



INTERNATIONAL RESEARCH JOURNAL OF BUSINESS AND SOCIAL SCIENCE

ISSN:2411-3646

Quarterly Journal of the KMF Publishers

Volume: 9

Issue: 1

January 1, 2023

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Contents

1. Investigating Customer Perceptions on Sustainable Practices of Star Hotels in the Greater Hyderabad Municipal Corporation 3-19

Authors

Dr Arakhita Behera

2. Post Covid-19: Impact on Indian Business 20-24

Author

Dr Bobby.B.Pandey

Neha Khilwani

3. An empirical study on impact of corporate social responsibility on financial performance of select companies in it sector 25-31

Author

K. Bhagya Lakshmi

Dr S. Saraswathi

4. Covid-19 Paradigm shift in Corporate Social Responsibility: A Study of Indian Companies 32-42

Author

Pooja

Ankit Yadav

Jyoti

5. Pandemic Impacted into Shifting of Social Support Paradigm: A descriptive study in Nepal 43-59

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DOI: <https://doi.org/10.5281/zenodo.7558217>

Research Article



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Investigating Customer Perceptions on Sustainable Practices of Star Hotels in the Greater Hyderabad Municipal Corporation

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ABSTRACT

This paper purposes to present the perception of customers on green practices of star hotels of Greater Hyderabad Municipal Corporation (GHMC). The hotels in India has been increasing rapidly. Due to an increasing consciousness on conservation of the environment, customers' ideas of product and behaviour are shifting towards more on eco-friendly. Because of this, firms are employing more and more strategies to adopt green practices to encourage customers. The notion of sustainable practices is still not widely accepted because of various factor such as lack of knowledge about eco-friendly products or services, ineffective advertising by corporates, and lack of uniformity in governmental norms and regulations. Therefore, the objective of this paper is to determine the perception of customers towards sustainable practices in star hotels through factor analysis approach. A sample of 147 customers from a variety of location including several star hotels of GHMC, airports, railway station, and difference events and educational fairs are collected. As a result, this study identifies six factors such as Desireness, trustworthy, favourites, morals, consciousness, initiatives, social welfare and freshness of food.

ARTICLE HISTORY

Received 6 October 2022

Revised 20 December 2022

Accepted 25 December 2022

KEYWORDS

Customer Perception, Sustainable Practices, Star Hotels, Factor Analysis Approach

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INTRODUCTION

Sustainability is now a common concept and a part of everyday life (Diaconescu and

Stănciulescu, 2015). This is because people have become aware of problems like the exhaustion of resources, the dilapidation of environment, and the risk of leaving nothing for future generations

(Shue, 2014). Concerns about sustainable development are getting closer to what was discussed at the United Nations Conference on the Human Environment in Stockholm in 1972. After that, the World Commission on Environment and Development (WCED) put together the famous Brundtland report. In this report, "sustainable development" was defined as "development that aims to meet the needs and goals of the present without sacrificing the ability to meet the needs and goals of the future" (WCED, 1987). But it took another 20 years before the world signed the first serious statement about sustainability. It happened at the Earth Summit in Rio de Janeiro in 1992, where it was decided that sustainable development is "a goal that all peoples of the world can reach" (United Nations, 2020). In 2015, most countries around the world agreed on 17 goals for sustainable development, which was a big step forward (193). The document called "The 2030 Agenda" is very ambitious and seen as universal, transformative, and civilized (Economic Commission for Latin America, 2022). The 2030 Agenda affects all economic areas. Tourism isn't an exception. As a form of recreation, a way to restore mental, moral, or physical abilities, or a way to do business, tourism must also become a cleaner, fairer, and more sustainable market for all parties involved. Here's an evaluation of the SDGs where tourism is important. SDG 12 is about responsible consumption and production. SDG 8 is about decent work and economic growth. SDG 14 is about life below water (Boluk and Rasoolimanesh, 2022).

Among the tourist industry's components, lodging is more adaptable and, as a result, more suited for adopting practices like changing energy systems, purchasing less polluting goods, and cutting down on energy, water, and food waste (Popescu, et al., 2021). These ecological activities are the ones that happen the most often (elik and evirgen, 2021). Other customs pertain to social and economic aspects (Legrand, Sloan and Chen, 2016). A few examples include using marketing efforts to inform visitors, training staff about environmental challenges, or selecting conservation strategies that are not immediately lucrative. There is no evidence that tourist activities contribute to sustainability (Agyeiwaah, 2019; Srensen and Baerenholdt, 2020), despite the fact that it is crucial for businesses to be concerned about adopting sustainable practices (Annunziata, et al., 2018). This fact can prompt managers to put off changing the method of operation until further information is presented. However, some scholars have shown a connection between tour operators' sustainable business practices and the outcomes, indicating that Malaysian tourist businesses adopt these strategies (Hamid, Isa and Kiumarsi, 2020).

Recent research on sustainable practices have shown that larger hotels are leading the way in adopting environmentally friendly methods (Behera, 2020; Behera, 2018a, b; Mensah, 2014, 2020; Erdogan, and Tosun, 2009; Bohdanowicz, 2005; Burgos- Alvarez-Gil, Jimenez, and Cespedes-Lorente, 2001; Kirk, 1995). Manakatola and Jauhari (2007) revealed that Indian customers are concerned about

environmental issues but are not willing to alter their habits. As a result, people choose not to make environmentally friendly decision because they are not willing to give up comfort and luxury. Given that sustainable customers are growing rapidly, it is clear that there is still a lot of room for business to serve them. A little bit more effort on the part of the business might dive guest to alter the mind-set and shift their purchasing behaviour in favour of sustainable goods and services. India's hotel industry has seen a tremendous expansion since 1996 (Ministry of Tourism, Government of India, 2015). Despite an increase in hotels, there is a lack of study on how customers feel about sustainable initiatives (Lee, Hsu, Han and Kim, 2010).

The number of studies in this field has been extremely low in India. They have concentrated on how customers perceive and behave while paying premium rates for hotels with green technology or for the properties that follow the eco-friendly methods. However not a single study has paid attention to GHMC. As the capital of Telangana, the city receives a lot of tourists and guests. In its twin city of Hyderabad and Secunderabad, there are numerous number of large big hotels. Therefore, it is crucial to investigate sustainable practices of hotel operations from the customer perspective. This investigation aims to bridge that gap.

According to the literature analysis, little research has been done on how customers in the GHMC region perceive environmentally friendly behaviours. Customer attitudes toward environmentally friendly methods are shifting as

the Indian hotel business which expands quickly. They favour green hotels over conventional ones because they are concerned about the environment. Given the paucity of research on this subject in the GHMC area, it is a thorough study. The GHMC in the state of Telangana uses this innovative and cutting-edge idea. The article evaluates customer perception toward environmentally friendly initiatives in star hotels. In order to help the hotel industry, customer advocacy organisations, and the Indian government, this research will make available information on sustainable practises implemented by star hotels in Secunderabad and Hyderabad's GHMCs.

METHODOLOGY

The study was done in the Greater Hyderabad Municipal Corporation (GHMC), an area of two cities of Hyderabad and Secunderabad of Telangana State. The study used a structured questionnaire that was made to find out how people perceive about sustainable practises in GHMC star hotels. People who have stayed in GHMC star hotels were asked to take part in the survey. A sample of 15 people filled out the questionnaire first, and small changes were made to questions where the answers were not clear. The purposive sampling was used due to time and money constraint. A structured questionnaire was used in the study to measure the following: What customers think about how sustainable practices are in star hotels of GHMC. For the customer study, the people who had already stayed in GHMC star hotels were used as the unit of analysis. After the questionnaire was changed, the last step was to start collecting data. In total,

450 customers were asked for their opinions, but only 147 were useful. These responses came from all over GHMC, including star hotels, conferences, events, educational fair, train stations, and airports. It was important to get the data from a diverse sample of people from different parts of GHMC because this would help make generalisations about a larger group of people. In the last section, the demographics of the customers are measured.

For this purpose, a five-point likert scale was used, with strong disagreement on one end and strong agreement on the other. Analysing correlations between variables is called "factor analysis," and it is used to find out what people think about how sustainable practices in star hotels are. It breaks them down into fewer factors that explain a lot of the original data more simply (Nargundkar, 2010). This will help to reduce the latent multicollinearity between the items and also make the type of data more reliable. For each dimension, the coefficient alpha is calculated to find out how consistent each one is on the inside. For factor analysis, 23 statements were used. After the data were put in, both the Bartlett's test of sphericity and the KMO test were run. Explanatory factor analysis is utilised to figure

out what the underlying ideas are and how the key interval-scaled survey questions about how people feel about sustainable practises in star hotels relate to each other. A reliability test has been done to see how well the data fits, and the value of Cronbach's alpha is .708, which is significant. The following steps have been taken to analyse the data.

RESULTS AND DISCUSSION

Profile of Customers

This section gives a profile of sample customer of star hotels. Their gender, age, marital status, degree of education, current job, monthly salary, and country of origin are listed (Table 4.1). Out of our total sample respondents, males constitute 71.4 percent and females 28.6 percent. This is a big difference. However, Mardia (1971) asserts that even with uneven sampling and a limited number of dependent variables, "a sample size of 20 in the smallest cell would be enough to provide robustness in multivariate or other data analysis procedures."

Table 4.1: Demographic Profile of Customers (N = 147)

Particulars	Variables	Frequency	Percent
Gender	Male	105	71.4
	Female	42	28.6
Age	<20	4	2.7
	21-30	54	36.7
	31-40	53	36.1
	41-50	30	20.4
	51-60	5	3.4
	>60	1	0.7
Marital Status	Single	55	37.4
	Married	90	61.2
	Divorced	2	1.4
Educational Background	High school or less	5	3.4
	College education	12	8.2
	Graduate	19	12.9
	Post graduate	45	30.6
	Professional qualification	66	44.9
Present Job	Studying or training	25	17.0
	Employed	83	56.5
	Self-employed	38	25.9
	Retired	1	0.7
Monthly Earning(INR)	<25000	23	15.7
	25001-50000	36	24.5
	50001-75000	37	25.2
	75001-100000	28	19.0
	>100000	21	14.3
Nationality	Indian	124	84.4
	Others	23	15.6

Source: Field survey (2015-16)

The majority of participants (36.7 percent) are between the ages of 21 and 30; next, (36.1 percent) are between the ages of 31 and 40. A little over 20 percent of the participants are between the ages of 41 and 50, while 4 percent are above 50. The sample also shows that 61.2

percent of the respondents are married, while 37.4 percent are unmarried. Only 1.4 percent of respondents reported being divorced. Regarding education, approximately 45 percent of respondents have a variety of professional qualifications, while 30.6 percent have earned a

postgraduate degree. 13 percent of respondents reported having graduated, but 11.6 percent of those with less than a high school diploma and a college degree are referred to as undergraduates. The majority of responders are employed (56.5 percent). Self-employment makes up almost 26 percent, followed by training and education (17 percent) and retirement (0.7 percent). The respondents belong to various income groups. Their monthly earnings range from about INR 25,000 to above INR 1 lakh. The majority of responders (25.2 percent) fell into the 50001–75000 income range, while 24.5 percent did so within the 25001–50000 range. 14.3 percent were over 100000, and the remaining 19.0 percent were in the range of 750001–100,000. Only 15.7 percent of those that responded are under 25000. Regarding nationality, the majority of

respondents (84.4 percent) are Indian, while 15.6 percent are from other nations.

