AN OVERVIEW OF IT EMPLOYEES' SOCIAL RESPONSIBILITY TO THE SOCIETY

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Abstract
In today's scenario of cut throat competition in the IT sector, employees are occupied with achieving the targets and handling the work-life balance. In addition to this, they are happy to take the social responsibility and they mind the people around them and the environment where they live in. In the recent times, this awareness is growing among the employees and has benefitted the society a lot. IT employees' contribution during the flood in Chennai is an evidence. The IT employees with the help of their organisations and social media are extending their arms. In fact, it gives an opportunity to the employees to work with the employer for the betterment of the society. This paper is based on the survey conducted in the IT and ITES sector in Tamil Nadu and Karnataka. The statistics from the survey includes two way table and ANOVA which helps to know the demography and Level of social responsibility of the employees. Weighted score analysis is employed to analyse the various ways of employees contribution to the society. The outcomes of the survey will make IT and ITES Companies to encourage their employees in those areas which are least ranked, to make the job more interesting and helps in retention of their valuable resource.

Key Words: IT – Information Technology, ITES: - Information Technology Enabled Services.

Introduction
The Indian IT sector absorbs major chunk of young and talented employees. Retaining this valuable resource is a real challenge for the companies. According to Gundecha (2015) CSR initiatives are turning out to be a significant retention tool in a sector where attrition has been a big bane, hovering around the high double-digits in some firms.   Social responsibility of employees has been termed as the capability of the firm to attract and retain the talented employees. Social responsibility gives an opportunity to organizations to work towards the betterment of the society and make it a better place to live. This will obviously strengthen the team bond, sense of loyalty and job satisfaction.

Social responsibility is an ethical framework and suggests that an entity, be it an organization or individual, has an obligation to act for the benefit of society at large. Social responsibility is a duty every individual has to perform so as to maintain a balance between the economy and the ecosystems. There are three levels of corporate social commitment to the society. The first level is social obligation, which means that the business organisation will only take part in a community welfare project if it is legally mandated to do so or if it will benefit them financially. The second level is known as social responsibility recognises the importance of caring for society, and will put plans in place to meet the needs of the society. The last level is social responsiveness. Ideally, all business organisations should strive to fit into this category. Managers in socially responsive organisations actively seek out possible problems that will face the society and seek to put plans in place to avoid them. This is called as proactive management. This paper analyse how far the employees are effectively involved in this process by the companies.

Literature Review
Saritha Rai (2015) states that corporate social responsibility is turning out to be the surprising tool for IT companies in India to retain employees. These programs are also linked to improved job performance. Jombay's India attrition report 2014, which polled 3,000 employees in 60 Indian firms, revealed that CSR involvement helps employee retention. CSR programs are proving to be one of the biggest drivers of talent retention, job satisfaction, and team bonding. In the IT industry, the probability of employees staying back is 40% more for employees who take part in CSR than those who do not. David Saul, (2012) states that the role CSR plays will enhance the company's reputation among its own employees. Ensuring a comprehensive CSR policy is in place and embedded at the heart of a business can not only enable companies to make a genuine difference to society, but also deliver a tangible benefit to the firm. According to Robert Gray (2009) CSR has provided IBMers' with opportunities to acquire global leadership skills and to develop as a global corporate citizen. Projects included facing societal, environmental and educational issues. In 2009, the programme was expanded to 500 participants and reached new markets such as Brazil, China, India and Malaysia. The vital ingredient is that business leaders continue to support and value employee volunteerng and encourage their teams to do the same. Taryn Vian (2007), in this paper describes an approach undertaken by Pfizer Corporation, which uses international corporate volunteering to build capacity for service delivery in low-resource settings. The program has had positive effects on recipient organizations, and has enhanced the personal and professional skills of participating employees.

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Dawkins (2004) stated that corporate social contribution attracts motivated potential employees and improves commitment level of existing employees. Moon (2002), opines CSR comprises of three waves of activities namely 'community involvement', 'socially responsible production processes' and 'socially responsible employee relations'. European Commission (EU) defined that CSR is the concept whereby firms integrate social and environmental concerns in their business operations and in their interaction with their stakeholders on a voluntary basis (European Commission, 2001).

Scope of the Study
The study was conducted in various IT and ITES firms in Tamil Nadu and Karnataka, These employees were asked to give their opinion on their level of society responsibility through their organisation.

Objectives of the Study
1. To find out the level of social responsibility of employees through various ways which helps in job satisfaction, team bonding and talent retention.
2. To measure the significance of demographic variables pertaining to IT and ITES employees and various ways of their contribution to the society.

Methodology of the Study
The study is conducted in the IT and ITES firms. The data has been collected through primary source. The primary data was collected with the help of structured questionnaire in the IT firms located in Tamil Nadu and Karnataka.

