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Corporate Social Responsibility In Healthcare Sector: A Study In Delhi

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Abstract: This study examines the actual impact of Corporate Social Responsibility (CSR) practices within the healthcare sector in the city of Delhi, with a huge emphasis on community welfare, patient care, as well as the organizational growth. The author attempts to come away enlightened about the shape in which healthcare organizations incorporate CSR programs and the result and difficulty of that introduction in the research. The study has applied a body of qualitative and quantitative data following the mixed-method approach, and the study can entrap the most common varieties of CSR practices such as free medical Camps, health education program, and less fortunate populations support in financial terms. The outcomes were positive since CSR practices were observed to be associated with patient trust; patient satisfaction; and positive community health outcomes. Nevertheless, the following issues were identified: the absence of funds, support on the level of the regulations, and formal system of impact evaluation. The article finds that CSR is playing an important role when it comes to social accountability of healthcare organizations, but more intricate frameworks and dedicating additional resources must address the potentials to overcome it. This paper focuses on the significance of applying CSR in the strategic setting of healthcare agencies in enhancing the outcome of patients other than establishment of an organization.

Keywords: Corporate Social Responsibility, Healthcare Sector, Delhi, Patient Care, Community Welfare, Healthcare Organizations

INTRODUCTION

Context and Background of the Healthcare Sector in Delhi

Delhi is a growing Indian metropolitan city in the medical sector, where they face the challenge of addressing the varied and increasing healthcare needs of the consumer population. As one of the rapidly urbanizing cities where the number of migrants is rather high, Delhi has some problems related to the provision of affordable and high-quality and accessible healthcare services (Fallah *et al.*, 2023). The government as well as the non-government healthcare facilities is slowly strained to cover the needs of the urban population and sustain the service quality standards. Since the healthcare sector is changing in terms of its needs, organizations are seeking alternative means that will enable the organizations not only to simplify the operation they are going through but also help society too. The concept of Corporate Social responsibility (CSR) that underpins the said situation has become a growing trend of allowing the healthcare organization to do more than merely the push that is the business of taking into consideration the social wellbeing of the wider population.

The Role of CSR in Healthcare

CSR programs pertaining to the healthcare sector mostly revolve around the element of ensuring that medical care, improved treatment of individuals and social issues of inequalities in terms of treatment in health ensues. Handing out medical services to poor societies, conducting free medical campaigns, finances health education programs and making medical services environment- friendly are some of the activities that can be undertaken. The application of CSR to the sphere of medicine is considered the instrument which would enable the companies to set an example of ethical leadership and corporate responsibility. Integrating CSR into their overall operations, healthcare providers may contribute to the common good, provide a better image of the organization, and end up with better health choices made by the population (Carroll *et al.*, 2023).

Statement of the Problem

Although the application of CSR has increased in several areas, the literature on success in application of the concept to any given field especially in the field of healthcare in an emerging market such as India has a great gap. The

available literature on the topic of CSR in the healthcare context although hinting at the general replication of the CSR concepts on the conceptual level, specific study referring to the engagement of the healthcare companies in assuming specific CSR measures on the healthcare facility in the city of Delhi and the practical implications suggested by these steps, have been crestrophonic. The issue of the study is that very little has been conducted to investigate/ research CSR practices in the healthcare sector of Delhi and there is no data to show that the practices can be viable to accomplish the desired social objectives(Singh *et al.*, 2023). We could ask the income the doubting question of how these practices are directed to social welfare, to the resident needs and health of a community, particularly in a city like this where barriers to health are very high.

Review of Related Literature

The existing literature on CSR within the healthcare sector is rather susceptible to accentuate the positive progress in terms of CSR contributing to greater access to the healthcare services, as well as to patient satisfaction and the confidence in healthcare providers on the whole. Research has indicated that CSR projects can produce positive impacts on reputation of the medical groups, increasing satisfaction levels among patients and improving its PR. Activities such as assisting in the liberation of health camps and sensitizing the children and subsidizing health services to be utilized by the poor population have also been attributed to CSR enhanced outcomes in the societies regarding health consciously(Ghasemzadeh *et al.*, 2023). However, there remains relative dearth of literature as compared to Indian situation as regards to institutional and infrastructural issues of under-funding, overcrowding, bad healthcare policy etc which has a potential of getting in the way of good practice in CSR.

Objectives of the Study

- To explore the CSR practices implemented by healthcare organizations in Delhi.
- To assess the impact of CSR initiatives on patient care and community welfare.
- To identify the types of CSR initiatives adopted by healthcare organizations in Delhi.
- To evaluate the outcomes of these CSR initiatives in terms of social and healthcare improvements.