People are asked why and how they chose to stay in a five-star hotel (Table 4.2). According to them, the choice to stay in a hotel is decided by the individual themselves (36.7 percent), followed by family (24.5 percent), friends (23.8 percent), and business associates (23.8 percent). Most people go to a star hotel for a vacation or for fun (38 percent), then for business (30.6 percent), education (14.3 percent), and to see friends and family (9.5 percent). When asked how many times they have stayed in a star hotel in a year, the majority (40.8 percent) say they have stayed one to two times, 34.8 percent say they have stayed between 3 and 5 times, and 21.1 percent say they have stayed more than 6 times.

Table 2: Decision, Purpose and Number of Times Staying of Respondents (N = 147)

Particulars	Variables	Frequency	Percent
Who made the decision	Business associate	35	23.8
	Friend	22	15.0
	Family	36	24.5
	Self	54	36.7
The main reason for the trip	Vacation or free time	57	38.8
	Business	45	30.6
	Visiting friends or relatives	14	9.5
	Education	21	14.3
	Other purpose	10	6.8
The number of times the person stays in a hotel in a year	0	6	4.1
	1-2	60	40.8
	3-5	50	34.0
	>6	31	21.1

Source: Field survey (2015-16)

Factor Analysis Results on Customers' Perception

The Kaiser-Meyer-Olkin Measure of Sampling Adequacy is computed, and the value is .708. It says that the sample is good enough to use as a sample. Bartlett Test of Sphericity (approximately chi square = 1477.671 and significant at .000) is used to check the overall significance of correlation matrices. Support for the validity of the factor analysis of the data set is also given. So, all three criteria show that the data can be used for factor analysis. Principal components analysis is applied to figure out what the factors are.

Rotation Method

For the purpose of this study, an orthogonal rotation with varimax is used. Orthogonal

rotation is used when a researcher wants to get factors or dimensions that don't have anything to do with each other. The latent root criterion is used to figure out what factors are important. According to the criteria, factors are only considered significant if they have latent roots or Eigen values that are greater than 1. In our study, only eight of the factors have eigen values that are greater than 1. These are 4.980, 2.837, 2.294, 1.719, 1.401, 1.375, 1.129, and 1.059. The percentage of total variance is used to assess how effectively the total factor solution accounts for everything. The present index solution explains 69.978 percent of all the differences in the data. The number we got from the analysis is pretty good, and we only lost 30 percent of the information in our study.

Criteria for the Significance of Factor Loadings

When interpreting the factors, a decision must be made on which factor loadings are important to take into account. An original variable's association with its factor is represented by a factor loading. The criterion by Hair (1995), which bases a factor loading's significance on sample size rather than factor loading itself was accepted. A factor loading of .5 or above has been deemed significant for our sample of 147 respondents. Based on the variables represented in each case, the appropriate names for each of the eight components have been assigned. From the rotated factor matrix that variables such as 10 (I wish to stay in a hotel while travelling that upholds environmentally friendly principles) 11 (I want to stay in a hotel that upholds environmentally friendly principles, 3 (Performing environmental practises), 23 (I engage in current practises indicated by a hotel in which I am dwelling, such as not changing towels and bed sheets on a daily basis, turning off the light when leaving the room, etc.), and 2 (To become socially more accountable) have high loadings of .817, .761, .756, .666, and .632 on factor. This implies that the first component is an amalgam of the original five variables. For factor 2, the variables are: 5 (My colleague believe I would choose a hotel that uses sustainable practises while I'm travelling), 6 (My co-workers believe that when I'm travelling, I should get a hotel with sustainable practises.), 4 (My friends and family believe that I ought to choose a lodging with eco - friendly practices when I'm travelling.), 10 (My school/company/others who pay for my travel and motivate me to halt at a

hotel with sustainable practises) with factor loading such as .855, .896, .878, .520 respectively. This shows that factor 2 is a mix of four different variables.

Factor 3 may be seen as a conglomerate of variables such as 24 (Supporting the conservation of the environment is essential for hotels), 18 (To reduce prices of electricity and water bill and reuse of towels), and 25 (I believe hotels are generally assisting to the harmful influence on environment.) had loadings of .848, .794, and .635 respectively. This suggests that factor 3 is a three-variable combination. Factor 4 combines three different variables like 15 (I regularly recycle using the sustainable or blue bin (bag), 16 (I regularly look to see whether anything is coated with recyclable material before I purchase it.), and 17 (I regularly purchase throwaway items like styrofoam cups or plastic spoons, knives, and forks with factor loading of .715, .736, and .764. Factor 5 combines three different factors such as 7 (living in a hotel that upholds sustainable practises is highly expensive), 8 (looking for a hotel that upholds sustainable practises when travelling involves time and effort), and 9 (finding a hotel that upholds sustainable practises must be simple) with factor loading of .671, .736, and .715. Factor 6 combines four different variables like variable 13 (When I go, I'll strive to book a hotel that adheres to environmentally friendly principles), variable like 1 (one should consume fresh and healthy food), 22 (government rules) and 21 (to get a certificate) having factor loading values of .879, .860, .688 and .778 respectively.

Table 4.8: Result of Factor Analysis and Reliability Test on Customers' Perception of Sustainable Practices

Items	Component							
	1	2	3	4	5	6	7	8
1i. One should consume nutritious, fresh cuisine.								.860
1ii. Become more socially responsible	.632							
1iii. Applying environmental precautions	.756							
My family and relatives believe that when travelling, I must stay at a hotel that upholds sustainable principles.		.855						
2ii. According to my friends, I must stay at a hotel that upholds sustainable principles when travelling.		.896						
2iii. My co-workers believe that when travelling, I must stay at a hotel that adheres to sustainable principles.		.878						
3i. Staying in a hotel that upholds sustainable principles is highly expensive.					.671			
3ii. While travelling, it takes time and effort to look for a hotel that adheres to sustainable policies.					.736			
3iii. It must be simple to find a hotel that adheres to green standards.					.715			
3iv. My institution, my employer, or another party that pays for my trip expenditures and encourages me to stay in a hotel that upholds		.520						

environmentally friendly standards.								
4i. While travelling, I wish to stay in a hotel that adheres to environmental best practises.	.817							
4ii. While travelling, I want to stay in a hotel that upholds environmentally friendly principles.	.761							
4iii. While travelling, I'll try to stay in a hotel that adheres to environmentally friendly standards.							.879	
5i. For recycling, I often use the green or blue box (bag).				.715				
5ii. I regularly check to see whether anything is coated with recyclable material when I buy something covered.				.736				
5iii. I often purchase throwaway things like styrofoam cups, plastic spoons, knives, and forks				.764				
6i. To reduce the cost of electricity and water bills and encourage towel reuse			.635					
6iv. Obtaining a certificate						.688		
6v. Government rules						.778		
7i. I follow the established customs advised by the hotel where I am staying, such as not changing the towels and bed linens every day, turning out the light while leaving the room, etc.	.666							

7ii. It's crucial for hotels to promote environmental protection.			.848					
7iii. I believe that hotels are mostly contributing to the negative effects on the environment.			.794					
Eigen value	4.980	2.837	2.294	1.719	1.401	1.375	1.129	1.059
Percentage of variance (Total=69.979)	20.749	11.823	9.559	7.163	5.839	5.728	4.705	4.412
Reliability (Cronbach's alpha)	.824	.908	.681	.699	.645	.754		
KMO: : .708								
Bartlett's test of sphericity								
Approx. chi-square : 1477.671								
Df : 276								
Sig. : .000								

Table 4.9: Factor Naming

Statement	Factor Loading	Factor Names
1. I wish to stay in a hotel while travelling that upholds environmentally friendly principles	.817	Desireness
2. I want to stay in a hotel that upholds environmentally friendly principles,	.761	
3. Performing environmental practices)	.756	
4. I engage in current practises indicated by a hotel in which I am dwelling, such as not changing towels and bed sheets on a daily basis, turning off the light when leaving the room, etc.	.666	
5. To become socially more accountable) have high loadings	.632	
1. My colleague believe I would choose a hotel that uses sustainable practises while I'm travelling	.855	Trustworthiness
2. My co-workers believe that when I'm travelling, I should get a hotel with sustainable practises.	.896	
3. My friends and family believe that I ought to choose a lodging with eco - friendly practices when I'm travelling.	.878	
4. My school/company/others who pay for my travel and motivate me to halt at a hotel with sustainable practises)	.520	
1. Supporting the conservation of the environment is essential for hotels	.848	Preference
2. To reduce prices of electricity and water bill and reuse of towels	.794,	
3. I believe hotels are generally assisting to the harmful influence on environment.	.635	
1. I regularly recycle using the sustainable or blue bin (bag)	.715	Ethics
2. I regularly look to see whether anything is coated with recyclable material before I purchase it.	.736	
3. I regularly purchase throwaway items like styrofoam cups or plastic spoons, knives, and forks with factor loading of	.764	
1. living in a hotel that upholds sustainable practises is highly expensive),	.671	Awareness
2. looking for a hotel that upholds sustainable practises when travelling involves time and effort),	.736,	
3. finding a hotel that upholds sustainable practises must be simple to find	.715.	

1. Government rules	.688	Initiative for social welfare and freshness of food
2. To get a certificate	.778	
3. When I go, I'll strive to book a hotel that adheres to environmentally friendly principles.	.879	
4. One should consume fresh and healthy food	.860	

CONCLUSION

In order to analyse how customers perceive environmentally friendly behaviours, the current research has taken into consideration a number of variables, including Desireness, trustworthiness, preference, ethics, awareness, initiative, social welfare and freshness of food. According to the study's findings, there is a lack of public awareness since the idea is new. The associated environmental threats must be explained to people and made clear to them. It will take a lot of time and effort for the new sustainable movement to spread to the public. Marketers must consider the long-term advantages of this new sustainable movement, and investors and corporations must see the environment as one of the most important long-term investment prospects. It will take time for people to embrace the idea since it is new concept. The first guideline of marketing for environmentally friendly practices is to put a strong emphasis on the advantages that customers will get from using certain services and goods. Star hotels should encourage customers to switch brands or even pay more for eco-friendly options. If any particular services are created that are completely

eco-friendly in many ways but do not meet the requirements for customer happiness, it will not be of any use. The idea of "sustainable myopia" will also result from this, in which hotels profit by offering less expensive services instead of pricey but environmentally sound ones. The commercial acceptability of sustainable activities will also decline if they are expensive. The long-term sustainability of the environment should thus be a priority for star hotels.

POLICY IMPLICATIONS

Environmental concerns are becoming increasingly important. In India, there are grave problems with access to clean water and sanitary facilities. The resources used by the tourism sector, especially hotels, are placed under stress by excessive consumption. Future growth and the resulting resource requirements should be modelled by the businesses. In the foreseeable future, there will be great worry as majority of India's water tables declining. In order to prepare for resource constraints, hotels would need to take those into consideration. An accommodation group should consider the long-term advantages of resource efficiency. For the first two to three

years after spending money on energy-saving equipment and initiatives, the government may pass part of the gains to the hotels. To genuinely put these measures into action, a higher charge for business water usage and water recycling should be required by law. The importance of resource conservation to customers might be greatly increased with the help of the star hotels. An emotional response from customers would be generated by a public campaign, as it was for the "Incredible India Campaign" promoting tourism to India. The adoption of this as a national plan is required to guarantee future generations will have greater access to resources.