Sampling Technique
A structured closed ended questionnaire was constructed with demographic details and social responsibility of the employees. 5-point scaling technique is used for determining the factors influencing the social responsibility. This questionnaire was floated among 210 IT employees belonging to different IT firms, in Tamil Nadu and Karnataka.

Data Analysis Tools
The statistics from the survey includes Two way table and ANOVA which helps to know the demography and level of social responsibility of the employees in the IT firms. Weighted score analysis is employed to rank the various ways of employees contribution to the society.

Data Analysis and Interpretation

Table No 1: Gender and Level of Responsibility to the Society (Two-Way Table)

S. No	Gender	Level of Responsibility			Total
		High	**Medium**	**Low**	
1	Male	40(50.6%)	64(59.3%)	12(52.2%)	116(55%)
2	Female	39(49.4%)	44(40.7%)	11(47.8%)	94(45%)
Total		**79**	**108**	**23**	**210**

Source: Primary data

With a view to study the association between the gender and level of responsibility to the society, the two-way table has been prepared. It is understood from the table No. 1 that the percentage of high level of responsibility of the respondents is the highest 50.6 percentage among the respondents are male and the lowest 49.4 percentage among the respondents are female. The percentage of medium level of responsibility is the highest 59.3 percentage among the respondents are male and the lowest 40.7 percentage among the respondents are female. The percentage of low level of responsibility is the highest 52.2 percentage among the respondents are male and the lowest 47.8 percentage among the respondents are female. Hence, higher 59.3 percentage of male respondents are having medium level of responsibility to the society.

Table No: 2 Marital Status and Level of Responsibility to the Society (Two-Way Table)

S. No	Marital Status	Level of Responsibility			Total
		High	**Medium**	**Low**	
1	Single	22(27.8%)	44(40.7%)	9(39.1%)	75(36%)
2	Married	57(72.2%)	64(59.3%)	14(60.9%)	135(64%)
Total		**79**	**108**	**23**	**210**

Source: Primary data

With a view to study the association between the marital status and level of responsibility to the society, the two-way table has been prepared. It is observed from table No.2 that the percentage of high level of responsibility of the respondents is the highest 72.2 percentage among the respondents are married and the lowest 27.8 percentage among the respondents are single.

The percentage of medium level of responsibility is the highest 59.3 percentage among the respondents are married and the lowest 40.7 percentage among the respondents are single. The percentage of low level of responsibility is the highest 60.9 percentage among the respondents are married and the lowest 39.1 percentage among the respondents are single. Hence, higher 72.2 percentage of married respondents are having high level of responsibility to the society.

Table No 3: Age and Level of Responsibility to the Society (Two-Way Table)

S. No	Age	Level of Responsibility			Total
		High	Medium	Low	
1	20- 25 years	12(15.2)	32(29.6%)	9(39.1%)	53(25%)
2	26-30 years	9(11.4%)	28(25.9%)	5(21.7%)	42(20%)
3	31-45 years	45(57.0%)	24(22.2%)	6(26.1%)	75(36%)
4	Above 45 years	13(16.5%)	24(22.2%)	3(13.0%)	40(19%)
	Total	79	108	23	210

Source: Primary data

With a view to study the association between the age and level of responsibility to the society, the two-way table has been prepared. It is learnt from table No. 3 that the percentage of high level of responsibility is the highest 57 percentage among the respondents are 31-45 years and the lowest 11.4 percentage among the respondents are 26-30 years. The percentage of medium level of responsibility is the highest 29.6 percentage among the respondents are 23-25 years and the lowest 22.2 percentage among the respondents are 31-45 years as well as above 45 years.

The percentage of low level of responsibility is the highest 39.1 percentage among the respondents are 23-25 years and the lowest 13 percentage among the respondents are above 45 years. Therefore, higher 57 percentage of 31-45 years age group are having high level of responsibility to the society.

Table No 4: Educational Qualification and Level of Responsibility to the Society (Two-Way Table)

S. No	Educational Qualification	Level of Responsibility			Total
		High	Medium	Low	
1	Diploma	15(19.0%)	23(21.3%)	8(34.8%)	46(22%)
2	Graduate	18(22.8%)	18(16.7%)	6(26.1%)	42(20%)
3	Post-Graduate	24(30.4%)	37(34.3%)	4(17.4%)	65(31%)
4	Professionals	22(27.8%)	30(27.8%)	5(21.7%)	57(27%)
	Total	79	108	23	210

Source: Primary data

With a view to study the association between the educational qualification and responsibility to the society, the two-way table has been prepared. It is disclosed from table No. 4 that the percentage of high level of responsibility is the highest 30.4 percentage of the respondents are post-graduates and the lowest 19 percentage of the respondents are educated up to diploma level.

