
CORPORATE SOCIAL RESPONSIBILITY IN HR PRACTICES AT SANOFI HYDERABAD

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ABSTRACT: The purpose of this study is to determine the extent to which Sanofi Hyderabad's human resource policies include Corporate Social Responsibility (CSR). To promote a responsible work environment, the firm includes corporate social responsibility (CSR) principles into its hiring, employee development, workplace well-being, and ethical governance processes. Sanofi's human resource policies encourage continuous development, diversity, and open employee participation. Through employee participation, the firm also promotes environmental sustainability, community health programs, and social welfare. Sanofi's HR initiatives, driven by corporate social responsibility, have the ability to boost organizational engagement, employee satisfaction, and the company's reputation. According to the report, integrating CSR into Sanofi's HR strategy can lead to long-term economic growth and a positive social impact. It is determined that CSR in human resource operations is a strategic instrument for increasing productivity, building credibility, and encouraging long-term corporate success.

Keywords: *Ethical HR Practices, Employee Welfare, Sustainable HRM, Diversity and Inclusion, Corporate Ethics, Work-Life Balance*

I. INTRODUCTION

Corporate social responsibility (CSR) in human resources incorporates ethical, social, and environmental concerns into HR operations such as recruiting, training, and culture, with a focus on diversity, equitable labor, well-being, and community involvement. HR plays a vital role in integrating sustainability and fair practices into a company's core, which improves engagement, attracts talent, and assures accountability beyond profit.

Corporate social responsibility (CSR) is becoming increasingly crucial in modern corporate operations. In addition to philanthropy, it emphasizes sustainability, ethical business practices, and community involvement. Human Resources (HR) departments are frequently vital to the successful integration of corporate social responsibility (CSR) initiatives into a company's culture, despite the fact that corporate regulations and leadership are important components of the CSR strategy.

The Intersection of HR and Corporate Social Responsibility

Implementing corporate social responsibility is more than just a commercial strategy. (In actuality, striving to influence others through acts of kindness may be more damaging to one's reputation than doing nothing at all.) Genuineness is now recognized by stakeholders. As a result, the integration of human resources and corporate social responsibility (CSR) is required to initiate and sustain significant change in both the firm and society as a whole.

HR is critical when it comes to supporting programs that align with corporate social responsibility goals. HR may integrate a corporate social responsibility culture into the

company's mission and daily operations, despite the fact that social objectives have received a lot of lip service.

Foster Greater Impact: HR is in a unique position to foster increased influence on both employees and society as a whole. By coordinating the marketing, CSR, diversity/inclusion, and HR departments, HR can establish mutually beneficial relationships across departments working toward common goals. Collaboration with diverse divisions can help to promote more inclusive workplaces and focused procedures, as long as the goal, vision, and values are clearly stated. It can also have an impact on individuals by increasing their sense of purpose and participation.

"Employees are more engaged when they feel valued," says Vivian Greentree, SPHR, Senior Vice President and Head of Global Corporate Citizenship at Fiserv and President of the Fiserv Cares Foundation. "Employees who are engaged are more likely to perform better, delight and satisfy customers, and use discretionary effort to create and innovate."

HR may also collaborate with other industry leaders to push more humane workplace rules, such as paid parental leave, which would benefit both employees and employers.

Facilitate Purpose and Influence: It is not required to have titles or leadership positions in order to use influence for change. HR should assist each employee in identifying their own sphere of influence. Even if life and work are more inextricably linked than ever, they do not always coincide. Per Greentree, "it is truly magical if we can align purpose with what people do for a living."

Individuals drawn to your company are more likely to be excited about its good impact on the world if you have a well-crafted and unique value proposition. Take advantage of this enthusiasm. For example, you may gather information on organizational CSR difficulties from cross-functional teams and industry advocacy groups, and then encourage employees to design inventive solutions.

According to Howard, "individuals will begin to observe how their organizations and those similar to them can begin to organize in order to establish an ecosystem and community that can facilitate scalable transformations." Corporate social responsibility and human resources can have a significant impact on organizations' internal and external environments. By exhibiting a genuine desire to make a difference, you will attract like committed personnel and gain a well-deserved reputational boost.

