

ABSTRACT

Motivation Towards Socially Responsible Action in
Business: A Grounded Theory Approach

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This question of the role of business in society has long intrigued scholars and business practitioners alike. It has long been recognized that the longterm viability of the human condition is inseparable from the social and environmental condition of the world, ecological resource condition and the functioning of socio-political institutions of society. Moreover, a society cannot be sustainability unless there is an adequate supply of food and pollutants is at a level where the ecosystem has the capacity to absorb and treat with them. To this end, businesses must to see their function within the context of an integrated society and must recognize the impact that they have on all aspects of human lives and society.

This study uses a grounded theory approach and seeks to determine the factors that motivate business organizations to be socially responsible. This study involved a number of interviews with executives and managers from two carefully selected firms. It was found that decision makers were ultimately motivated by a duty of pure purpose or the desire to perform selfless service. This desire came from a life experience that purports a value system that causes them to see life in a holistic manner such that in

satisfying their personal wellbeing there is an overarching duty to ensure that society as a whole is elevated. They therefore see life as having a higher purpose and they have a duty to make society better. The ultimate action in this regard is to perform pure or selfless service, where action is not predicated on the expectation of material rewards or fame. This perspective causes us to question the existing connotation of strategic CSR.

Keywords: Balraj Kistow; sustainable enterprises; corporate social responsibility; grounded theory.