FUTURE SCOPE

The customer expectations for sustainable services and service quality at star hotels might provide hotel management fresh information about this unexplored sector. A fascinating topic of research that might be included into the thorough survey is the survey on various customers' demographic factors. Such an effort would provide greater clarity on customer perceptions of eco-friendly products. Additional research on the impact of young people's and women's shifting roles on environmentally friendly behaviour may also be included. The hotels should research the most effective methods for influencing customers' environmental awareness into a more pro-environment mind-set so that they can translate their concern into purchasing actions.

LIMITATION

Although, this study benefited from a large sample size and was selected from a range of equivalent star hotels, there are a number of drawbacks that may be addressed in further research. First and foremost, as far as the main data is concerned, the respondents' bias may have an impact on the study's findings. The study's findings may not apply to all cities and locations in other states of the nation, such as India, due to the respondents' prejudices. Second, just the GHMC area has been the subject of the survey. It may not be a true reflection of the people at large. Thirdly, the sample size is small (only 147) and may not accurately represent the situation as a whole. The last limitation was a budget and schedule restriction.

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DOI: <https://doi.org/10.5281/zenodo.7558221>

Research Article



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Post Covid-19: Impact on Indian Business

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ABSTRACT

The Covid 19 pandemic has had a significant impact on businesses around the world. In Indian, the lockdown has resulted in a sharp decline in economic activity, with businesses forced to shut down and consumers curtail their spending. This has had a knock on effect on businesses, with many struggling to stay afloat. The pandemic has also highlighted the importance of digital transformation, with businesses that have digitized their operations faring better than those that have not. In the aftermath of Covid-19, there has been an increased interest in the fintech industry. This is mainly because it is a growth sector with an estimated CAGR of over 20% between 2019 and 2021. The industry is expected to reach \$700 billion by 2020, which means that it could become one of India's top three industries in terms of revenue generation within five years (according to McKinsey). In the post-covid-19, it is clear that businesses need to be agile and adaptable to survive. Those that are able to do so will emerge stronger and more resilient, while those that are not will struggle to stay relevant.

ARTICLE HISTORY

Received 7 October 2022

Revised 19 December 2022

Accepted 26 December 2022.

KEYWORDS

Covid-19, India, Business and Economic

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INTRODUCTION

The Covid-19 pandemic has had a profound impact on businesses around the world. In India, the lockdown has resulted in a sharp slowdown in economic activity, with businesses across sectors

struggling to stay afloat. The situation is particularly dire for small businesses, which make up a large part of the Indian economy. Many small businesses have been forced to shut down due to lack of customers and cash flow. The

pandemic has also hit the Indian stock market hard, with the Sensex and Nifty falling by over 20% since the beginning of the year. The World Bank predicted that the Indian economy will contract by 5% in 2020 and have a severe decline in growth to 2.8% in fiscal 2021 in its South Asia Economic Update: Impact of COVID-19 report. The economic impact of the pandemic is expected to be long-lasting, with businesses expected to take years to recover. The global economy is experiencing its steepest decline ever. Nearly every country's growth has been significantly harmed by the corona virus, which is also to blame for the global GDP decline. India is similarly affected by this virus to other nations, however not as severely. Sales and income have decreased in almost every industry sector. India's GDP growth in the third quarter of 2020 was 4.7%. The government has announced a number of measures to help businesses weather the crisis, including a Rs 20 lakh crore stimulus package. However, it remains to be seen how effective these measures will be in mitigating the impact of the pandemic on the Indian economy.

OBJECTIVES

1. To study the impact of covid 19 on Indian Business.
2. To study the business sectors which are most impacted by covid-19.
3. To study the future of Indian businesses post Covid-19.

METHODOLOGY

The methodology is essential for constructing the analysis work because both qualitative and

quantitative methods were included in the investigation. Secondary data, which was needed for this work, was gathered from textual sources such a variety of periodicals, articles, reports, books, journals, and literatures on the subject.

Impact of Covid-19 on Indian Business

The Covid 19 pandemic has had a significant impact on businesses in India. Many businesses have been forced to shut down, and those that are still operating are struggling to survive. The pandemic has also resulted in a decrease in demand for many products and services. This has had a knock-on effect on businesses, as they are forced to lay off staff or reduce their hours of operation. The pandemic has also caused a decrease in customer confidence, which has further contributed to the decline in business activity. In order to survive, businesses will need to adapt to the new reality of the Covid 19 pandemic.

The impact of Covid 19 has been felt particularly hard by small businesses, which often don't have the same resources as larger businesses to weather the storm. The impact of Covid 19 on businesses in India is likely to be long-lasting. Even after the lockdown is lifted, businesses will still be grappling with the effects of the pandemic. It will take time for demand to return to normal levels, and many businesses will struggle to recover. The Covid 19 pandemic is likely to have a lasting impact on the Indian economy, and businesses will need to adapt to survive in the new landscape.

Sectorial Impact

The business sectors most impacted by Covid-19 are those that rely on physical contact and close proximity. This includes sectors such as retail, hospitality, and tourism. The pandemic has forced many businesses in these sectors to close their doors, and others to dramatically change the way they operate. For example, restaurants have had to switch to take away or delivery models and retail stores have had to rely heavily on online sales. The pandemic has also had a major impact on the global economy, and this has flow-on effects for businesses in all sectors. Here are a few sectors that have been most impacted by Covid-19:

Retail

It's expected that the demand for cash in the system will be reduced due to a decrease in the usage of cash. This is because people are going to prefer using digital payments and other modes of payment such as credit cards, debit cards and cheques etc., which requires no physical currency.

This can be seen from an increasing trend of e-commerce companies offering their services online rather than through brick-and-mortar stores or even over phone calls. The same trend is also observed among small businesses that are opting for online sales rather than face-to-face meetings with customers. Retailers have been hit hard by the pandemic, as many consumers have been forced to stay home and shop online instead.

Real State

Real Estate is a big market in India. It has been impacted by Covid 19 and will continue to be affected by the end of Covid 19. Real Estate is an important part of the Indian economy, especially real estate properties that are used for residential purposes like apartments or houses. The government's decision to stop all manufacturing activities across India for two weeks starting November 26th 2019 will also impact Real Estate because there would be no demand for new construction materials during this time period.

Media and Entertainment

In the media and entertainment industry, Post Covid-19 has been a major challenge for all media houses. The impact of the virus on Indian television has been immense, as it has affected both advertising revenue and viewership.

The post-covid period saw a massive decline in viewership across all channels; however, there were some exceptions where ratings remained unaffected by this virus since they had already started airing their programs before availing themselves of post-covid services from their vendors for protection against such viruses.

Supply Chain

Supply chain is the process of moving goods from the point of origin to the point of consumption. It involves many players and processes, including production, transportation, distribution and retailing. In today's world economy, supply chains play a vital role in creating value for companies across all industries by enabling them to efficiently produce goods or services at low cost while meeting customer needs.

Supply chains depend on reliable infrastructure networks that enable seamless flow of products through multiple stages within a country or region without interruption or delay due to disruptions caused by natural disasters like floods etc., which have affected many countries since 2010 onwards after Hurricane Katrina hit New Orleans area causing major economic losses due to loss in productivity due lack power supply backup system failure during peak hour demand period

Healthcare

Healthcare is a big industry in India, and the country's medical community is expecting COVID-19 to have a positive impact on healthcare. The virus has been linked to higher hospitalizations and mortality rates among patients, according to international health organizations like the World Health Organization (WHO).

In addition to causing more deaths among people who are already ill or elderly, COVID-19 can also lead to longer hospital stays for those who don't experience any symptoms at all. This could mean that more people end up staying at home instead of going into an emergency room—and that's exactly what happened when people first started noticing signs of infection around their homes this winter season.

This trend may continue as long as there continues to be an increase in cases; however we don't expect it will affect all hospitals equally because different facilities tend not follow similar protocols when dealing with infectious diseases

such as influenza A/H1N1 virus or measles etcetera...

Future of Indian Business

The COVID-19 pandemic was declared a pandemic by the World Health Organization about two years ago, and now the world is adjusting to the disruptions it has caused. The pandemic's toll on healthcare systems has been the most significant and lasting effect. And then there has been the economic toll, which has been more enduring and resounding.

Government initiatives to combat infections and stop the virus's spread resulted in supply shocks, particularly in manufacturing, while lockdowns and other containment measures caused significant business disruption. It is now obvious that the pandemic, which is expected to have long-term structural effects, has caused the globe to experience the second major economic and financial crisis of the twenty-first century. Additionally, it has exposed the weaknesses in the geopolitical and economic order of the world. In fact, our economy is starting to show signs of revival. The International Monetary Fund (IMF) predicts that the Indian economy will grow by 9.5% in 2021, while the world economy will expand by 6%. The adoption of widespread work-from-home policies, as well as the use of cloud services and videoconferencing, is all occurring at the same time that the world experiences exponential expansion in digital services and infrastructure.

Many technology companies have highlighted that it would ordinarily take two to three years to

make the gains in digitalisation that were made in a matter of months. Although there is still more work to be done, these are encouraging signals.

CONCLUSION

India is an exciting place for entrepreneurs and investors to do business. It is home to one of the fastest growing markets in the world with a rich culture, diverse people and a great diversity of products and services. The country is also well-known for its strong entrepreneurial spirit that has led it to become an economic powerhouse over the past few decades.

The COVID-19 pandemic has permanently changed how businesses run all over the world. The pandemic, according to 55% of survey participants, has "resulted in irreversible modifications to our organizational approach." A significantly higher 60 percent claim that COVID-19 has "advanced process automation" and "changed our approach to change management," while 64 percent acknowledge a shift to more cloud-based corporate operations. The corona virus pandemic and its detrimental economic implications made the statement that business's main social responsibility was to maximize profits while abiding by the law. This dictum, which places a sharp emphasis on the short term, has taken a firm hold on much commercial behavior. Business leaders will react to the effects of the corona virus outbreak in this environment.

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- <https://www.covid19impactreportv2report2017-2030>

DOI: <https://doi.org/10.5281/zenodo.7558226>

Research Article



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An empirical study on impact of corporate social responsibility on financial performance of select companies in it sector

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ABSTRACT

The present study aims to investigate the impact of corporate social responsibility on financial performance of the selected firms. The study is conducted by four objectives which seeks to know the effectiveness of CSR as per new companies act, 2013 by analysing CSR spending of select companies, To study the impact of CSR on financial performance of select companies through financial parameters like Net Profit Margin, Earnings per share, Return on Assets, and Return on Capital Employed. CSR has been considered as the proxy for CSR spending. Secondary data is sourced from the Annual reports and NSE websites. Sample size consists of 20 companies in IT industry. The data is collected for the five years from 2018 – 2022 and analysed using correlation and regression analysis. The study reveals that corporate social responsibility has significant impact on Net profit margin, return on capital employed whereas there is no significant relation of corporate social responsibility on financial performance of firms in terms of ROA and EPS. It is because the companies diversified their investments in later years which reveal that corporate social responsibility does not affect the some of the independent variables.

ARTICLE HISTORY

Received 8 October 2022

Revised 18 December 2022

Accepted 26 December 2022

KEYWORDS

Return on Capital Employed (ROCE), Return on Assets (ROA), Earnings per share (EPS) and Net Profit Margin (NPM)

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INTRODUCTION

In the contemporary environment, CSR is a concept whereby business organizations consider the interest of society by taking responsibility for

the impact of their activities on customers, suppliers, employees, India is the first country in the world to make corporate social responsibility (CSR) mandatory, following an amendment to

the Companies Act, 2013 in April 2014. Businesses can invest their profits in areas such as education, poverty, gender equality, and hunger as part of any CSR compliance.