The percentage of medium level of responsibility is the highest 34.3 percentage of the respondents are post-graduates and the lowest 16.7 percentage of the respondents are graduates. The percentage of low level of responsibility is the highest 34.8 percentage of the respondents are educated up to diploma level and the lowest 17.4 percentage of the respondents are postgraduates. Hence, higher 34.8 percentage of the respondents educated at diploma level are having low level of responsibility to the society.

Table No 5: Work Experience and Level of Responsibility to the Society (Two-Way Table)

S. No	Work Experience	Level of Responsibility			Total
		High	Medium	Low	
1	<2 years	14(17.7%)	21(19.4%)	4(17.4%)	39(19%)
2	2-5 years	23(29.1%)	21(19.4%)	5(21.7%)	49(23%)
3	5-10 years	20(25.3%)	25(23.1%)	7(30.4%)	52(25%)
4	Above 10 years	22(27.8%)	41(38.0%)	7(30.4%)	70(33%)
	Total	79	108	23	210

Source: Primary data

With a view to study the association between the work experience and responsibility to the society, the two-way table has been displayed. It is disclosed from table No. 5 that the percentage of high level of responsibility is the highest 29.1 percentage of the respondents are having 2-5 years of experience and the lowest 17.7 percentage of the respondents are having less than 2 years of experience.

The percentage of medium level of responsibility is the highest 38 percentage of the respondents are having more than 10 years of experience and the lowest 19.4 percentage of the respondents are having less than 2 years of experience as well as 2-5 years of experience. The percentage of low level of responsibility is the highest 30.4 percentage of the respondents are having 5-10 years of experience as well as more than 10 years of experience and the lowest 17.4 percentage of the respondents are having less than 2 years of experience.

Hence, higher 38 percentage of the respondents having more than 10 years of experience are having medium level of responsibility to the society.

Analysis of Variance

In order to examine the relationship between the social responsibility of the company as well as the employees with the independent variables, the ANOVA has been applied and the result of the test is given below.

Null Hypothesis (H_0): "There is no significant relationship between Gender, Marital status, Age, Educational Qualification, experience and Contribution of the Company and Employees to the Society".

Alternative Hypothesis (H_1): "There is a significant relationship between Gender, Marital status, Age, Educational Qualification, experience and Contribution of the Company and Employees to the Society".

1. Gender and Social Responsibility (Anova)

Source	SS	DF	MS	F	Sig
Between Groups	.364	2	.182	.730	.483
Within Groups	51.560	207	.249		
Total	**51.924**	**209**			

It is observed from the above table that the P value is >0.05. Hence, the Null hypothesis is accepted. Therefore, it is inferred that there is no significant relationship between Gender and social responsibility of the Company and Employees.

2. Marital Status and Social Responsibility (Anova)

Source	SS	DF	MS	F	Sig
Between Groups	.789	2	.394	1.721	.181
Within Groups	47.426	207	.229		
Total	**48.214**	**209**			

It is observed from the above table that the P value is >0.05. Hence, the Null hypothesis is accepted. Therefore, it is inferred that there is no significant relationship between marital status and social responsibility of the Company and Employees.

3. Age and Social Responsibility (Anova)

Source	SS	DF	MS	F	Sig
Between Groups	9.727	2	4.863	4.401	.013
Within Groups	228.731	207	1.105		
Total	**238.457**	**209**			

It is observed from the above table that the P value is <0.05. Hence, the Null hypothesis is rejected. Therefore, it is inferred that there is a significant relationship between age and social responsibility of the Company and Employees.

4. Educational Qualification and Social Responsibility (Anova)

Source	SS	DF	MS	F	Sig
Between Groups	3.593	2	1.796	1.480	.230
Within Groups	251.174	207	1.213		
Total	**254.767**	**209**			

It is observed from the above table that the P value is >0.05. Hence, the Null hypothesis is accepted. Therefore, it is inferred that there is no significant relationship between educational qualification and social responsibility of the Company and Employees.

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5. Experience and Social Responsibility (Anova)

Source	SS	DF	MS	F	Sig
Between Groups	1.221	2	.610	.489	.614
Within Groups	258.308	207	1.248		
Total	**259.529**	**209**			

It is observed from the above table that the P value is >0.05. Hence, the Null hypothesis is accepted. Therefore, it is inferred that there is no significant relationship between experience and social responsibility of the Company and Employees.

Weighted Score Analysis
In this method weights of the various factors are obtained by multiplying the rank given with the frequency its gives the weighted score. On the basis of the weighted score the ranks have been given as under.

Analysis of Social Responsibility
In order to ascertain the Contribution of the Company and Employees to the Society the following factors have been analysed and the results of the scores have been presented as under.

