

Business Excellence through the Corporate Social Responsibility and Innovative Strategy

Dr. Navneet Kaur¹, Dr. Harneet Kaur²

¹Professor, SGTBIMIT, Delhi

²Assistant Professor, Public College, Samana

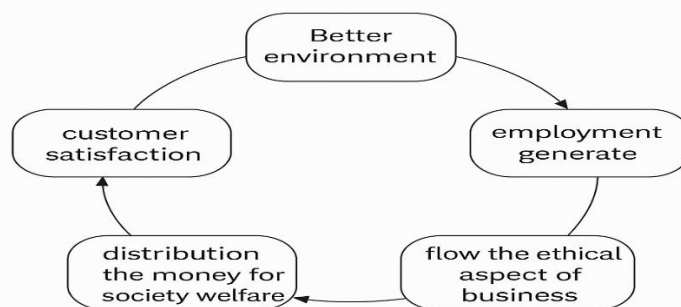
Abstract:

In today's time the compaction level in the market has become very high. Because the monopolistic compaction has come into the market at very high level. Every company wants its business to be excellence. And the company imposes its full effort so that it can survive in the market and make its profit. That's why the company wants to make its business and excellence but its biggest factor is how can it be able to beat own competitor, because every business and company when it is made new, there is a lot to be innovative so that the customer is attractive towards the product and buy the particular product. And if there is an old company, then it wants to maintain own stability and wants to beat competitor by the full field of customer demand in a reasonable price. If we want to make our business and excellence level, then our most innovative strategies for it will be that we prepare a framework for our business while fully appealing to corporate social responsibility. if we want to make our business an excellence, our first strategy will be that of corporate social responsibility, we will get customer satisfaction at high level because there is no defect in any product that we make for the customer, because any customer they do not want to buy any product, that gets any deficiency anywhere in it or if there is not any kind of problem in the product and services. so the most important thing to make business excellence is that for CSR, we have to work on quality best management only than we will be able to retain our goals and mission or vision of the business excellence. There are many models of business excellence, but out of which 2 models, there is given very good output that is TQM and six sigmas. And these models are based on CSR and innovative strategies.

Keywords: CSR, business excellence, strategy, competitor, customer satisfaction, no defect.

Introduction:

We have summarized in our paper that how can we develop CSR to build business for Excellence and what will be our strategy for help in achieving our mission and vision goals. in today's time, every company wants to make their business excellence because the compaction level in the market is much higher, a company wants to beat another company and the company which is at an excellence level can get success to this work, the company wants it that the companies has become an excellence at the earliest but there are the some process for this like if any business has to make excellence so it is necessary for him that we make him better than excellence after this process 'company can achieve own business excellence, now our main focus is how can we create business excellence through corporate social responsibility, what we have to do and what is the process, because when we make business after excellence, after the good, best or better, there are the main responsibility of this process and one of them is social responsibility because business is customer orientation

**CSR Model**

If we want to move business through corporate social responsibility, then first we have to understand that where our environment is doing business, it is free of pollution because the pollution free environment is a good business identity. It is the very important for employment generation to make the business excellence why people share as much as possible so that more people associated with the business, the faster the business goes forward and the people also get the employment. Third one is flow the ethical aspects of business we should make the right of our business through the ethical way. We should not steal tax and move the business in legal form. Company should not to do any work which is destroying an ethical business somewhere. if the company is going profit, then it should be given some part of its profits to the distribute for social welfare, because there are many people in the society whose economic condition is not good, they need money, if any company do help, somewhere, a positive impact will come to their mind that if the company does very well, then the company's reputation will come increase and it help to make business excellence. And last one is customer satisfaction when the customer gets full satisfaction then business will process in continuity. (1) to improve the business excellence, social responsiveness was divided into four parts, if we were to fill these four parts than it will help our business to make excellence.

**Figure No. 2: Social Responsiveness Model**

There is a lot of challenge to pursue the CSR Through the CSR process, and then the company becomes the acquisition, because in today's time, the technology is all adopt, but excellence are very few companies, because some where they do not push business forward by strength. through the CSR, business CSR is divided into the four parts which we will study one by one

this four pints tells us how we can make business an excellence through corporate social responsibility, there are many companies today who are applying csr and their reputation is very much in the market, when any business has good reputation then it is reached at excellence level.