Corporate social responsibility (CSR) is a type of international private business self-regulation that aims to contribute to societal goals of a philanthropic, activist, or charitable nature by engaging in or supporting volunteering or ethically-oriented practices. Various studies show that CSR is significantly positive with a firm value. Academicians have recently shown a significant level of interest in the concept related to the impact of corporate social responsibility (CSR) on organizations' performance, even though the idea of CSR is not new. CSR has become an important research area for examining the social responsibilities of the corporate world to all stakeholders.

Policy makers and academicians are very interested in empirical studies that reveal an association between CSR and corporate performance. While some articles (Bagnoli & Watts, 2003; Baron, 2001; Orlitzky, Schmidt & Rynes, 2003; Uadiale & Fagbemi, 2012) suggest a positive relationship between the two variables, others find a negative association (Brammer et al., 2006; Ho & Taylor, 2007). However, some researches (Becchetti et al., 2005; McWilliams & Siegel, 2000) discovered an insignificant relationship between them. Some Previous researchers examined the relationship between the CSR index and a firm's financial performance (Kappou and Oikonomou, 2016; Obendorfer et al., 2013; Becchetti et al., 2012; Clacher and Hagendorff, 2012; Lourenco et al., 2012),

Uadiale and Fagbemi (2012) used both return on assets and return on equity as measures of financial performance. According to Qiu et al. (2020), CSR usually impacts long-term financial performance. The authors Feng et al. (2018) and Flammer (2015) contend that investments made to advance social well-being can also be considered part of CSR even if they do not directly benefit business well-being. A meta-analysis by Wang et al. (2016) confirmed the hypothesis that CSR and corporate financial performance are positively correlated, but they also pointed out that the influence of CSR may rely on specific institutional variables.

For any business, corporate social responsibility is essential. Organizations are finding it more and more challenging to incorporate social and environmental factors into their strategy formulation (Garai, 2017). According to Franco et al. (2020), CSR activities do not always result in sufficient financial profit for companies rather than focusing solely on firm profitability. This paper examines the relationship between corporate social responsibility and company performance among 20 firms in the IT industry using Correlation and multivariate analysis.

OBJECTIVES OF THE STUDY

- 1) To study the CSR spending of select companies.
- 2) To study the financial performance of select companies.
- 3) To study the impact of CSR on financial performance of select companies by taking financial parameters like ROA, ROCE, EPS and NPM

Hypothesis of the study:

Ho: There is no relationship between CSR and Financial performance of companies.

RESEARCH METHODOLOGY

Secondary data is used in this study. The data was collected for five-year period beginning 2018 to 2022. Since the study intended to use a panel data, this period was preferred. Thus, the 5 years was appropriate enough to provide panel data that was used in the analysis. Financial reports of the companies are collected from the respective company websites and NSE. Top 20 listed companies are selected in IT industry using Market capitalisation is considered in the study. Correlation and regression are used in analysis model using SPSS 16 to assess the impact as CSR

on Financial performance. In the present study CSR is an independent variable and it is measured as proxy for (corporate social responsibility expenditure) and the dependent variables are (ROA, ROCE, EPS and NPM).

Regression model

$$CSR = \beta_0 + \beta_1 ROA + \beta_2 EPS + \beta_3 ROCE + \beta_4 NPM$$

ROA = Net Income / Average Total Assets

ROCE = EBIT/Capital Employed.

EPS = Net Income - Preferred Dividend/
Weighted Average Common shares Outstanding.

NPM = Net profit/Total Revenue *100

RESULTS AND ANALYSIS**Table 4.1: Descriptive Statistics**

Variables	N	Minimum	Maximum	Mean	Std. Deviation
ROA	100	-9.48	27.38	8.29	7.23
EPS	100	-84.89	561.00	91.07	122.88
ROCE	100	0.70	44.97	16.34	8.73
NPM	100	-9.58	24.90	12.42	7.07
CSR	100	7.33	490.60	1.25	113.58

Table 4.1 describe that Firms have an average mean of Earning per share 91.07percent (0.762) and maximum EPS 561% from and minimum is 24 percent in any of the year in the study period. The average mean of ROA is 8.29 and maximum is 27.38 while minimum is -9.48. ROCE mean is

1.34 percent and maximum is 44.97 percent and Minimum is 0.70 percent. Average mean of NPM is 12.42 and maximum NPM is 24.90 whereas minimum is -9.58. Average CSR mean is 1.25 and maximum CSR is 490.60 from while minimum is 7.33.

Table 4.2 Correlation

		ROA	EPS	ROCE	NPM	CSR
ROA	Pearson Correlation	1				
	Sig. (2-tailed)					
EPS	Pearson Correlation	.350**	1			
	Sig. (2-tailed)	.000				
ROCE	Pearson Correlation	.838**	.215*	1		
	Sig. (2-tailed)	.000	.032			
NPM	Pearson Correlation	.387**	.163	.436**	1	
	Sig. (2-tailed)	.000	.105	.000		
CSR	Pearson Correlation	.369**	-.177	.569**	.320**	1
	Sig. (2-tailed)	.000	.078	.000	.001	

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

From the above table: 4.2 it is evident that CSR has positive correlation with ROA and ROCE and NPM and negative correlation with EPS. Pearson correlation value between CSR and ROA is 0.369. Whereas CSR and ROCE value is .569 and CSR and NPM has a value of .320. This shows that there is a positive relationship between CSR and ROA and ROCE and NPM. This correlation value is also significant as the sig value is 0.000, which is less than the p value of 0.05. So Null hypothesis is rejected as the P-values are lesser

than level of significance. Thus, there is a significant relationship between CSR & ROA at 1% level of significance. CSR has a negative correlation with EPS and value is -.177 and correlation sig value is 0.078 which is greater than the p value of 0.05 Null hypothesis is accepted because P-values are greater than level of significance.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. Change
1	.663 ^a	.440	.416	86.79605	.440	18.637	4	95	.000

a. Predictors: (Constant), NPM, EPS, ROCE, ROA,

b. Dependent Variable: CSR

Table 4. 3 Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-7.338	22.359		-.328	.744
	ROA	-3.230	2.331	-.206	-1.386	.169
	EPS	-.264	.077	-.286	-3.437	.001
	ROCE	9.757	1.902	.750	5.129	.000
	NPM	1.928	1.374	.120	1.404	.164

a. Dependent Variable: CSR

ANOVA^b

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	561606.616	4	140401.654	18.637	.000 ^a
	Residual	715687.695	95	7533.555		
	Total	1277294.311	99			

a. Predictors: (Constant), NPM, EPS, ROCE, ROA

b. Dependent Variable: CSR

The present study is about the relationship between CSR and Financial performance of the select firms in NSE. Findings of the study are that the measure of CSR was regressed against measure of financial performance in terms of ROA, ROCE, EPS, and NPM. Regression results are presented in Table 4.3 the model explains around 41.6 % of the variation in the endogenous variable. This means that, the remaining 58.4 % of variance with CSR is contributed by other factors. F statistic for CSR is .000. ROCE and NPM found to have a strong favourable impact on CSR measured by Financial Performance. ROA and EPS have a negative but insignificant impact on CSR. P value is 0.000, which is lesser than (0.05) we reject the null hypothesis and accept alternate hypothesis. It indicates that there is a significant impact of CSR on Financial performance of select companies during the period.

CONCLUSION

This study examines the relationship between CSR and Financial performance of select firms in the NSE during the periods 2018 to 2022. CSR impacts positively on financial performance indicators like ROA, ROCE, EPS and NPM. But individually differs. This is because, when contribution to CSR increases the financial performance also increases.. Therefore, this study has shown that CSR is an important resource for firms. Customers, shareholders, employees, and other stakeholders are informed of a company's CSR practices.

Companies who make a conscious effort to report these activities will have a competitive advantage over other companies. CSR initiatives would

support a company in minimizing costs, which would increase firm's profits.

performance of the company's also increases and vice-versa.

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DOI: <https://doi.org/10.5281/zenodo.7558234>**Research Article****KMF Publishers**
<http://irjbss.net/>OPEN  ACCESS**Covid-19 Paradigm shift in Corporate Social Responsibility: A Study of Indian Companies**Pooja¹, Ankit Yadav², Jyoti³¹Senior Research Fellow, Department of Commerce, Indira Gandhi University, Meerpur (Haryana), India²Junior Research Fellow, Department of Commerce, Indira Gandhi University, Meerpur (Haryana), India³Department of Commerce, Chaudhary Ranbir Singh University Jind (Haryana), India**ABSTRACT**

The purpose of the study is to examine the evolution of the idea of corporate social responsibility (CSR) in light of one of the most severe global crises, the COVID-19 epidemic. The idea of corporate social responsibility (CSR) has evolved from being thought of as philanthropic deeds to include systematic corporate activities and close stakeholder interaction based on social, economic, and environmental interests aimed at long-term sustainable economic development and public welfare. The difficulty of relocating to a new setting has been presented to the companies due to the rapid proliferation of COVID-19 worldwide. Results shows that businesses everywhere are engaging in CSR initiatives in response to the COVID-19, regardless of the degree of development in their respective nations. Companies with extensive expertise in corporate social responsibility (CSR) are responsible to their communities and society. The primary objective of CSR—to contribute to public safety and wellbeing—remains unchanged regardless of where it is in its growth. The findings demonstrate that even during the financial crisis, the businesses examined in the research continue to engage in socially responsible activities that support the achievement of CSR objectives.

ARTICLE HISTORY

Received 11 October 2022

Revised 17 December 2022

Accepted 27 December 2022

KEYWORDS

CSR, Covid 19, Companies, Pandemic

CONTACT Pooja, Email: vermapuja1011@gmail.com**INTRODUCTION**

The SARS-CoV-2 viruses have generated substantial health, monetary and social dangers due to constraints of Mobility and economic activity. More specifically, COVID-19's global pandemic has resulted in about 32.5 million illnesses and 989,000 fatalities by September

2020 (IMF, 2020). Various international agencies have calculated that the economic impact will be worse than any previous crises, with a GDP decline of 2 to 3 percentage points expected. Temporary layoffs have occurred as a result of CEOs' decisions to either minimize their

companies' economic difficulties or plan for a bleak medium-term future. However, in general, the current situation resulting from the epidemic has revealed that many companies have demonstrated leadership by adapting their corporate social responsibility (CSR) policies and actions to current health, economic, and social needs. As a result of the pandemic crisis, companies' economic, social, and environmental goals have changed, placing a greater emphasis on the role they must play in society (**Owais Nazir, 2020**). Firms must adapt their CSR strategies in this new scenario to establish a business commitment to society and vulnerable groups, particularly those closest to them, which is the local environment associated with the firm's country of origin or territories where it operates and has a greater presence. To survive in the long run, a strategy that balances profit and the common good will be more appropriate.