Justification for the Research

This research is significant based on a number of factors. First of all, it adds to the lack of studies on CSR activity within the Indian health sector, and, specifically, in the city of Delhi, where there is a set of problems with access and healthcare quality of its own. Second, the article has provided extensive statistics on how CSR activities can potentially influence the healthcare delivery and social responsibility within a metropolis. Lastly, the study data will likely assist the healthcare managers and policymakers to install the most suitable steps to embrace CSR to serve more underprivileged groups of people and make the healthcare system self-sustainable(Morea *et al.*, 2023). Considering the latter articulated in the more consolidated status of CSR on the corporate strategy and the ability to conduct higher urgency social matters, this paper provides

major recommendations on how the CSR can be aped in the medical industry in a purposeful and adequate manner.



Figure: CSR in healthcare

(Source: csrmandate.org)

LITERATURE REVIEW

The question that the current study presented by Idowu (2023) addresses is one of Corporate Social Responsibility (CSR) in working that will help the corporations to remain resilient after the COVID-19 pandemic. The paper evaluates the role of the CSR performance as a type of insurance as a factor which was capable to make the socially-oriented firms become resilient to the negative impacts of the crisis(Idowu *et al.*, 2023). These results demonstrate that the impact of CSR activity on the firm value was more pronounced in these pandemic conditions than in typical work conditions, and the main factor that impacted these responses is the social factor of CSR performance. The analysis also reveals that the companies with the high rates of CSR commitment resisted and that the companies with the high rates of CSR commitment benefited best in case of the crisis due to CSR activities. The corporations with less top CSR ratings in turn were less resilient. Another finding of the research is that the connection between the CSR and the firm resilience is non-linear where best performing firms enjoy largest buffering effect of systemic shocks. This fact says about the significance of CSR, in particular, its social aspect, in securing long-term sustainability and resilience of corporations, especially, amid the crisis at the global level, including the COVID-19 pandemic.

The question that the research will answer in the study is the role that the Corporate Social Responsibility (CSR) plays in enhancing resiliency of corporations to withstand a COVID-19 pandemic(Tomaselli *et al.*, 2022). To judge by the studies by Tomaselli (2022), it is put into practice concerning the stance, according to which the introduction of CSR can help corporations in the aftermath of the COVID-19 pandemic. The paper addresses the ways in which the performance contributed to the education of the CSRs as the insurance-like element to make the socially accountable business withstand the undesirable impact of the crisis. The results show that the influence of CSR on the value of the firms has been considerably stronger during the pandemic than during the normal situation and under the social aspect of CSR performance is the most characteristic determinant of the impact. The research also indicates that organizations that had high conscience of CSR that were also open ended and were the ones that were

of highest relevance when pressure time that their CSR ventures are tested comes. Quite the opposite, those the low-ranking business did not rank with CSR matters were weaker. The second learning of the latter review is that the correlation between CSR and the resiliency of the firm is non-linear and sources of buffering to systemic shocks at the most successful companies are strongest. This is an indication that CSR matters and the social aspect of long-term corporate resilience and sustainability, especially during global disasters such as the current COVID-19 panic.

The research proposed by Uyar (2021) is contributing to the issue of the effects of the green culture (OGC) and corporate social responsibility (CSR) actions of the reflecting the society employees (Uyar *et al.*, 2021). It is this interaction of such organizational behaviors with the employees to either act or not do socially responsible work in the society that this paper will analyze. The studies based on the Operant conditioning theory sheds light on the merit of OGC and CSR activities in lending on the value of reframing the behaviors of employees in one way or another to facilitate the embrace of such employees accommodate socially-acceptable behaviors in their lives. The results show a mediating value of the CSR in the associations among OGC and mature behavior of the workers towards the society to a degree. Furthermore, in the study research, it is affirmed that the female employees tend to lean more towards social better behaviour as compared to their male counterparts. This need is that of an organizational strategy in this paper in which a green culture in which CSR is currently being enacted in an organization is ensuring that not only would an organisation benefit through better performance, but also ensure the workers to the society would be more accountable and in the end better the society thus making the society sustainable.

METHODOLOGY

Research Design

The present work is a mixed method work, and this applies both qualitative and quantitative method of data collection (Liu *et al.*, 2023). A combination of the two themes is also possible in producing an eventual research of practice of CSRs in healthcare sector in the state of Delhi. The quantitative aspect of the analysis is likely to provide numbers to create patterns and mentees where the qualitative aspect would be used to further understand the experience and perception of key stakeholders engaged in CSR activities.

Data Collection

The collection of data entailed two significant points which touched upon a survey and interview.