1. Environmental responsibility:

This is the first responsibility for any business in which it scans the environment that the environment where we are stabilizing our business, environmental CSR also does lot of roleplay, its helps us to understand how we can grow our business and what are the people's requirement, its helps the customer to understand the satisfaction level as to whether the customer holds expectation from any company and what is the need for it.

2. Philanthropic initiatives:

The philanthropic initiative is very biggest social responsibility, in which a large number of companies distribute their money to social welfare, whenever there is many kind of disaster management in the society or these is a natural problem then such a big company is understand people problem and they provide financial help for reduce the problem and it's a good way to improve and awareness of business.eg:- Microsoft co-founder donated billions of dollars to the Melinda and bill. this donation of social welfare and people are felling happy for the donation money.

3. Ethical business practices:

Ethical business practice is very important to make CSR through excellence in it, basically we pay equally to all of us and enhance our business like ethical aspect.

4. Economic responsibility:

Economic responsibility also play a lot of support in CSR. Company prepares its overall budget in terms of how much budget it will cost, programming and it is also a financial structure in some way. it is very helpful for any company it basically companies optimize their business and at least they want to make their business excellence in low cost and if the customer wants to get things promoted, then company applies method such as recycle so that company can make the business excellence and cost is too low.

Literature Review

Making excellence in our business has become very important in today's time, for the companies are suffer on a lot of problems, but they are working hard day and night to bring their goals. All major multinational compani9es practicing these models are not easy for any company because the technology of business models it's not easy of adoption. If we talk about our country, in many cases here our country comes into the count of a developing country but people do not have an employment they do not have money to save it for their life. But here due to the fact that corporate social responsibility is very important in India or by taking the name of the Indian company, then Wipro is a very good company of IT sector that fulfills the model of business excellence and it also works as corporate social responsibility. Wipro company donate 25% of their profits for poor children's education to the children free of cost

.there are so many such awards all over the world that given in the area of business excellence through CSR.

Table: International Business Excellence Awards

Name of Award	Region	Country
Australian business excellence awards	Oceania	Australia
Belgian business excellence awards	Europe	Belgium
Canada awards for excellence	North America	Canada
China quality award	Asia	China
Deming prize	Asia	Japan
Dutch quality assessment	Europe	Netherlands
EFQM Excellence award	Europe	Europe
Indonesian quality award	Asia	Indonesia
Iran national quality award	Asia	Iran
Rajiv Gandhi National Quality Award	Asia	India
IMC Ramakrishna Bajaj national award	Asia	India
UK Business Excellence Award	Europe	United Kingdom

National Quality Awards & CSR Ranking Table

National Quality and Excellence Prize – Regions:

- Asia – Israel
- Rajiv Gandhi National Quality Award – Asia – India
- IMC Ramakrishna Bajaj National Award – Asia – India
- UK Business Excellence Award – Europe – United Kingdom

Table No. 2: Top Companies Applying CSR for Business Excellence (2017 CSRrep track):

Rank	Company	CSRrep Score (2017)
1	Lego	74.4
2	Microsoft	74.1
3	Google	73.9
4	Walt Disney Company	73.5
5	BMW	71.5
6	Intel	71.1
7	Robert Bosch	71
8	CISCO	71
9	Rolls-Royce Aerospace	70.7
10	Colgate-Palmolive	70.4

Objectives of Business Excellence through CSR

1. Providing best services to the customer.
 2. Customer satisfaction level is at the top position.
 3. To move business through ethical aspect.
 4. Working of social welfare related work.
1. Providing best service to the customer by focusing on quality management.

2. Innovative strategy is crated for achieving the business mission, vision and objectives.
3. Donating money for the welfare of society.
4. Improving business performance through zero-defect technology.
5. Supporting society by offering products at prices that meet the needs and expectations of different types of customers.
6. The most important objective for companies that follow CSR is that they do not focus only on profits. They believe that when customers are satisfied, profits will follow naturally.

Methodology

The purpose of this paper was the CSR has become very much relevant in today's time as the customer is changing with technology. If chinless companies were too much in the market then people use Chinese products as they would get them at the price and everyone was her eligible to purchase goods and services. but since the business excellence model has a come in the market that change the business working way, because in today's time customer wants to quality full product the customer wants a little more than his money but they gets the quality full product because they focuses on the quality. In today's time people are so busy that they do not have the tome to go back and buy things in the market. Due to the demand for customer quality full product and management business excellence always walks on quality. the Chinese company does not working in a quality waste material they and want to only earning profit, the Chinese company made the product from to which the had been promoted to the customer, did not focused at all on the quality, due enterprise, through Chinese market has gone down too much. Chinese company is a very large applying the CSR which we can understand how the business can go down quickly by not the beginning time, if but company have not followed CSR, then it will be able to run its business in they will not be able to survive business in the market till long time.