Covid 19 Pandemic

The COVID-19 outbreak began on December 31, 2019, when the World Health Organization (WHO) received verified reports of 27 cases of pneumonia of unknown cause, which were eventually recognized as a brand-new virus, SARS-CoV-2, whose associated scientific picture, is known as COVID-19. On March 11, 2020, the WHO proclaimed the global pandemic, which had already spread to 32.5% of the world's population and resulted in more than 989,000 fatalities. The coronavirus illness (COVID-19) is caused by a novel coronavirus strain (SARS-CoV-2) that has never been seen in humans before. Corona Virus (COVID-19) was designated a public health emergency by the

World Health Organization (WHO) on January 30, 2020. Due to the extensive impact, some countries and governments were forced to proclaim a state of emergency. Almost the whole country of India was under lockdown from March 31, 2020 (**Sen, Kotlarsky & Budhwar, 2020**). To combat the spread of COVID-19, the federal and state governments, as well as other federating units, have taken a variety of measures, including limiting flight operations at airports, restricting intercity travel via buses and trains, and temporarily closing businesses and schools, among other things.

Health Economics and Social Risk during Covid 19

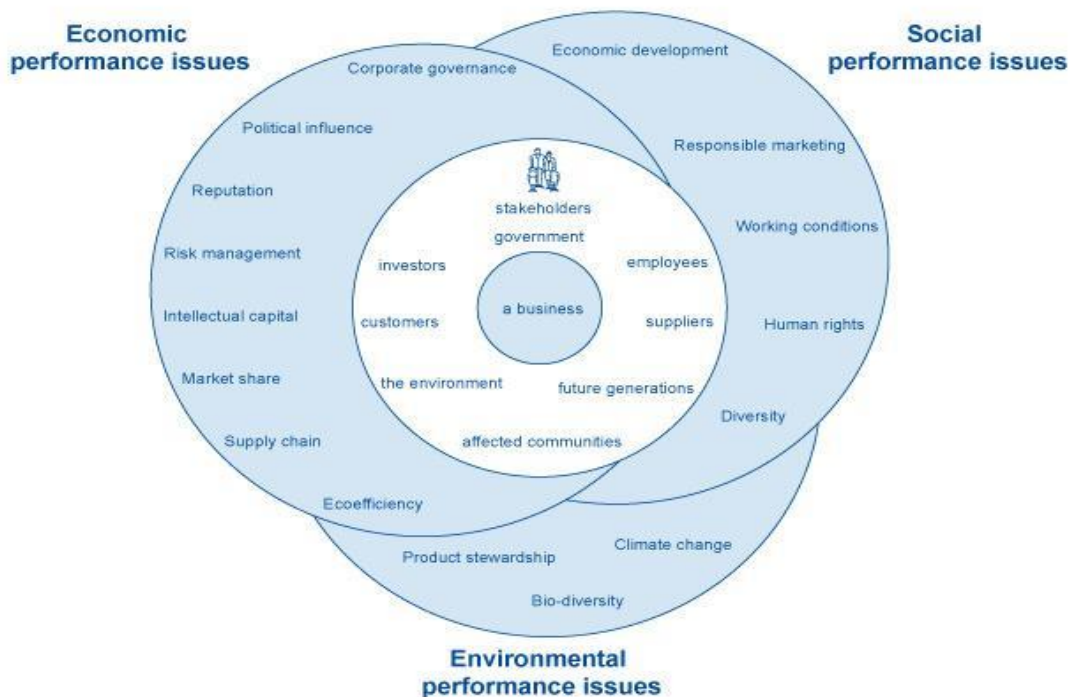
Health Risk	Economic Risk at Business level	Socio-Economic Risk
<p>Absence of a vaccine or Remedy for the disease.</p> <p>There isn't enough hygienic and protective equipment on hand.</p> <p>Inadequate hospital space for extremely ill patients, as well as a lack of facilities for light and asymptomatic patients, the elderly, and other vulnerable populations.</p>	<p>Employees and customers face new security and cyber security threats.</p> <p>Limitation of face-to-face commercial activity poses operational concerns</p> <p>Operating expenditures unrelated to revenue</p> <p>Liquidity issues</p> <p>Survival</p>	<p>Unemployment, income loss, and the rise of vulnerable situations</p> <p>Massive emergence of psychological difficulties as a result of grief over the death of loved ones or challenges relating to the new personal and professional position, feelings of loneliness</p> <p>Due to limited mobility, there is a need for training and leisure activities at home.</p>

The SARS-CoV-2 virus poses major health, economic, and societal dangers, as well as their interrelationships, as shown in the table. Due to containment measures, it is feasible to see that the health crisis has created an economic crisis at the business level—declining development trends in certain industries while rapid expansion in others—favouring the appearance of socioeconomic dangers for both people and families.

Corporate Social Responsibility (CSR)

Corporate Social Responsibility refers to businessmen's responsibility to pursue policies, make choices, or take actions that are beneficial in terms of our society's goals and values (**Sana Begum M, 2020**). Corporate Social

Responsibility (CSR) is a management concept in which businesses incorporate social and environmental issues into their operations and relationships with stakeholders. CSR is commonly defined as the process through which a firm achieves a balance of economic, environmental, and social imperatives ("Triple-Bottom-Line-Attainment") while also meeting the expectations of shareholders and stakeholders. CSR may be divided into several phases, ranging from pure philanthropy to pure strategy. Apart from corporate CSR initiatives, the government is also attempting to incorporate CSR principles into business operations. Mandatory execution of CSR activities and disclosure as per the company's act 2013 in India exemplifies such initiation (**Sudipta Mondal,**



N.A). CSR may be classified into several phases, ranging from pure altruism to pure strategy.

Apart from company-led CSR initiatives, the government's initiative on CSR is also attempting to incorporate CSR principles into business operations. The mandated adoption of CSR activities and disclosure as per the company's act 2013 in India is an example of such beginning.

According to Section 135 of the Companies (CSR) Rules 2014 and Schedule VII of the Companies Act 2013,

-
- **Every company with a net worth of Rs 500 crores or more,**
 - **A turnover of Rs 1,000 crores or more,**
 - **A net profit of Rs 5 crore or more**
-

During the immediately preceding financial year must form a CSR committee and devote at least 2% of its average net profits earned over the previous three financial years to CSR activities. CSR is required to expand the rural economy, modernize villages, and provide new business prospects. Certain policies had to be rethought, and certain laws had to be amended to attain these goals. Companies that were able to provide quick aid and assistance in the battle against COVID 19 proactively engaged in different CSR initiatives by fighting unethical business practices, according to the findings. To those with foresight and a thoughtful approach to CSR, the current pandemic crisis may surely be viewed as an opportunity. Many UK companies, for example, have converted their plants to make ventilators, personal protective equipment, and hand sanitizer. Vodafone, the telecommunications behemoth, gave many of its pay monthly customer's free access to unlimited mobile data and upgraded their vulnerable pay monthly

clients to the unlimited data package for free. Several businesses have already begun to recognize the need of cultivating a corporate conscience and encouraging socially responsible operations.

Schedule VII of the **Companies Act, 2013** has a list of permitted activities that must be included.

should use their CSR efforts to supplement worker mental capital. This study discovered that developing and implementing CSR practices can



LITERATURE REVIEW

During the present epidemic, a plethora of literature has appeared on the challenges of economic contribution through CSR in the Indian setting. The majority of the studies have focused on covid and health-related company initiatives.

Aguinis et al. (2020) highlighted how Personnel have played a crucial role in examining the relationship between COVID-19 and CSR response. Furthermore, firms that are increasing their COVID-19 CSR response might reap significant benefits in terms of employee satisfaction.

Using the conservation of assets hypothesis **Hobfoll, (2020)** the authors found that groups

provide employees with self-efficacy, hope, resilience, and optimism, all of which are necessary for regaining normalcy by overcoming COVID-19's mental impacts.

Owais Nazir (2020) partially mediates the link between CSR and employee engagement. This study examines how CSR sports give support in the form of compassionate deeds and bring purpose to employees in the hotel industry, which is otherwise plagued by work-lifestyle imbalances and worker scepticism.

In his research, **D Acunto et al. (2020)** found that CSR records are seldom cited in visitors' online evaluations, implying that CSR initiatives aren't an important factor in their decision-making. As

a result of these researches, we propose that, during the corona-virus pandemic, travelers' intents to visit are more likely to be influenced by a hotel's CSR activities than by their views of inn cleanliness due to the health risks associated with COVID-19.

Saladino V, (2020) suggested that the current Covid-19 outbreak has had significant emotional and social consequences for the people. Children, university students, and fitness professionals, for example, are considerably more prone to develop post-traumatic stress disorder, anxiety, depression, and other distress symptoms, according to research. Human connection and empathy in the direction of others have been impacted by social distance and safety precautions.

Ding et al. (2020) investigate the influence of pre-2020 CSR on the COVID-19 pandemic inventory charge response. They discover that organizations with a high level of CSR perform better. However, because the authors were interested in a cross-national trend, they most effectively employed Refinitiv ratings and found little evidence that typical CSR had an impact on overall firm performance in our sample.

Lins and colleagues (2017) examine CSR valuation outcomes using the significantly exogenous shock of the 2008–2009 economic crises, and attention concentrates mostly on agreeing with as the channel through which CSR influences business worth. They discovered that companies with a high level of CSR have much greater catastrophe duration returns, particularly

when located in locations with higher levels of social agreement. Our data suggest that CSR's contribution to shareholder wealth became negligible at some point during the COVID-19 stock market meltdown. The use of universal CSR scores, CSR additives, and industry-level CSR scores are all supported at this location.

OBJECTIVE OF THE STUDY

The objective of the present study is to outline numerous CSR initiatives to restore normalcy and social upliftment in society during a pandemic.

METHODOLOGY

For this paper secondary data has been gathered from the annual report of companies, news reports, and circulation at the times of the Pandemic.

Contribution of Companies for CSR Activities

Academic researchers and business practitioners have recently turned their attention to the area of corporate social responsibility (CSR). Customer perceptions of CSR and the impact of CSR action on consumer responses have been examined more extensively in India than anywhere else in the world. With the enactment of the Companies Act (2013), many public sector companies such as Bharat Heavy Electricals Limited (BHEL), Bharat Petroleum Corporation Limited (BPCL), National Thermal Power Corporation Ltd. (NTPCL), Steel Authority of India Ltd.(SAIL), Oil and Natural Gas Corporation Ltd. (ONGC), National Mineral Development Corporation Ltd. (NMDC), Visakhapatnam Steel Plant (VSP), Hindustan Petroleum Corporation Limited

(HPCL), Hindustan Unilever Ltd. (HUL), Gas Authority of India Limited (GAIL), National Hydroelectric Power Corporation Ltd. (NHPC), Indian Oil Corporation Ltd. (IOCL), Coal India Ltd. (CIL) came forward and contributed towards

various CSR activities for the benefits of the society in their pre-pandemic period (**Kalyan, Nabasmita (2014)**).

