Corporate Social Responsibility And The Patients-Staff Relationship In Health Care Sector With Special Reference To Chennai

Section A-Research paper

CORPORATE SOCIAL RESPONSIBILITY AND THE PATIENTS-STAFF RELATIONSHIP IN HEALTH CARE SECTOR WITH SPECIAL REFERENCE TO CHENNAI

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Abstract

Aim: The aim of this research is to determine how the Health Care Sector practices (CSR) corporate social responsibility and to explore the influence of CSR on Patients-Staff Relationship in Health care sector with Special reference to Chennai.

Research Methodology: Descriptive research by a research instrument Questionnaire was used to collect the data by stratified random sampling and it is analysed by Statistical tests such as Pearson's Correlations and Multiple regression analysis.

Findings: CSR is linked in a positive way and it promotes Patients-Staff Relationship and the organisational performance in Health care sector.

Research implications: This research focuses on the CSR activities of the Health care sectors in promoting Patients-Staff Relationship. Marketing Professional have to frame and executives' constructive CSR strategies for societal benefits.

Keywords: Corporate Social Responsibility, Patients-Staff Relationship, Health care sector

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1. Introduction
Globalization, Technical, Technological growth, and better access to information highlighted the importance of social responsibility in an organization's practices. This study is to determine how the Health Care Sector practices (CSR) corporate social responsibility and to explore the influence of CSR on Patients-Staff Relationship in Health care sector with Special reference to Chennai. In Healthcare sector Duty refers to certain tasks the investors are guaranteed to respect and follow. The important accountability of any health care sector is to satisfy various needs of society through the practise of CSR. Socially responsible Healhcare sectors should find the best way to treat the Patients and promotes Patients-Staff Relationship in a positive way.

2. Review of Literature
Johnson (1971) stated that, businesses want to balance the stakeholders' interests and benefits through the Social responsibility. Kumar (2001) explained that, 4 models of social responsibility have operated in India such as, the ethical or Gandhian model, the statist or Nehruvian model, the liberal or Friedman model, the stakeholder or Freeman model. Balasubramanian (2005) found that the main motivating factors for practising CSR were the concern for social development, morals, and standards, confidence in the Gandhian model and the responsiveness to local communities.

Based on the World Health Organisation, India tends to carry more than 20% of the world's disease burden, nearly 70% of deaths are mainly caused by the communicable diseases, and India accounts for 15%. Moreover, NRHM has communicated the needed aspects which could be key for interventions in the promotion of institutional deliveries based on Janani Shisha Suraksha which was launched in 2011 so as to provide better maternity services for pregnant women (Yadav, 2019).

Furthermore, Gatti (2018) stated that aligning the CSR practices with the health care goals will enable in developing the local community, state wider societal expectations, enhance reputation level among the stakeholders.

Hategan, (2017), has mentioned that the CSR provides a necessary framework in which the hospitals tend to possess moral responsibility in impacting on the society and create better healthy environment.

Goyal and Kumar (2017) mentioned that CSR has enabled in creating competitive advantage of the health care services, moreover creating good social

practices enable in addressing the stakeholders trust, enhance social capital which increase brand image effectively.

Also, specified that CSR is an irreversible aspect which will channelise the resources of the organisation effectively. It enables in using the health care services more appropriately so as to enhance the health and wealth of the individuals in the community (Hur et.al., 2014). CSR practices also bring in more financial and non-financial benefits to the health care system.

3. Research Objectives
Primary Objective:
- To explore the influence of CSR on Patients-Staff Relationship in Health care sector with Special reference to Chennai.

Secondary objectives:
- To determine the (CSR) corporate social responsibility Practices in Health care sector.
- To test whether the CSR activities increases the organizational performance.

4. Research Questions
Some of the Survey questions are as follows,
1. What are the CSR activities followed by your organisation?
2. Is CSR influence your relationship with your patients? and so on.

5. Hypothesis of the study
Some of the research questions were transformed into the following 2 hypotheses such as,

Hypothesis 1:
Null Hypothesis: There is no significant relationship between the Corporate Social Responsibility and the Patient staff Relationship in Health care sector with Special reference to Chennai.
Alternate Hypothesis: There is a significant relationship between the Corporate Social Responsibility and the Patient staff Relationship in Health care sector with Special reference to Chennai.

Hypothesis 2:
Null Hypothesis: There is no significant relationship between the Corporate Social Responsibility and the organisational performance in Health care sector with Special reference to Chennai.
Alternate Hypothesis: There is a significant relationship between the Corporate Social Responsibility and the organisational performance

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in Health care sector with Special reference to Chennai.