II. TYPES OF CORPORATE SOCIAL RESPONSIBILITY

The term "corporate social responsibility" refers to a wide range of actions that can be divided into four categories. Companies can use these categories to rigorously define CSR objectives that are consistent with their unique purpose and core values.

1. Environmental responsibility

This type of corporate social responsibility (CSR) is similar to Environmental, Social, and Governance (ESG) in that it emphasizes constructive contributions, such as organizing garbage cleanups or planting trees, as well as initiatives to reduce your company's environmental effect.

Environmental responsibility covers a wide range of actions, including:

- **Waste reduction programs:** By promoting recycling, composting, and reducing the usage of single-use items, your firm can reduce trash generation.
- **Sustainable material sourcing:** Sustainable material procurement is the practice of procuring materials from companies that value sustainability and ethics.
- **Renewable energy initiatives:** Renewable energy plans include reducing fossil fuel consumption and switching to renewable energy sources including hydropower, solar power, and wind power.
- Implementing such efforts benefits the environment and enhances your brand's reputation as an entity that values environmentally friendly business practices.

2. Economic responsibility

Economic responsibility is the practice of linking a company's financial decisions to societal benefit. It includes striking a balance between financing socially beneficial projects and fiscal prudence.

Here are some examples of this:

- **Transparent reporting:** Transparent reporting is a vital component of economic responsibility, as consumers want to know how their money is being spent.
- **Investing in the local community:** By donating to a local charity or funding neighborhood activities, you may help the communities that support your business.
- **Responsible financial management:** Responsible financial management entails developing financial solutions that instill trust in your organization's long-term sustainability through responsible expansion.

3. Philanthropic responsibility

The term "philanthropic responsibility" refers to the contributions that corporations make to their local communities or society in general. The most effective corporate social responsibility (CSR) projects are those that correlate with employee interests, meet the needs of nonprofit partners, and adhere to your organization's underlying ideals.

- **Charitable giving:** Charitable contributions include making donations to charity organizations that share your beliefs and goals, as well as matching employee contributions.
- **Volunteering:** Volunteer labor can take several forms, like providing volunteer time off (VTO), starting a Dollars for Doers program, or arranging volunteer activities for the entire organization.
- **Partnering with nonprofits:** Partnering with organizations entails developing long-term partnerships with nonprofits and attempting to spread their message while also providing extra fundraising options.

4. Ethical responsibility

Integrity and accountability are critical elements of ethical corporate management. The emphasis is on transparency with all stakeholders, including investors and customers.

Although the scope of ethical duty is vast, here are few examples:

- **Equitable labor standards:** Offer your employees safe working conditions and fair wages.
- **Diversity and inclusion:** Create an inclusive workplace culture that values and empowers people from all backgrounds and perspectives.

- **Transparent governance:** Transparent governance is based on the company's honesty and candor in disclosing its financial state and future aspirations.

III. LITERATURE SURVEY

Herrera, J.; De las Heras-Rosas, C. (2020). This study looks into how corporate social responsibility (CSR) principles can be integrated into human resource management to encourage the growth of long-term business organizations. The authors investigate a wide range of HRM practices that encourage socially conscious workplaces, employee involvement, and ethical behavior. They suggest that CSR-focused HR practices increase the company's external reputation while also improving internal organizational cohesiveness. According to the research, HR practices that promote social responsibility can be used as tactical tools to ensure long-term sustainability. A comprehensive study is used in the research to show that CSR-HRM alignment enhances workforce engagement and trust. It also implies that employees respond positively when HR systems reflect broader ethical commitments. Finally, the findings highlight the need of incorporating CSR into HR procedures to promote long-term organizational development. The authors argue that in order to gain a competitive edge in a socially conscious environment, businesses must integrate in this manner.