Analysis and Discussion of Business Excellence through CSR

TQM (total quality management) (2) the model are underpinned by latest research in total quality management, business excellence, best pratices and benchmarking. This model is used by 10000 organizations in the worldwide. History of total quality management.

Figure No. 3: TQM Model



Figure No. 2: Social Responsivoness Model

Talk about the history of TQM, the first term was come in the organization defective in that was mass it. For example, if we had created 100 cars, after their formation, we would have mepection. Basically we checked after making a product in mass inspection that there was no hod checked a preat how many cars from it are defective. in this process of mass inspection, the companies deal of losses-due to this process because they only focus on manufacturing if they view of these problems, the organization created a new advanced technology which we call the on quantity then this condition is not created and they do not have to suffer much loss. In acceptance sampling because they were very unsatisfied in that first condition, they had suffered loss and their losses were very high and companies did not make much profit. So they did short listing all these problems, they made advance technology. (3) Acceptance sampling the procedures become common during world war 2. this technology is developed by the Harold not check the 100% exception, then the acceptance sampling was come in this technology we Dodge, when the world war was happening, in the condition that the bullet from which we could not end and we used to product for a little bit of deficiency. But this technology did not work on checked only a few sample pieces, and it would have been beneficial to us that our entire bullets did concept of TQM.

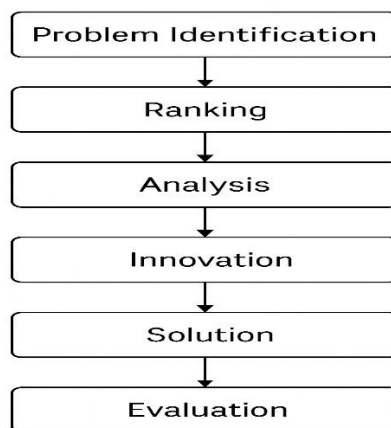
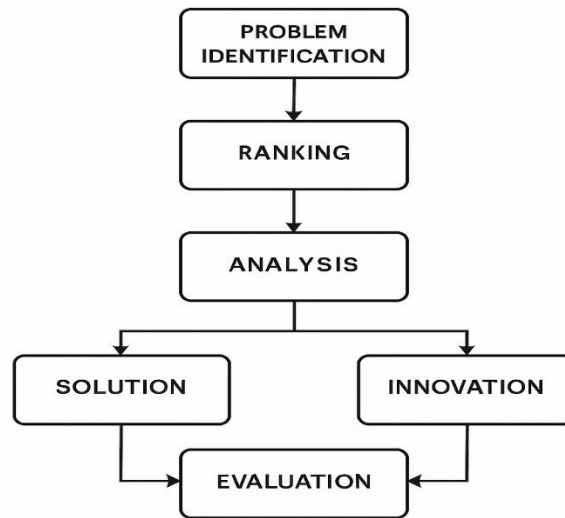


Figure No. 4: The PRAISE 6-Step Method of TQM

In the that implementation what is of TQM, we first identification the problem, this is the first process. We discuss that causing problems in the market and what problem is face by the customer. Let them we prepare the list by identification. After that, our second step is that if we rank search with the problem which identifications, we rank them in the problem market, then by ranking we analysis the problem is the highest market and work first removes them. After that we it problem that we take an overview of what we need to do in this problem and we call meaning of analysis, this, we mean in analysis, that we we know what is causing the problem, why do we know the After that we do innovation have a problem in our method and our analysis gets processed? of problems of regarding innovation like we apply the innovative strategies. after that we remove its solution of the problem which we have seen which are ranked, and our final step is the same evaluation whatever we have done with the problem inside the entire processor, we will make an evaluation of whether we created the strategies which we innovated, whether a positive result is coming or not, and this is the full process of

TQM, which always moving in a continuous way. (5) Now the discuss about 6 Cs of TQM that are very important and successful implementation



The six PRAISE steps are:

1. **Problem Identification** – Recognizing what issues exist and understanding customer concerns.
2. **Ranking** – Prioritizing problems based on their severity and impact.
3. **Analysis** – Examining the causes of the identified problems and determining what needs to be corrected.
4. **Innovation** – Developing new or improved strategies to solve the problems.
5. **Solution** – Implementing the innovative strategies to remove the issues.
6. **Evaluation** – Reviewing the results to ensure that the improvements are effective and sustainable.