Contribution during Pandemic period

Company Name	CSR Activity
Asian Paints	<p>Collaborated with various stakeholders like NGOs, district administrations, civil societies across India to reach out to affected communities and help them to overcome on-ground challenges.</p> <p>Provided testing kits, ration kits, essential protective materials, to around 15000 families and 38000 individuals.</p> <p>Provided relief to truckers, migrant workers, and underserved community members by providing them with 790 ration kits to sustain themselves.</p>
Infosys Foundation	<p>Contributed INR 100 crore to support efforts towards fighting COVID-19 in India.</p> <p>The Foundation contributed half of this commitment (INR 50 crore) to the PM CARES Fund.</p>
Wipro	Committed Rs 1125 crore towards tackling the unprecedented health and humanitarian crisis arising from the COVID-19 pandemic outbreak.
Reliance Industries	<p>Contributed Rs 1,140 crore in the fiscal ending March 2021 on corporate social responsibility (CSR) initiatives including Covid-19 support, rural transformation, education, health, sports, and disaster response.</p> <p>According to the company's latest annual report, Reliance had spent Rs 1,022 crore in 2019-20 on CSR initiatives.</p>
Adani Foundation	Contributes Rs.100 Cr to PM CARES fund and stitched over 1.2 lakh masks for use to police and health workers

Mankind	Pledged Rs.51 Cr and donated ventilators, personal protective equipment, and medicine to the states that are reporting maximum positive cases
JSW group	Committed INR 100 Cr to the Prime Minister citizen assistance and relief in emergency found to all ongoing relief efforts
MG Motor India	Donated Rs. 2 Cr for the government hospitals and health institutes
TVS motor company & Sundaram Clayton	Rs. 30 CR for the manufacturing and supplying supportive equipment like masks and provided cooked meals to the frontline staff.
Hindustan Unilever limited	Pledges 100 cr. price cut on lifebuoy sanitizers and Domex

CONCLUSIONS

The current epidemic creates a tangled web of ethical dilemmas. To preserve public health, economic closures and social separation were required due to the immediacy of public health hazards. As a result of these acts, there was a substantial economic slowdown with an undetermined duration and cost. Returning to large-scale lockdowns for a lengthy time is not financially viable, and it would damage low-income people, ethnic minorities, and women much more. Lower-income groups and service-sector employees are more likely to require a mix of government assistance and CPDR over an extended period. Employees should be provided with masks, disinfectants, and other equipment, free screening, and contact tracing systems, and funds to develop vaccination and treatment options, among other things. As long as the virus is present in society, businesses must take steps to reduce the danger to employees and consumers.

Businesses are increasingly required to look beyond the short-term aims of the corporation and its managers, and instead, prioritize the interests of other stakeholders. The business sector is required to prioritize employee safety before profits and deploys its resources to help stakeholders deal with the pandemic's issues. Individuals' activities have been limited as a result of the epidemic, as has their capacity to enjoy a wide range of products and services. People's attitudes about goods and services, as well as their expectations of businesses, are likely to shift. To match, businesses will have to reassess their priorities. It's also more crucial than ever for company executives to keep all of their stakeholders' confidence and work together for the greater benefit.

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DOI: <https://doi.org/10.5281/zenodo.7558236>

Research Article



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Pandemic Impacted into Shifting of Social Support Paradigm: A descriptive study in Nepal

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ABSTRACT

Local social support practices chain has disconnected due to higher practices on social distancing due to pandemic. Fear of contaminate, dominated state order, and continue of social distancing impacted into social support in local practices. The study has explored how resourceless household has been struggling on achieving social support in their community, how the micro level benefit receiver houses impacted into the local level, and how it has impacted due to local state regularities for social distances in high hill communities of Nepal. The research paper has explored existing local support practices and major hindering factors during the pandemic impacted communities in the study area. A descriptive research methodology has been used. Primary information has been collected from a close-ended questionnaire through local informants. Pandemic, social support, local support and community-based initiatives on self-support related to publication information have been considered as secondary sources of the study. Descriptive and inferential analysis has been used for quantitative data analysis. Local support is impacted due to limited movement, high restriction on social gathering, policy domination on transportation, networking, and labor engagement. It can be possible to enhance local support sustainability through the support during pandemic through the collective funds, assets, community-based policies, and local promotional policy on building community resilience.

ARTICLE HISTORY

Received 16 October 2022

Revised 19 December 2022

Accepted 28 December 2022.

KEYWORDS

Pandemic, collectivism, social-capital, social-support, resilience

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BACKGROUND

Social support behaviors help to lessen current shocks and pressures, particularly during pandemics. Social safety nets can be defined as social support systems and social capital. Social

support interventions in this study can be classified as household capacity, community-based social capacity, external support elements, and legal support components. This may improve

a community's ability to recover, particularly when a pandemic will occur.

Social support strategies can reduce current and upcoming vulnerabilities. The official and informal social support systems can influence the effectiveness of a programmatic intervention. While informal safety nets offer the possibility of help to individuals to ensure they recover from shock and stress throughout pandemics, it can guarantee them access to economic or social support. The support that people might anticipate from their immediate and intermediate social networks in communities is referred to as social ensure the following and their provision. In order to generate assets for social assistance, people can work together, pool their resources, build up their assets, and save money for essentials while planning for pandemics.

Due to their limited capacity for coping and preparation, the poor and vulnerable may be more severely affected by a pandemic and suffer socioeconomic losses as a result. Along with this, due to the high alert of social distancing, and the scary ness of the spread of the virus due to social gatherings, most of the time the needy people and community have isolated from external support while they need social support.

A higher level of physical and social support can help overcome pandemic losses. By incorporating future sensitive preparedness, creating supporting networks, asset building, potential future readiness of coping plans of action, and institutional preparedness into targeted communities, concerned stakeholders

can boost the resilience capacity of impoverished and vulnerable communities. Following a disaster, local support systems can aid in social and economic recovery and give the affected community a chance to improve its situation through social protection from both public and private engagement.

For the needy population habitats, age groups, and ethnicities, social support is a crucial issue that might be contextual. Cumbreira. M. G. et. al (2022) shared the worsened relationships with work colleagues, spouses, family, and friends also impacting the maximizing health-related issue, and it can be enhanced this quality of life through preservation of social engagement. Paitoonpong, S. et. al. (2008) has shared how social help practices have emerged greater prominently because the monetary crises in South Asia. Issues on social help practices, there's nonetheless sizable confusion amongst students and national, and worldwide businesses concerning the use and which means of the social help practices term. Social help may be described as helping protection nets, whilst groups be afflicted by outside threats and uncertainties. Especially, whilst network families are impacted with the aid of using outside shocks and getting strain into each day lives and livelihoods, social help can paintings for early restoration of their neighborhood pattern.

Social support is regularly assessed below 3 categories: perceived aid, aid behaviors (obtained aid), and aid resources. Studies of the negative effects of social relationships and of support-giving, mutual coping and support-giving

dynamics, optimal "matches" between people's needs and support received, and characteristics of groups that can offer a sense of social support are some of the promising new directions in social support research.

Thoits, P. A. (1985) briefly summarize the relatively little is known about the complications of stressors' impact on physical health outcomes compared to mental health outcomes, including differential physical vulnerability to stress by social position, to simply summarize with regard to the source of stressors. The author continued, "It is important to further examine the social determinants of various psychosocial resources as well as the interactions among psychological and social resources." A sense of control influences coping behaviour (and vice versa).

It may be most effective to study people's proactive attempts to cope with specific stressors to understand the complicated interplay between personal agency and systemic limitations on that agency. From a theoretical and empirical standpoint, additional research on flexibility as a successful coping mechanism could be beneficial. It is important to study the relationships between structural-functional aspects of social support, the distribution of perceived and received support, how support influences personality resources (and vice versa), how supportive assistance is mobilized versus eroded, and what types of support best meet people's assistance needs.

When pandemics spread through a community, it has a profoundly negative impact on the social,

economic, and social support contexts that influence human society, particularly impoverished homes. The demand for the study has recently changed from focusing on shocks and risk reduction, social protection, and social support activities separately to focusing on social support. While most researchers have assumed that lower-status, disadvantaged groups experience more unpleasant situations and continuing stress in their lives, the evidence only supports the inverse distribution of ongoing stress by social status.

Disadvantaged groups are not always more susceptible to stress, though. Different groups appear to be prone to different subsets of stressors when cumulative indices of events or strains are broken down into specific sorts of stressors. In particular, women appear to be more susceptible to "network events" whereas men might be more susceptible to pressures related to money and the workplace. It is not always the case that people with lower status face more unfavourable incidents. The association between social status and life changes frequently depends on the events that are included in a study's analysis (e.g., whether events that could happen to one's friends or family are included). In general, persons with more social roles run a higher chance of experiencing more network events and personal losses than those with less roles. Despite variations in the association between social status and exposure to negative situations, research on stress shows that those who belong to disadvantaged social groups are more likely to become emotionally reactive or vulnerable to stressors. Women, the elderly, single people, and

people with lower socioeconomic status show higher socioeconomic distress or depression ratings than their counterparts with higher socioeconomic status when compared at equal levels or intensities of stress experience. (Chongbang, 2021).

A systematic study on pandemics and how its impacted into social support practices in community-driven intervention, how the local social support practices has impacted are still lacking. This paper will try to find how the pandemic has impacted into local support practices provision due to social distancing, local policies and personal fear to mass transmission. This study will explore how local people were keeping distancing among in communities, how it has impacted on deliver social support to needy people, and what are the major lesson learned from this pandemic.

LITERATURE REVIEW

Theoretical

Especially, this paper is based on the testing of collectivism and social support theory. The major concern of this study is how the pandemic impacted community collectivism on social support to needy people during the emergency. Spicker, (2022) shared how collectivism is a set of ideas, principles, and approaches that begin from the recognition of the collective aspects of social life. Where individualism views actions, decisions, and policies from the perspective of independent, single actors, collectivism focuses on social groups, communities, and the wider society. Spicker has further builds arguments based on a distinctive analytical framework,

outlining a framework that outlines three discrete separate approaches to individualism: moral, methodological, methodical, and substantive (practical). Substantive Substantial individualism is based on the belief that all actions are the actions of individuals, individuals and that every social or political action is taken performed by individual human beings. individuals. Methodological individualism reviews examine economic, social, and political arguments as if they were based on the decisions of people one by one; individuals; the actions of groups are understood as a whole series of individual actions, added actions that are put together. Methodological individualism has argued with some force, but whether it applies depends on the circumstances; sometimes it works, and sometimes it doesn't. The most compelling arguments for individualism are moral. As a moral position, individualism is built on the defense of each individual: individuals have rights, and each person counts. There are crucial arguments for emphasizing the role of individualism in protecting the individual dignity, rights, and worth of every human being.

When considering collectivism, on the other hand, the strongest arguments for a collective approach are substantive. Substantial collectivism is the idea that we do not live as individuals but as members of social groups such as families, neighborhoods, and communities, and that many of our actions are performed collectively with others in organizations such as schools and businesses, and social institutions. People are what they are and who they are because they live and have relationships with

other people. Families, households, communities, organizations, and nations can all be treated as social units that have interests, concerns, and priorities that may differ from those of the individuals who make them up. Methodological collectivism looks for explanations and patterns of behavior not in the actions of individuals but in the actions of groups, including classes, ethnic groups, and societies. How the social units been activated during this pandemic and what are the main challenges and the way forward for the collective support of needy households and communities are questions extensively researched in this study paper.

Empirical

Social support may draw on people in need while dealing with life challenges and stressors are typically conceptualized in social support theory (Thoits, 1995 as cited in Lisa Kort-Butler, 2018). Cullen, Wright, and Chamlin (1999) as cited in Lisa Kort-Butler (2018) have extended this concept by defining social support as a process of transfer of human, cultural, material, and social capital, whether between individuals or between larger social units (communities, states) and their members. Support is generally provided informally through social interactions, but may also be formally assigned by an organization with official statuses, such as government aid programs or the legal system. Social support has both direct and indirect effects on crime and other well-being markers. As a result, people who receive social support are less likely to make mistakes. Social support can indirectly serve as a buffer between risk factors for crime and participation in criminal activity.