Malik, S.Y. (2021). This study investigates the links between corporate social responsibility, sustainable organizational performance, and green HRM practices. It identifies organizational citizenship behavior toward the environment (OCBE) as the primary mediating factor. The findings show that corporate social responsibility (CSR) efforts have a positive impact on green HRM, pushing employees to be environmentally conscientious. These voluntary initiatives have been found to considerably improve both operational and environmental performance. According to the author, one of the behavioral channels via which CSR values are converted into observable sustainable outcomes is OCBE. According to the survey, firms that apply successful green HRM practices have more environmentally conscious employees. Finally, the study emphasizes the importance of combining CSR and HRM to achieve long-term sustainability objectives. The study suggests that in order for OCBE to fully benefit from CSR-driven HR initiatives, they must be motivated.

Shen, J.; Benson, J. (2022). This article looks at how socially responsible human resource management (SRHRM) might help multinational firms promote organizational sustainability. Employee well-being initiatives, ethical training, and diversity management are among the SRHRM practices identified as critical to sustainability by the authors. The results show that SRHRM improves interactions with both internal and external stakeholders. According to the study, these strategies improve international firms' economic, social, and environmental performance. It also emphasizes the specific obstacles that multinational organizations (MNEs) encounter while implementing SRHRM due to cultural and regulatory differences. The authors show how organizations that use SRHRM create more accountable and resilient global workforces. The data also reveals that SRHRM helps organizations maintain their credibility in global markets. The study's overall findings indicate that SRHRM is crucial in promoting long-term organizational sustainability in global settings.

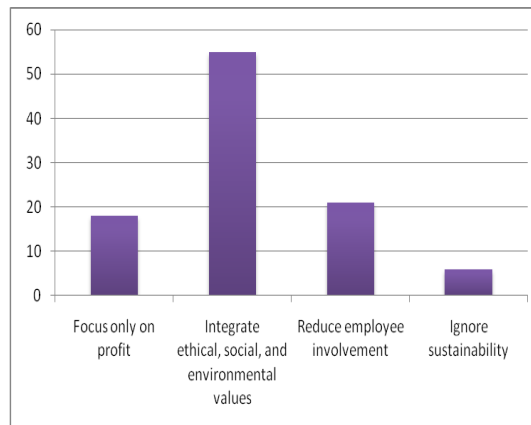
Neira-Fontela, E.; García-Chas, R. (2023). This study investigates the mediating effect of employee well-being in the link between job performance and socially responsible HRM practices. The authors created a moderated-mediation model that takes into account the contextual elements that shape these relationships. The findings suggest that SRHRM improves well-being by encouraging moral behavior, assistance, and equity in the workplace. Improving employee well-being leads to increased motivation and job performance. The study emphasizes the role of organizational environment and employee attitudes in determining the strength of these relationships. The authors underline the importance of applying SRHRM consistently in order to maximize its effects. The results also show that workers' performance improves when they believe they are protected and respected by socially conscious policies. In general, the research shows that SRHRM improves performance by creating a positive work atmosphere and boosting well-being.

Aukhoon, M.A. (2024). This study looks at how corporate social responsibility (CSR) programs affect workers' green behavior in the workplace. The author looks at a number of mediating processes, including perceived organizational support, environmental awareness, and pro-environmental motivation. The findings show that interventions driven by corporate social responsibility (CSR) considerably improve the chance of employees engaging in environmentally beneficial practices. According to the findings, when corporate social responsibility (CSR) objectives are communicated, employees are more likely to understand environmental goals. The findings show that corporate social responsibility (CSR) encourages volunteer eco-friendly efforts that occur outside of statutory work obligations. The study underlines the necessity of incorporating corporate social responsibility (CSR) into a company's culture to ensure long-term environmental performance. The study also shows positive organizational effects, such as a stronger sustainable reputation and increased operational effectiveness. In conclusion, the findings show that corporate social responsibility (CSR) is critical for inspiring employees to adopt environmentally friendly behaviors via a variety of psychological and organizational pathways.