6. Research Methodology

Primary Data about the relationship between the Corporate Social Responsibility and the Patient staff Relationship in Health care sector was collected afresh from 150 personnel working in Chennai Hospitals located in Ambathur, Avadi and Poonamalle by stratified sampling method followed by descriptive research design. The strata's were Doctors, Nurses and Ward In charge Persons. Data collected from the industrial reports, Articles from journals, newspapers and websites were used as a secondary data. The analysis was done by the SPSS 17.0 using the statistical tests such as Correlation and Multiple Regression.

7. Findings based on Analysis and Interpretation

Table 7.1 Demographics of the Respondents

Demographics of the Respondents	Particulars	No. of. Respondents	Percentage %
Research Participants	Employees working in the Healthcare sector	150	100
Employees working in the Healthcare sector	Doctors	50	33.3
	Nurses	50	33.3
	Ward In charge Persons	50	33.3
Employees working experience in the Healthcare sector	0 to 5 Years	33	22
	5 to 10 Years	45	30
	Above 10 Years	72	48

Source: Primary Data

Inference:

For this study, total of 150 employees from Health care sector was selected by stratified random sampling from the hospitals located in Chennai areas such as Ambathur, Avadi and Poonamalle. About {48%} are having more than 10 years of working experience.

Table 7.2 Validity and Reliability

Reliability Statistics	
Cronbach's Alpha	N of Items
.75	20

Validity and reliability were tested to determine the accuracy of the data collection tool and also to check the reliability and steadiness of the questionnaire. The reliability of the Questionnaire was checked by the Cronbach's alpha coefficient. The Validity was tested by framed questionnaire was studied by the academic persons. The Cronbach's alpha value obtained was 0.75 which shows the factors having the values above this are reliable for this research.

Table 7.3 Impact of Demographic Factor-Designation of the Respondents on the practice of CSR activities tested using Correlations

S.No	Correlations		1. The practice of CSR activities	2. Doctors in the Healthcare sector	3.Nurses in the Healthcare sector	4.Ward In charge Persons in the Healthcare sector
1.	The practice of CSR activities	Pearson Correlation	1	.012	.019	.095**
		Sig. (2-tailed)	**0.000**	.327	.126	.001

		N	150	150	150	150
2.	Doctors in the Healthcare sector	Pearson Correlation	.020	1	-.016	.172**
		Sig. (2-tailed)	**0.000**	.	.043	.000
		N	150	150	150	150
3.	Nurses in the Healthcare sector	Pearson Correlation	.056	-.093	1	-.456**
		Sig. (2-tailed)	**0.000**	.009	.	.000
		N	150	150	150	150
4.	Ward in Charge Persons in the Healthcare sector	Pearson Correlation	.025**	.334**	-.356**	1
		Sig. (2-tailed)	**0.000**	.000	.000	.
		N	150	150	150	150

For identifying the association between the Demographic Factor-Designation of the Respondents and the practice of CSR activities using correlations. The hypotheses are,

Ho: There is no association the Demographic Factor-Designation of the Respondents and the practice of CSR activities.

H1: There is an association between the Demographic Factor-Designation of the Respondents and the practice of CSR activities

Inference

From the above table it is inferred that; the significant value for all designation was 0.000 which is less than the P-Value 0.05. So, the null hypothesis gets rejected and proved that, demographic factor-Designation is having an impact on the practice of CSR activities. The level of implementation of CSR activities varies according to the designation of the respondents.

Table 7.4 Impact of CSR on the Performance of the organisation tested using Correlations

Correlations				
S.No			**1.** CSR activities	**2.** The Performance of the Organisation
1.	CSR activities	Pearson Correlation	1.000	-.070
		Sig. (2-tailed)	**0.000**	.004
		N	150	150
2.	The Performance of the Organisation	Pearson Correlation	-.030	1.000
		Sig. (2-tailed)	**.000**	.
		N	150	150

Ho: There is no association between the CSR activities and the Performance of the organisation**.**

H1: There is an association between the CSR activities and the Performance of the   organisation**.**
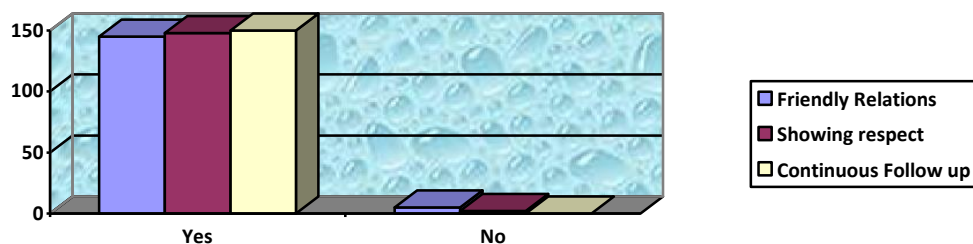
Inference

From the above table it is found that, the significance values are 0.000 which is smaller than the P-Value 0.05. So, it is proved that there is an association between the CSR activities and the performance of the organisation. CSR activities esplanade the employees to show respect and follow up to the patients which in turn boost up the image of an organisation.