Initial support can be defined as perceived, feeling supported, or believing support is available, as opposed to receiving, reporting support was complete. Second, the support can be instrumental, informational, or emotional. Instrumental support is the provision of resources or assistance with practical activities or concerns, e.g. g. lending money or renting assets. Advice, guidance, or the provision of knowledge that can help an individual solve a problem, or career mentoring is known as informational support. Expressions of sympathy, caring, respect, appreciation, or encouragement constitute emotional support. Third, the source of social support can be distinguished. Members of a person's primary group, such as family members and friends, are often viewed as sources of support. Individuals may also seek support from secondary groups, such as schools, local groups, religious institutions, and local governmental agencies, where interactions are more regulated or hierarchical and less personal. The main sources of support, the level of support in a relationship, and the impact of support on behavior change throughout a person's life. (Umberson, Crosnoe, and Reczek, 2010 as cited in Lisa Kort-Butler 2018).

In recent decades, social support has become a crucial concept in development, including governmental and even community development perspectives. Several governments, development partners and local authorities have worked to enable social support through various forms of intervention. For example, say policies, programs, plans, and interventions. Those attempting to protect, risk mitigation, risk

transfer, enable capacity and facilitate recovery from various shocks and stresses, particularly in poor, vulnerable and affected communities. According of J.B. Asquith (2001): East Asia experienced a severe financial crisis in 1997 that led to negative growth in Indonesia, the Republic of Korea, Malaysia, the Philippines and Thailand and reversed decades of poverty reduction progress. As a result, the Asian Development Bank (ADB) and other international financial institutions provided emergency loans to protect social sector spending and expand safety nets. During this period, ADB funding for social protection increased from 1% to 2% to 13% of total funding, prompting the ADB to embark on a three-year process to develop its first social protection strategy. Srawoodh Paitoonpong (2008) explains that social support practices have come to the fore since the financial crisis. She goes on to explain social and local support practices such as the major Asian financial crises. She further explained; The safety net analogy comes from tightrope walkers who can be protected if they fall. Social support practices can be defined as social protection that can specifically facilitate private and public support mechanisms for the needy and vulnerable community while the shocks and stresses occur.

The social support practices can be executed multi-purpose, it should be more flexible and adaptable tools that the policymakers could use to improve the community resilience to cope with various future shocks and community stresses. Azize, H.T.A., & Gamil, R.E., (2020) discuss that social supportive practices have become key tools for policymakers. Writers have been educated on

the social support and protection programs that are implemented to achieve multiple goals such as reducing poverty and hunger and increasing the resilience of poor and vulnerable groups to various shocks. Recently, with the rapid spread of the COVID-19 pandemic, many countries started implementing social protection programs, and social support practices helped eliminate the negative impact of the COVID-19 pandemic crisis and improve community resilience. Larissa Pelham (2011) compares the case of why social support is an important tool for risk management in emergencies. The use of social support is advocated by both ex-ante (pre) to prevent and mitigate the impact of disasters and ex-post (post) to manage the impact of natural disasters. First, these papers examine the implications of contextual factors that must be considered when designing an effective social support system to respond to the needs generated by natural disasters.

It is very difficult to define any social support practice that can be earned as a proactive measure that could reduce the existing and future risks in the vulnerable community in its socio-economic recovery. It's hard to define a strong link between social support practices and community resilience, especially after an emergency. The poor and vulnerable are more vulnerable compared to socio-economically healthy communities. Daniel Longhurst (2020) explains the two main frameworks that guide work in the social support domain. First, the Adaptive Social Supportive Protection (ASP) framework examines how links between shocks, stresses, and linkage of social support can reduce the impact of

shocks and stressors on people's livelihoods and build resilience. Longhurst further compares the concept of Shock-Responsive Social Protection (SRSP) and provides a framework and typology to think about the different ways such as assessing climate vulnerability (CVA) and social protection (SP) through the horizontal and vertical categories can be linked extension, piggyback, alignment and design tweaks. In this paper, to try to move to program forward and identify gaps and risks, we move away from categories and look at how the frameworks have been applied operationally in different contexts. In this paper, the author raises the debate on linking Climate Vulnerability Assessment (CVA) and Social Protection (SP) as part of the broader and longstanding discussion of ways to link relief and development. A key problem with this long debate is that it tends to assume that stronger links between different parties are both right and achievable, provided the right concept and technical solutions can be developed. But if this is the case, then the literature largely fails to explain why this has been so difficult in practice and tends to overlook the fundamental difference.

A key issue in this long debate has been the gap between social support practices, social protection, and pandemic management. The community affected by the pandemic (Covid019) can be resilient if the anticipated risk mitigation measures have been deployed as a crisis management tool. But in this case, the extensive literature does not explain how social support initiatives and social protection packages were used as anticipation tools or risk reduction tools during the pandemic in the study area. Social

support can be defined as anticipating actions that can contribute to future risk reduction and help restore better capacity to the community affected by the pandemic. Wickramasinghe (2013) compares the significant impact of the disaster on poor and rich households in her study *Interrelation of Social Support in Sri Lanka on Disaster Management via Programs and Policies*. The author describes that Sri Lanka has experienced a remarkable increase in both the frequency and intensity of natural disasters in recent decades. Natural disasters have caused human, physical, financial, and environmental losses and have had a significant impact on Sri Lanka's economy. She added that the impact of natural disasters is not uniform across different parts of society. She has unearthed the distribution of disaster impacts depending on a region's degree of physical vulnerability to natural disasters and socioeconomic vulnerability. She added that the current system of social protection and social support initiatives in Sri Lanka does not adequately protect against vulnerability caused by natural disasters. The scope of current social protection programs is very limited, and the current system does not adequately address the real needs of disaster-prone group.

Bonding, bridging, and social support activities are important social assets during emergency management (Chongbang, 2021). The role of social support interventions can be to enhance people's abilities to use their connections and resources, which could be positive social capital as a survival mechanism for vulnerable communities. Rapeli (2017), compares how

Finnish social work practices are primed to develop future interventions and the use of social capital in emergency management. Their further analysis is based on the concept of social support initiatives and their forms of attachment, bridging, and linking. Results show that micro-level social work and tying up social support capital in emergency management stressed capacity. Bridging and linking the work of social support initiatives with disaster-related structures should be developed, and social support should improve pre- and post-emergency response capacities. She added that the concept of social capital was used in this study to represent valuable social networks between individuals, groups, or organizations that take the form of bonding, bridging, and linking.

The intervention of the social support initiatives can be highlighted based on the forecasting and post-reaction capacity of the state authorities and existing other development organizations. Sometimes policies and programs, and in some situations, responsiveness during recovery can make a difference. The money transfer system, savings capacity, livelihood support capacity, response, livelihood rescue capacity, and long-term livelihood support are important examples of local and social support in communities. SANN VATHANA et. Al. (2013) explain the natural disaster scenario in Cambodia by comparing the consequences of floods and droughts. This paper presents the impact of disasters on household well-being and the linkage effect of community and state social support interventions and shows how the failure to reach the rights of the poor and vulnerable through the

impacts of floods and droughts has been. This study strongly emphasized the formulation of a strong policy design for social support interventions to emphasize ex-ante tools (forecast) rather than ex-post response (post) to disasters, given the emphasis on emergency response and relief. Nopphol, W. (2015) elicits examines the relationships between social support and action to reduce disaster risk from the 2021 Indian tsunami. The authors unearth participation in communications and obtained an early warning system and an application to daily behaviors relevant to reducing the disaster risk contributes. The local practice of disaster risk reduction measures, improving forecasts.

RESEARCH GAP

Community-based social support practices, and preparedness planning are still lacking aligned with pandemic response due to lower level of capacity and preparedness (Chongbang, 2021). The existing social support practices were quite silent in interlinking with pandemic preparedness. Where the existing policy and planning process still has seemed gap between bounce back better capacity of communities with the social support of local intervention in the targeted area. The micro-level social support and bridging with social capital in communities still seem to gap. This study's results can contribute to finding out how social support practices could contribute to building a resilient capacity of community during the pandemic in the study area, especially in condition of Covid019 and similar pandemics.

CONCEPTUAL FRAMEWORK

Despite the great number multitude of recent studies on the nature and consequences of social support, the present current state of knowledge in this area only allows only the general conclusion that it somehow promotes in some way enhances the social, economic, mental, mental, and physical capacity. What it is, how it is provided and by whom, whom it is provided, and how and under what conditions it affects social capacity, and performance are open questions. It is argued that it is the fallacious assumption of a single commodity social support which lies at that underlies the root of the present current confusion

and that a multi-dimensional conceptual frame of reference frame is a necessity for further advancement advances in the field and the development of effective assessment and intervention strategies. Such a differentiated framework is developed and shown to be consistent with the present current state of empirical and theoretical knowledge. This framework is applied to the conceptual analysis of social support measures used in some frequent collection of filed responses, interlinked with empirical research on social support, cited with well-cited empirical studies and inline following empirical thoughts, reasoning whose discrepant contradictory results are shown to derive arise from differences in the study area.

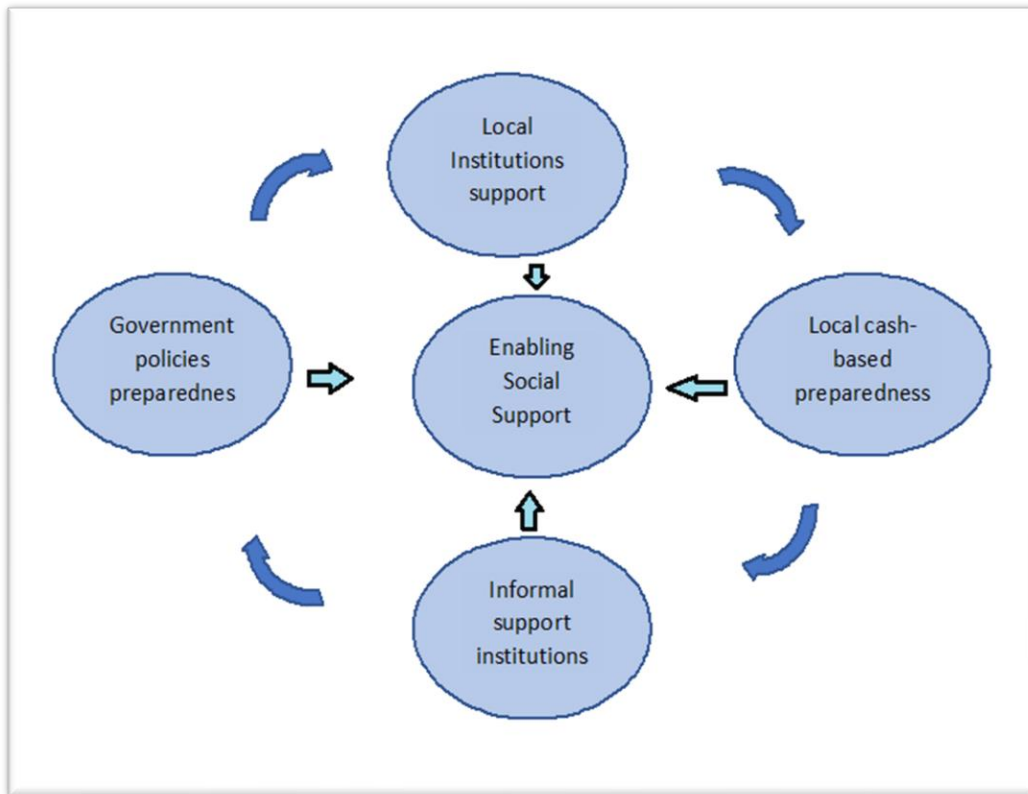


Figure 1: Social Support Practices.