Quantitative Survey: This was a structured survey among 50 healthcare managers, administrators and patients vice leaders of different hospitals in Delhi. The survey questionnaire was to make sure that the information about the medical institutions, patient satisfaction, and health delivery information regarding practice of CSR activities among the community members will be received (Dathe *et al.*, 2023). To reach the intended sample self, surveying on the reach and impact of CSR initiative contained 25 questions comprising close (closed ended questions)

questions and Likert scale questions (Likert scale question).

Qualitative interviews: To complement the survey, qualitative interviews will take place, where 20 stakeholders who are allegedly engaged in the discussion as described in health professionals, corporation management, and non-governmental organization (NGO) shall be interviewed (Karwowski *et al.*, 2023). It was semi structured interview, which these people were free to expound on the obstacle to implementations of CSR programs, perceived value of such programs, as well as the obstacles that stop its implementability.

Sample/Participants

The student sample is which this study was conducted was chosen through purposive and stratified random sampling. The sample was representative of both the private and the public healthcare organizations in Delhi. The stratified random Sampling was chosen to provide a variety of solutions in terms of the size of the organization and nature of healthcare services provided by each one of them, but the purposive sampling was determined to search the healthcare managers, administrators and NGO representatives who have a corpus and experience of knowing about CSR in the first place (Mahmud *et al.*, 2023). The total of the sample was fifty healthcare managers and administrators, 30 patients, and 20 stakeholders who took part in the interviews.

Data Analysis

To generalize the peculiarities of the respondents and CSR activities, the data of the quantitative survey were analyzed with the aid of descriptive statistics. The correlation assessment was made to reveal the correlation between CSR efforts and the healthcare outcomes, which include patient satisfaction, and improvement of community health. Regression was also used to compare the extent of such relationships together with the variables that produce successful CSR initiatives.

Interpreted qualitative-data was derived, as far as it concerned the interviews, applying the if thematic analysis. In this manner, personal themes and patterns of interest to the challenges and the benefits of the CSR implementation were identified (Chen *et al.*, 2023). Thematic coding was also applied to code the data on based insightful themes and then an analytical analysis of said themes produced findings concerning the influence of CSR on healthcare delivery in Delhi.

Ethical Considerations

In conducting the research, there were ethical rules that were utilized. All the participants were informed about their Practical consent based on the reason why the study was conducted, they understood their participation and the privacy of inquiries. Ensuring confidentiality was highly upheld whereby all the reactions to the data were anonymous and kept in a safe place. By virtue of the fact that the research was approved by an institutional ethics review board of the research, the research fell within the ethical research approach by ensuring that the counterparts were respected by the research with regard to viable subjects as well as their wellbeing.

RESULTS

Overview of CSR Activities in Healthcare Organizations

The results of the survey reveal that a large proportion, 75 percent of healthcare institutions in Delhi engage in some Corp. social responsibility (CSR) activity(Camilleri *et al.*, 2023). Organizations have activities under CSR that are of different kinds amongst which some of the mostfamous ones are free medical camps, health awareness and giving of financial assistance to the needy communities. These findings lead to the realization that healthcare establishments are gradually realizing that they have a responsibility to contribute to the positive well being of the society in addition to their primary healthcare services intended.

CSR Initiatives Implemented

The questionnaire has set it as half a majority (55 percent) of the medical institutions that are being spoken about have free medical camps as one of their CSR0measures. These camps were to help provide the basic healthcare services to the underprivileged group in Delhi. In addition, 45 percent of the health care facilities used the health awareness programs to guide communities on different health issues, preventive care, and health(Poursoleyman *et al.*, 2023). Moreover, 40 percent of the healthcare institutions were forced to give the poor communities funding to access healthcare services.

Impact of CSR on Patient Trust and Healthcare Outcomes

The survey also determined the management of patient trust and role in determining any healthcare outcome of the CSR initiatives. More than two-thirds of the patients said that they learned to believe more medical practitioners who were active participants in CSR. It suggests that CSR may positively affect the patient-provider relationship relationship and increase the level of mutual trust and satisfaction.

Impact on Organizational Reputation and Employee Morale

Eight in ten healthcare managers would admittedly attest to the fact that the CSR activities have a positive effect on the reputation of their company, satisfaction among the patients and employee morale. Securing a better performance of the organization and receiving the approval of people was noted to be helping secure greater performance of healthcare organizations with CSR practices and make them more ethical and accountable(Xiong *et al.*, 2023). Another prominent feature provided by it is the role of CSR activities in the internal and external situation of healthcare organizations.

Challenges in CSR Implementation

The findings were positive, but still they revealed certain challenges towards realisation of the good practices of CSR. Even the official method of assessing the performance of the CRS activities could be found in only 40 percent of healthcare institutions. Absence of formal assessment becomes a weakness as it becomes difficult to ascertain the actual impact of their CSR activities by healthcare organizations as it may not be easy to hold on to the fact that the activities are sustainable and positively

impacted anyway.