Table 7.5 Impact of CSR on the Patient employee Relationship in Healthcare sector

Patient employee Relationship in Healthcare sector	Particulars	No.of. Respondents	Percentage %
Friendly relations	Yes	145	97
	No	5	3
Showing Respect	Yes	148	99
	No	2	1
Continuous Follow up	Yes	150	100
	No	0	0

Source: Primary Data

Inference:

It is inferred from the results that majority of the respondents agreed that the CSR activities are having the impact on the patient employee relationship such as rendering friendly relations with the patients, showing respect to them and have a continuous follow up.

Table 7.6 showing the relationship between the CSR activities and the patient employee relationship tested using Regression analysis.

Table 7.6 i) Showing the descriptive statistics of the relationship between the CSR activities and the Patient Employee relationship

S.No	Descriptive Statistics			
		Mean	Std. Deviation	N
1.	**CSR activities**	7.12	3.456	150
2.	**Patient Employee relationship**	5.09	2.987	150

Table 7.6 ii) showing the correlations of the relationship between the CSR activities and the Patient Employee relationship.

S.No	Correlations		CSR activities	Patient Employee relationship.
1.	**Pearson Correlation**	CSR activities	1.000	-.002
		Patient Employee relationship.	-.002	1.000
2.	**Sig. (1-tailed)**	CSR activities	.	.002
		Patient Employee relationship.	.001	.
3.	**N**	CSR activities	150	150
		Patient Employee relationship.	150	150

Table 7.6 iii) showing the variables entered/removed of the relationship between the CSR activities and the Patient Employee relationship.

Variables Entered/Removed[b]			
Model	Variables Entered	Variables Removed	Method
1	**Patient Employee relationship** – Friendly Relations, Showing Respect, Continuous Follow up	.	Enter

Source: Calculated Data a. All requested variables entered.   b. Dependent Variable: Patient Employee relationship

Table 7.6 iv) showing the model summary of the relationship between the CSR activities and the Patient Employee relationship.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.647[a]	.408	.404	0.462

a. Predictors: (Constant), CSR activities Source: Calculated Data

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Table 7.6 v) Showing the Anova of the relationship between the CSR activities and the Patient Employee relationship.

Anova[b]		Sum of squares	Df	Mean Square	F	Sig.
Model						
1	Regression	14.01	1	1.327	3.687	.000[a]
	Residual	126.10	149	0.971		
	Total	140.11	150			

Source: Computed Data

a. Predictors: (Constant), **CSR activities**
b. Dependent Variable: **Patient Employee relationship.**

Table 7.6 vi) Showing the Coefficients of the relationship between the CSR activities and the Patient Employee relationship.

Coefficients[a]		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
Model		**B**	**Std. Error**	**Beta**		
1	(Constant)	7.043	.043		6.287	.000
	Patient Employee relationship.	-.012	.002	-.002	-.023	.000

a. Dependent Variable: **Patient Employee relationship.**

Inference

The results from table 7.6 i-vi) revealed the independent variable, CSR activities and the dependent variable Patient Employee relationship among Healthcare sector employees in Chennai. The collected primary data were tested using the t-test multiple regressive model. The results depict that the CSR activities has significant effect in Patient Employee relationship. Overall the multiple regression model taking Patient Employee relationship as a dependent variable came out to be significant. As depicted, the coefficient of determination came out to be .408 which means this model has explanatory power of 40.8% with respect to Patient Employee relationship. The minimum variance or F ratio (3.687) came out to be significant at 1%. It was found that there is positive significant impact of these independent variables on the dependent variable (F=3.687) (0.000). The value of Beta Coefficients for all the independent variables show a positive association within the model. The value of (R. Square=.408) and (R=.647) predict a goodness of fit between the set of independent variables and the dependent variable. When we examine the regression analysis value, through the above table the, Significant value is 0.000 which is lesser than the P value (P<0.01). So, we can reject the null hypothesis at 1% significance level and found that, there is relation between CSR activities and the Patient Employee relationship among Healthcare sector employees in Chennai.

Conclusion

This study analysed the relation between CSR activities and the Patient Employee relationship among Healthcare sector employees in Chennai. In this study Patient Employee relationship is measured by considering employees' in Healthcare sectors using the factors such as Friendly relations, Showing Respect and Continuous follow up. CSR activities are having positive impact on Patient employee relationship and the organisational performance.

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