METHOD

The study approaches the test objectives by examining the relationships between variables. The methodology examines the relationship between existing social support practices and the impact of the Covid019 pandemic in the study area, which was significant. The study examines the Anthropocene understanding of cause and effect between social support practices and the impact of pandemic (Covid019)-affected households. Social support is collective action in communities to respond collectively. Through team commitment, collective policies, and plans, providing collective support to needy households

during a pandemic can be defined as social support in the study area. The study is based on either single or multiple realities. What is the local support, how have the informal institutions been supported, what are the main support policies at the local level, how did the needy population identify themselves, what is the condition for positive discrimination and who is mainly responsible for social support initiatives? worry about learning.

This study required qualitative and quantitative data for descriptive and exploratory research. Both primary and secondary data were collected. Primary data will analyze the cause and effect of

social support and its impact on local capacities in response to the Covid019 pandemic. Descriptive interpretation based on information gathered that will be contextual, real-world-based knowledge of the social support initiatives and their impact on the resilience of households that have suffered from disasters.

Due to the limited number of researchers in this field, a non-probable convenience sample was used. Most of the data collectors were from Nawalparasi, Mustang, and Lamjung districts in Gandaki province, Nepal. Most of the informants are from the local leading agency for on-site pandemic response with coordination of the Local Coordination and Management Committee of Covid019 (LCMC) in the affected area. Due to limited human resources, the study was organized by selected respondents from different communities, particularly those from Higher (Nawalparasi), Middle (Lamjung), and Lower (Mustang) districts. Closed-ended questions were formulated, shared with local data collectors via local representatives, and collected from direct answers. It took almost ten days to two months to collect responses from the field, and around 72 representatives responded to this study. The data are analyzed in a descriptive analysis based on 72 respondents in qualitative data mostly analyzed from survey data and interviews and multiple regression was analyzed based on 72 respondents in quantitative data to complete the study results.

RESULT AND DISCUSSION

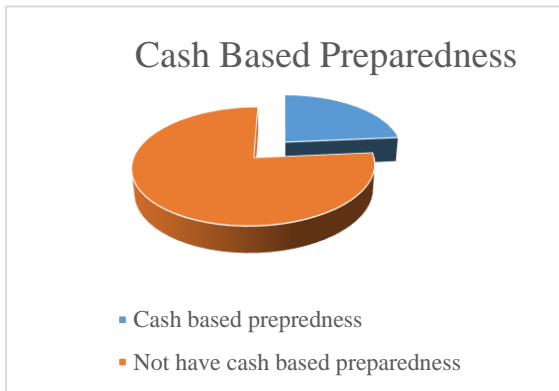
Local institutional support:

The mean value is 0.5 in respondents, maximum value of respondents is 1 (Yes) and some of have 0 (No). Mode value is 1 (Yes) which is significantly respond is yes. Standard error reflecting only 0.05. Standard deviation is 0.50 and sample variance is 0.25. The total sum of responses is 36 and total respondents are 72. Most of the respondents said the local institutional support is crucial on social support but hardly the get response during the pandemic due to lower local institutional preparedness in local informal setup.



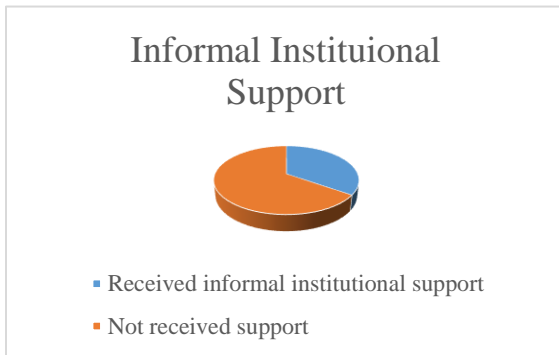
Cash Based Preparedness:

The mean value is 0.23 in respondents, maximum value of respondents is 0 (no) and some of have 1 (Yes). Mode value is 0 (Nes) which is significantly respond is 'No'. Standard error reflecting only 0.051. Standard deviation is 0.429 and sample variance is 0.184. 23.61% respondents said they have experiences on cash-based preparedness on social support.



Informal support institutions:

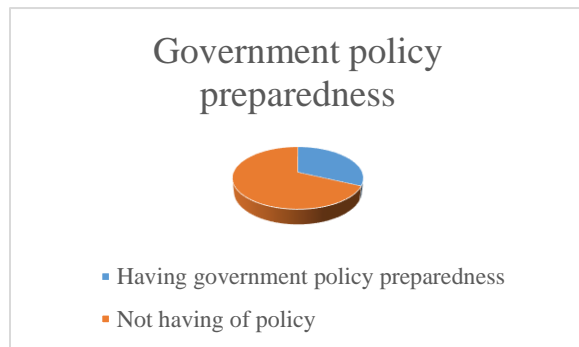
The mean value is 0.34 in respondents, maximum value of respondents is 0 (No) and some of have 1 (Yes). Mode value is 0 (No) which is significantly respond is ‘No’. Standard error reflecting only 0.056 Standard deviation is 0.479 and sample variance is 0.229. Total 34.72% respondents said they have experiences on informal support institutions on social support.



Government policy preparedness:

The mean value is 0.319 in respondents, maximum value of respondents is 1 (Yes) and some of have 0 (No). Mode value is 0 (No) which

is significantly respond is ‘Not having much government policy preparedness’. Standard error reflecting only 0.055, standard deviation is 0.469 and sample variance is 0.220. Total 31.94% respondents said they have experiences on government policy preparedness on social support locally.



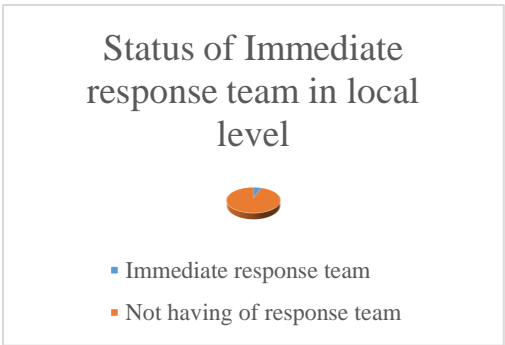
Virtual support preparedness:

The mean value is 0.097 in respondents, maximum value of respondents is 1 (Yes) and some of have 0 (No). Mode value is 0 (No) which is significantly respond is ‘Not having much virtual support preparedness’. Standard error reflecting only 0.035, standard deviation is 0.02989 and sample variance is 0.089. Total 9.72% respondents said they have experiences on virtually support preparedness for social support locally.



Immediate response team:

The mean value is 0.555 in respondents, maximum value of respondents is 1 (Yes) and some of have 0 (No). Mode value is 1 (Yes) which is significantly respond is yes. Standard error reflecting only 0.0271. Standard deviation is 0.230 and sample variance is 0.053. The total sum of responses is 4 and total respondents are 72. Most of the respondents said the immediate response team has in lower level in local level for pandemic responding setup.



INFERENTIAL ANALYSIS

SUMMARY OUTPUT

<i>Regression Statistics</i>	
Multiple R	1
R Square	1
Adjusted R Square	1
Standard Error	3.26E-16
Observations	72

<i>ANOVA</i>		<i>Significance</i>						
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>F</i>			
Regression	6	84	14	1.3146	0			
Residual	65	0	0					
Total	71	84						

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	9.7E-17	6.9E-17	1.4E+00	0.162	0.000	0.000	0.000	0.000
Local institutions support	1	7.842E-17	1.2752E+16	0	1	1	1	1
Cash based preparedness	1	9.410E-17	1.06274E+16	0	1	1	1	1
Informal support institutions	1	8.134E-17	1.22942E+16	0	1	1	1	1
Government policy preparedness	1	8.277E-17	1.20819E+16	0	1	1	1	1
Virtual support preparedness	1	1.335E-16	7.49049E+15	0	1	1	1	1
Immediate response team	1	1.720E-16	5.81497E+15	0	1	1	1	1

The coefficient seems strong (nearly 1) which seems the positive relation between (Social support capacity and supporting initiatives (Local institutions support, Cash based preparedness, Informal support institutions, Government policy preparedness, Virtual support preparedness, and

Immediate response team). The F statistics seem significant for the entire regression. At a (alpha) is below value than 0.05, this regression is statistically significant because 'P-value is < 0.05. All five T values are not statistically significant, because their corresponding P-value is above (<

0.05. Therefore, all six; X1 (Local institutions support), X2 (Cash based preparedness), X3 (Informal support institutions), X4 (Government policy preparedness), and X5 (Virtual support preparedness), X6 (and Immediate response team) are individually in the prediction of Y (Social support building). Therefore, the prediction equation Y:

$$= \text{Intercept} + B1*(X1) + B2*(X2) + B3*(X3) + B4*(X4) + B5*(X5)$$

$$= 9.7 + B1*1 + B2*1 + B3*1 + B4*1 + B5*1 + 0$$

$$= 10.7$$

Significantly, through the Local institutions support, Cash based preparedness, Informal support institutions, Government policy preparedness, Virtual support preparedness, and Immediate response team during the pandemic, every household could scale up their social support capacity by 10.7%.

The main concern of this study is how community collectivism is being carried out during the pandemic, particularly in providing social support to those in need. Due to the lack of structures at community and local level, social support seems quite weak and needs to strengthen their capacity for further response planning. Due to the higher social distancing warnings, the higher spread of the Covid019 virus and lower preparedness at the local level, collectivism in a community is not at a satisfactory level. Social groups such as families, neighborhoods and communities are trying to come together, but due to fears of virus infection and restrictions on social gatherings by concerned authorities, there

is not collective support as expected. Families, households, communities and local organizations can be treated as social units that have interests, concerns and priorities that can contribute to the collective during the pandemic, reflected as collectivist behavior of actions in groups, including classes, ethnic groups and societies. But due to the high social distances, there is not the expected collective support during the pandemic.

Rapeli (2017) compares how Finnish social work practices are prepared to develop future interventions and the use of social capital in emergency management. But when the health emergency hits, as with Covid019, social work has not worked as predicted. Need for preparation as a collective action with a full readiness phase to conceptualize social support initiatives and their forms of attachment, bridging, and linking. In her study Interrelation of social support in Disaster Management, Wickramasinghe (2013) compares the significant impact of the disaster on poor and rich households. But the pandemic is hitting poorer households harder than wealthy ones due to their lower savings status, and lacking immediate support from external support mechanisms due to restrictions on social gatherings. Chongbang (2021) improves bonding, bridging, and linking social support activities, but while the pandemic is occurring in the community, social distancing is breaking the chain of community bonding and those in need and the household have had a greater impact compared to others. Bonding, bridging, and social support activities are important social

assets during emergency management (Chongbang, 2021).

CONCLUSION

Better preparation of local institutions support, cash-based preparedness, informal support institutions, government policy preparedness, virtual support preparedness, and immediate response team can contribute into building of social support locally.

Author Note

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Acknowledgments

The authors acknowledge the useful comments from the Editor and anonymous reviewers. Certainly, all remaining errors are our own.

Data Availability Statement

The data that support the findings of this study are available from the corresponding author upon reasonable request.

Disclosure statement

No potential conflict of interest was reported by the author(s).

Funding if any

Nil

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