14: Total mean score of Constraints factors influencing on corporate responsibility initiatives and their CCEs

Determinant Issues	Key Attributes	Constraints	Critical Constituent Element	Key Attributes (Total score)	Determinant Issues (Total score)	Mean Score
Organizational Issues	Turnover	Lack of Incentive	Unsatisfactory performance	15	54	84.1
	Productivity	Inconsistency	Downward job mobility	21		
	Teamwork	Leads to conflict	Work disruptions	18		
Administrative Issues	Auditing	Costly	Lack of expert	19	57	
	Communication	Toxic work environment	Anxiety or depression	18		
	Reporting	Results can be biased	False conclusions	20		
Employer Issues	Upskilling	Less cost & availability	Reduces business growth	18	59	
	Team building	Interior Competition	Low self-esteem	20		
	Hybrid environment	Working remotely	Lack of good working environment	21		
Employee Issues	Work life Balance	Lower life satisfaction	High absenteeism	19	56	
	Potential growth	Shortage of finance	Lack of training to employees	19		
	Rewards & Recognition	Employees feel undervalued	Negative impact on job performance	18		
Policy Issues	Maintaining health & Safety	Higher health care cost	Increases burden	20	55	
	Workplace diversity	Reduced team work	More work burdens	17		
	Employee onboarding	Knowledge gaps	Less understanding	18		

Source: Author

Table 15: Total mean score of Disadvantage factors influencing on corporate responsibility initiatives and their CCEs

Determinant Issues	Key Attributes	Disadvantageous	Critical Constituent Element	Key Attributes (Total score)	Determinant Issues (Total score)	Mean Score
Organizational Issues	Turnover	Affecting workplace productivity	Delay in project timelines	14	55	71.1
	Productivity	Lack of innovative products	Reduce profitability	16		
	Teamwork	Trust issues	Low engagement	25		
Administrative Issues	Auditing	Expensive	Less efficient work	14	47	
	Communication	Time consuming process	Delay in company work	16		
	Reporting	Technical reports	Lack of understanding	17		
Employer Issues	Upskilling	Lack of awareness	Resistance to change	12	42	
	Team building	Difficulties in making decisions	Increase responsibility of employees	15		
	Hybrid environment	Lack of adequate social support	Foster employee burnout	15		
Employee Issues	Work life Balance	Increases Employee stress	Poor work performance	16	48	
	Potential growth	Increase pressure	Mental health issues	17		
	Rewards & Recognition	Company expenditure increase	Dissatisfaction in work	15		
Policy Issues	Maintaining health & Safety	High risk work	Bad reputation	16	45	
	Workplace diversity	Communication issues	Reduced team work	15		
	Employee onboarding	Limited experience	Poor job performance	14		

Source: Author

10. GRAPHICAL REPRESENTATION OF FACTORS AFFECTING ON IMPLEMENTATION OF CORPORATE RESPONSIBILITY INITIATIVES :

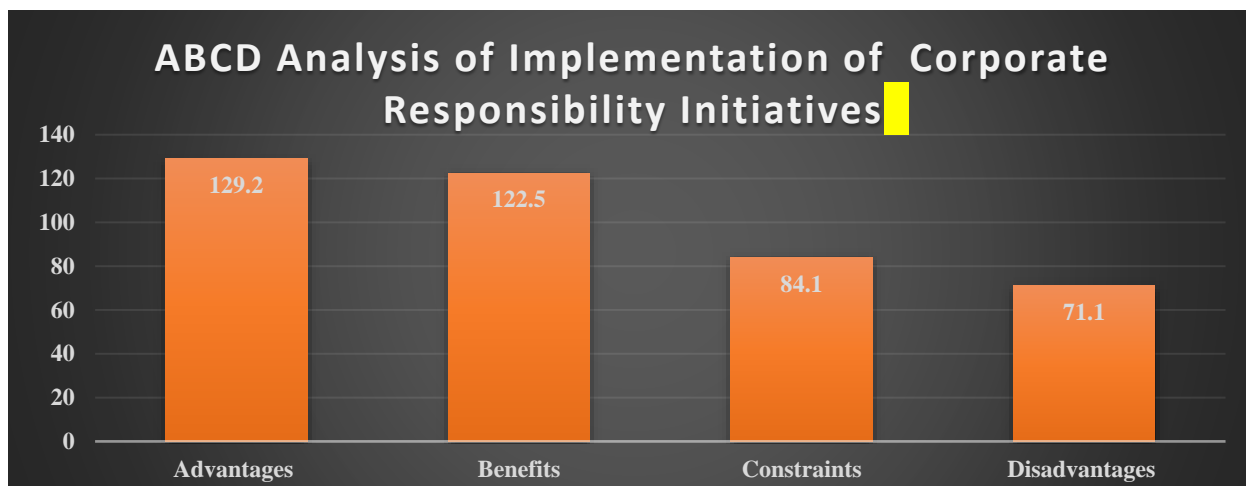


Fig. 2: Graphical representation of ABCD

Source: Author

Fig. 2 The ABCD framework was used to demonstrate the total mean score of the advantages, benefits, constraints, and disadvantages factors of implementing corporate responsibility initiatives. According to the average rating of corporate responsibility intends to have high advantages (MS=129.2) compared to Benefits (MS=122.5) followed by constraints (MS=84.1). Lastly, it was found that taking initiatives in corporate responsibility initiatives has least disadvantages (MS=71.1), as a result it can be recommended that Taking initiatives in implementing of good corporate responsibility initiatives in organization is a powerful tool for increasing employee productivity.

11.CONCLUSION :

The purpose of this study is to assess the impact of various factors on the implementation of corporate responsibility initiatives by analyzing their advantages, benefits, constraints, and disadvantages. Despite assessing various determinant issues, the research also considered critical constituent elements of implementing of corporate responsibility initiatives. As a result of analysis, researchers strongly recommended taking initiatives in corporate responsibility at work because the advantages and benefits of this initiative outweigh the constraints and disadvantages.

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