Table No 1: Analysis of Social Responsibility -Weighted Scores and Rank

S. No	Ways of Contribution to the Society	Weighted Score	Average Score	Rank
1	The company encourages corporate volunteering programs for social/societal service	723	3.443	2
2	Employee non-profit donations through services are promoted.	633	3.014	6
3	The company makes use of its retired employees for community services.	409	1.948	10
4	The employees are recognized for their voluntary social services and acknowledge with charity donations.	645	3.071	5
5	The company provides IT services for supporting educational institutions/voluntary organizations.	551	2.624	9
6	The company provides sponsorship for conference/workshops conducted by non-profit organizations.	613	2.919	7
7	Employees voluntarily mentor the participants to develop their innovation, creativity and entrepreneurship skill-sets.	574	2.733	8
8	Employees are asked to donate their unused things and unwanted items/goods for charity support.	692	3.295	3
9	The Company involves employees to celebrate any festival and share joyous moments in the orphanages/old age homes.	677	3.224	4
10	The Company has taken steps for preservation of natural resources, environmental sustainability.	725	3.452	1

Source: Compiled from Primary Data

Table No. 1 states that 'The Company has taken steps for preservation of natural resources, environmental sustainability' was ranked as first with an average weighted score of 3.452. 'The company encourages corporate volunteering programs for social/societal service' was ranked as second with an average weighted score of 3.443. 'Employees are asked to donate their unused things and unwanted items/goods for charity support' was ranked as third with an average weighted score of 3.295.

'The Company involves employees to celebrate any festival and share joyous moments in the orphanages/old age homes' was ranked as fourth with an average weighted score of 3.224. 'The employees are recognized for their voluntary social services and acknowledge with charity donations' was ranked as fifth with an average weighted score of 3.071. 'Employee non-profit donations through services are promoted' was ranked as sixth with an average weighted score of 3.014. The company provides sponsorship for conference/workshops conducted by non-profit organizations' was ranked as seventh with an average weighted score of 2.919. 'Employees voluntarily mentor the participants to develop their innovation, creativity and entrepreneurship skill-sets' was ranked as eighth with an average weighted score of 2.733. 'The company provides IT services for supporting educational institutions/voluntary organizations' was ranked as ninth with an average weighted score of 2.624. 'The company makes use of its retired employees for community services' was ranked as tenth with an average weighted score of 1.948.

Thus, it could be concluded that the factor for contribution of the company and employees to the society is the 'The Company has taken steps for preservation of natural resources, environmental sustainability' with the average weighted score is 3.452 Garrett points.

Summary of Findings
The demographic study reveals majority of the respondents 55% are male and 45% are female. 25% is in the age group of 20-25 years, 20% are 26-30 years, 36% are 31-45 years and 19% are above 45 years. 64% are married and 36% are single. As far as educational qualifications are concerned, 22% are Diploma, 20% are graduates, 31% are post graduates and 27% have professional qualification. 19% have less than 2 years of experience, 23% have 2-5 years of experience, 25% have 5-10 years of experience, and 33% have more than 10 years of experience. Analysis of Two way table shows the results of 59.3% of male respondents are having medium level of responsibility to the society. 72.2 % of married respondents are having high level of responsibility to the society. 57 % of 31-45 years age group are having high level of responsibility to the society. 34.8 % of the respondents are educated at diploma level and having low level of responsibility to the society.

Analysis of variance infers that there is no significant relationship between Gender and social responsibility of the Company and Employees. There is no significant relationship between marital status and social responsibility of the Company and Employees. There is a significant relationship between age and social responsibility of the Company and Employees. There is no significant relationship between experience and social responsibility of the Company and Employees. Weighted Score Analysis shows the rank based on the various ways of company and employees contribution to the society. The results shows, 'The Company has taken steps for preservation of natural resources, environmental sustainability' was ranked as first with an average weighted score of 3.452. 'The company encourages corporate volunteering programs for social/societal service' was ranked as second with an average weighted score of 3.443. 'Employees are asked to donate their unused things and unwanted items/goods for charity support' was ranked as third with an average weighted score of 3.295. 'The Company involves employees to celebrate any festival and share joyous moments in the orphanages/old age homes' was ranked as fourth with an average weighted score of 3.224. These are some of the ways of contribution made to the society which are identified from 10 variables. The IT and ITES companies can motivate the employees to participate through other ways which are beneficial to the society and will lead to improvement of employees' job performance.

Conclusions and Recommendations
It can be concluded from the two way analysis that the employees below the age group of 30 as well as the fresher's are not properly channelized for involving themselves to take the social responsibility through various ways. The weighted average score shows that the company gives priority to the preservation of natural resources and environmental sustainability. This shows that the other services to the society are not much concentrated. In fact, the above services instigates the employees to involve more on the welfare of the society which are considered as the biggest drivers of talent retention, job satisfaction, and team bonding. It also paves way for the technology to spread its wide area of network through the young talented workforce to reach the nook and cranny of the society.

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