These steps form a continuous cycle that strengthens organizational quality and supports long-term business excellence.

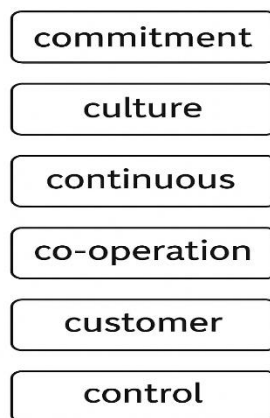


Figure No. 5: The 6 C's of TQM

In the commitment, which is the first step to make TQM good, we make commitments for any product that we will make it good and work together to complete the organization. The place where we apply TQM the most important things that we must consider that is culture, according to the culture organization apply own approach. And the third step is continuous, in the organization take approach in continuous way; this is the point of never ending. The corporation was very much needed because we cannot move any of our plans forward unless all the people will be corporate together. after that, our fifth step is customer focus paying a lot of attention to the TQM Basic customer focus as it create quality full product and completes the customers acquisition. And our last step is to control this whole process, it is most important to control it so that there is no disturbance in any type of step, the controlling point is very important and then the process continuation always, that is TQM.

Sigma

Six sigma concepts were developed in 1987 by Motorola. Six sigma concept works on zero defection, when the six sigma concept came, than the counting of the products from percentage to million and parts per million concepts is started. If a company makes 100000 units, if the company gets three units defective out of it, the company follows six sigma practices. In the type of practice, many companies are pushing their business by taking the concept of six sigma these are the example of 6 sigma Practices Company.infosis,wipro,3M,bank of amarica, TATA,etc

DMAIC improvement process

Dmaic refers to data -driven improvement cycle used for improving, optimizing and stabilizing, this implementation is based on the 6 sigma concept and this is very useful.

DMAIC stands for:

- **D** – Define
- **M** – Measure
- **A** – Analyze
- **I** – Improve
- **C** – Control

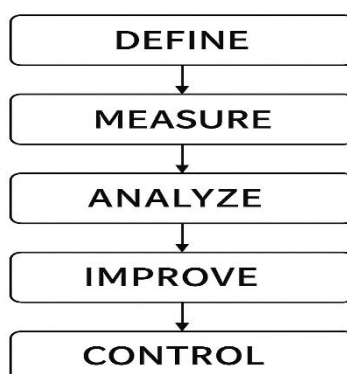


Figure No. 6: DMAIC Process

The DMAIC cycle is a core component of Six Sigma methodology and is used for continuous improvement. It includes five key stages:

- **Define** – Identify the problem and outline the project goals.
- **Measure** – Collect data to understand the current performance level.
- **Analyze** – Study the data to find the root causes of problems.
- **Improve** – Develop and implement solutions to eliminate defects.
- **Control** – Monitor the improved process to maintain performance.

This table shows the standard deviation increments along with the corresponding measured values and normalization values. It is used to evaluate how far data points deviate from the mean (in this case, a mean of 7 and SD of 1.3). The table helps determine process capability and identify where improvements are required.

Standard Deviation Increment	Your Data	Normalization
-3.0	3.10	0.003409114
-2.9	3.23	0.004578871
-2.8	3.36	0.006088809
-2.7	3.49	0.008016104
-2.6	3.62	0.010448438
-2.5	3.75	0.013483308
-2.4	3.88	0.017226562
-2.3	4.01	0.021790029
-2.2	4.14	0.027228148
-2.1	4.27	0.033833535
-2.0	4.40	0.041531513
-1.9	4.53	0.050473704
-1.8	4.66	0.060703891
-1.7	4.79	0.072345444
-1.6	4.92	0.085323719
-1.5	5.05	0.099628892
-1.4	5.18	0.115174974
-1.3	5.31	0.131821994
-1.2	5.44	0.149373888
-1.1	5.57	0.167578598
-1.0	5.70	0.186131327

Figure No. 7: Six Sigma Graph

This graph illustrates a normal distribution curve, showing how process performance aligns with Six Sigma standards. The peak represents the most common outcome, while the side regions show deviation from the target value.