The qualitative interviews offered greater details on the barriers that are confronted during the implementation of the CSR by the health organizations(Abbas *et al.*, 2023). The reported barriers were mainly absence of regulatory frameworks where majority of healthcare organizations in question could not solve the healthcare-related problems as a result of loopholes with regards to directing and controlling CSR. Financial constraints were often cited as a colossal obstacle especially that of large scale CSR projects that involves huge amounts of funds. Absence of infrastructures required in favor of large-scale CSR practices also played a leading role as other organizations could not put into practice successful programs with justifications such as absence of facilities or systems.

CSR Initiative	Percentage of Healthcare Organizations Implementing
Free Medical Camps	55%
Health Awareness Programs	45%
Financial Assistance to Underserved Communities	40%

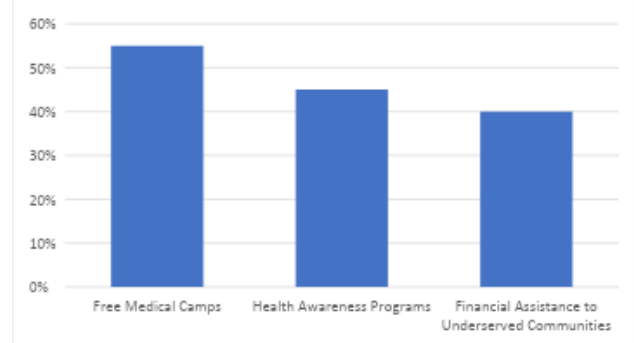


Figure: Percentage of Healthcare Organizations Implementing

Impact of CSR on Healthcare Organizations

Impact Area	Percentage of Respondents Reporting Positive Impact
Increased Trust Among Patients	60%
Positive Impact on Organizational Reputation	80%
Positive Impact on Patient Satisfaction	80%
Positive Impact on Employee Morale	80%

Challenges Faced by Healthcare Organizations

Challenge Faced by Healthcare Organizations	Percentage of Healthcare Organizations Reporting
Lack of Clear Regulatory Frameworks	50%
Limited Funding for CSR Activities	60%
Lack of Proper Infrastructure	55%

DISCUSSION

The results of this article support the idea that CSR projects in medical centers positively influence patient care glimpses and well-being of the society(Caputo *et al.*, 2023). The relationship between CSR activity and patients trust and patient satisfaction correlates with the results of other scholarly studies, which indicated that CSR can be leveraged, and patients ought to have confidence in it to improve healthcare provision. Nevertheless, in this paper, additional problems are also found which do not allow achievement of successful outcome of the CSR activities in the sector of healthcare Delhi.

Comparing the findings with the research findings carried out by the other communities, it is evident that the presence of regulatory insecurity concerning the CSR implementation as one of the foremost findings that can be found throughout the major corpus of the literature on the matter could also be indicated by the study in question(Wirba *et al.*, 2023). Moreover, despite their good intents, CSR programs are in most cases hampered by the lack of resources and have to be systematically reviewed. The result is unaffiliated by the result that even though the CSR activity may have led to the favorable surge in the social perception of the inclusive institution, it has not directly influenced the healthcare delivery landscape in

patients up to now without corresponding evaluation patterns.

The resulting implications have great importance to stakeholders of health care facilities and health care policy makers. The healthcare providers should not only consider integrating CSR into their strategic platform, but they should also employ more conscious ways of gauging their CSR practices. It also requires more government intervention and sufficient legislation to produce more sustainable CSR in the health sector(Wickert *et al.*, 2023).

The limitations of the study include that these were self-reported information of the healthcare managers and patients which would give biased responses. Future studies may examine the influence of the long-term results of CSR programs on the health outcomes of patients and determine the effectiveness of particular types of CSRs to provide healthcare access to marginalized community members in the community.

CONCLUSION

The findings of this paper draw a conclusion that CSR has an opportunity to influence the image of the delivery and the surrounding area in terms of community welfare in healthcare provision in Delhi. According to the research results, CSR activities have a positive impact on patient satisfaction, stimulate higher levels of social trust, and community development overall. Nevertheless, such an issue of such inadequate start-up allocation, absence of regulatory stimulus, inability to measure the impact should be solved to align CSR with its potentials. Those who would want to be sure of the movie fruits of CSR in the medical sphere must find better implementation, monitoring and evaluation frameworks(Xiong *et al.*, 2023). In so doing, the healthcare organizations will be in a position to achieve not only, enhanced organizational growth, but will equally add immensely to the welfare of the societies in which they operate.

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