Haque, A.; Bartram, T. (2025). This study uses a multi-level analytical method to investigate how aligning HRM and CSR promotes long-term organizational change. The authors look into the integration of HRM and CSR at the individual, team, and organizational levels. The findings show that the implementation of integrated HR procedures fosters a good work environment, which improves employees' adaptation to change. According to the research, ethical human resource management promotes shared accountability, trust, and commitment to sustainability projects. It also emphasizes the importance of cross-level collaboration and information exchange through HR policies that encourage CSR. The findings show that HRM-CSR alignment helps employees to use sustainable work practices and adapt to changing procedures. The study also shows that leadership support is a significant factor in determining the outcomes of multi-level corporate social responsibility. Overall, the study finds that HRM-CSR alignment is essential for long-term, sustainable organizational transformation.

IV. EXAMINATION AND INTERPRETATION OF RESULTS

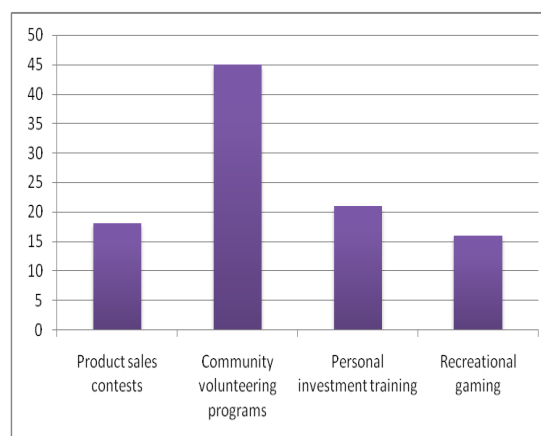
1. How would you characterize Sanofi's overall approach to corporate social responsibility (CSR) in human resources?



INTERPRETATION:

According to the findings, there is widespread support for CSR-aligned HR practices, with 55% believing that organizations should incorporate environmental, social, and ethical objectives. The fact that just a tiny fraction (18%, 21%, and 6%) believe profit-only emphasis, limited employee involvement, or ignoring sustainability are appropriate demonstrates the low acceptance of non-CSR activities.

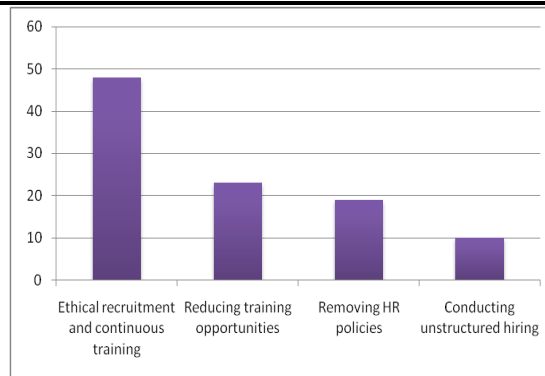
2. What program does Sanofi undertake to increase employee participation in corporate social responsibility initiatives?



INTERPRETATION:

The findings show a strong preference for socially conscious activities, with 45% of respondents preferring community volunteer programs. Alternative possibilities, such as personal investment training (21%), leisure gaming (16%), and product sales contests (18%), are moderately unpopular, indicating a lack of interest in non-CSR projects.

3. How does Sanofi ensure that HR practices are in conformity with CSR principles?



INTERPRETATION:

According to the findings, nearly half of respondents (48%) choose ethical recruiting and ongoing training, demonstrating a high support for responsible and organized HR operations. However, unstructured hiring (10%), reducing training opportunities (23%), and eliminating HR policies (19%) are substantially less preferred, indicating a low level of acceptance of unethical or unproductive HR practices.

V. CONCLUSION

Incorporating corporate social responsibility into HR procedures is crucial to creating sustainable, inclusive, and moral workplaces. By incorporating CSR concepts into the hiring, training, performance management, and employee welfare processes, firms may create a values-driven and resilient culture. Furthermore, these protocols promote long-term commitment, transparency, and trust among employees, while also improving worker engagement and well-being. When HR actively supports CSR initiatives, firms gain a competitive edge by improving performance, retaining more skilled people, and increasing their reputation. Despite implementation hurdles, CSR-driven HR practices have the potential to significantly benefit the environment and society. Businesses must constantly improve and change their HR strategy to meet growing CSR criteria and have a significant impact on society.

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