TQM and Six Sigma Play an Effective Role in CSR

TQM and 6 sigma play very effective role in corporate social responsibility, in today's time customers focus their most on quality; they need the most of quality full product. They can buy

things expensive but cannot buy inferior quality. And corporate social responsibilities always work with the customers welfare related work that the customer gets good value in the right price, whose quality is good. there are many companies that flow this type of business excellence through CSR, infosys company always given the quality full services to its customer and these companies also follow CSR when the floods in Kerala came in Infosys company had distributed a lot of packages to the distributor, it shows the CSR and it shows how the company is making excellence in its business by following CSR. CSR always thinks of business environment, economic and every kind of practice thinks about it and we evaluated how much it can be possible to increase CSR business through to how much business excellence can be several businesses, including Infosys, follow CSR actively by supporting communities. For example, during the Kerala floods, Infosys distributed relief packages, demonstrating excellence beyond business performance. CSR helps organizations grow ethically while maintaining high-quality services.

CSR also emphasizes environmental, economic and social responsibility. When organizations follow CSR consistently, they enhance customer trust and strengthen their brand reputation.

Findings of the Study

The purpose of finding the study is to make the business excellence, and how to make it through the CSR. it requires a lot of strategies and we have created innovative strategies in the same way. Through stratigraphy we can find out how to make our business excellence is created in many areas but CSR is a separate criterion in which we take the society together with our business studies. If we want to retrieve the goal of business excellence through the CSR, then we have an innovative strategy for which the strategy basically tells our finding area that we have found the study done in what is the role of strategy in CSR, if we understand this, and then we can easily.

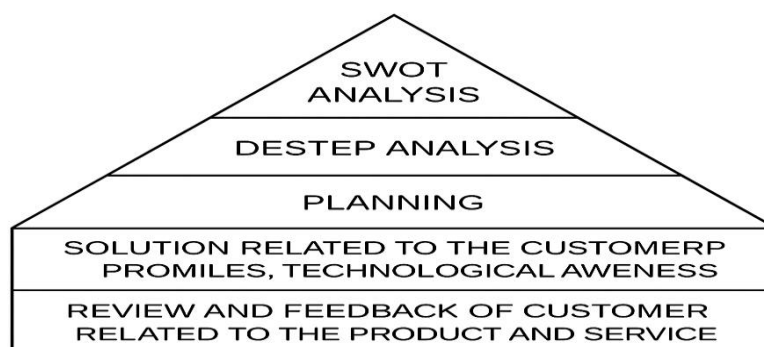


Figure No. 8: DESTEP Analysis
(This is an innovative strategy to achieve the goal of business excellence)

Figure No. 8: DESTEP Analysis

DESTEP Analysis is an advanced tool used after SWOT analysis to understand the external environment of a business. DESTEP includes:

- **Demographic**

- **Economic**
- **Social**
- **Technological**
- **Environmental**
- **Political**

DESTEP is useful because businesses cannot apply one strategy everywhere. It helps understand how CSR can be adapted to different market conditions. After DESTEP, the next steps include planning, addressing customer problems, identifying technological needs, and collecting feedback to measure customer satisfaction.

Conclusion

We have found out this compilation in our paper the if the business is to create an excellence, excellence. and then we if have to follow the CSR because it is an advanced technology to make the business will be we follow the social responsibility in the business, then the customer satisfaction highly accrued because there are many such ruler areas where we cannot promote our product and services because the people there are not much educated and do not understand about the products and services which obstruct the making of our business accidence somewhere. if there are full-scale corporate social responsibility, help people get financial help, give them the offer and get them the reasonable price product available and this approach to help the business excellence. By doing this, our product will be popular in a very short time and our business will grow very quickly, and by doing so, we will beat our competitors very easily, to make the business excellence, it is important to flow some practices too, in which there is a TQM and 6 sigma. This is a modern approach of business excellence and every successful and multinational company is following this practices.

Limitation of the Study

If we want to make our business excellence through CSR, then we cannot make excellence in term and condition scores, and work inside it. If we want to make our business good through corporate social responsibility then we have some limitation for this, if company is multination and it work at global level, than fulfilled the social responsibility is very easy, companies that donate money to the good of society, if we talk start-up level company in our paper, this type of follow CSR, are top ranking companies they have so much money, and then these companies ate company have not more money for the donation and the models of companies is also to much costly and adaptation of this model is very difficult that's why because in the startup level of company, they have not more money to expend in business models .quality base models are very costly and it's very difficult to practices of this model .

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