**Research Methodology:**

(a) **Research Methodology:** The present research is exploratory in nature and will explore the possibilities of formalisation of the concept of social responsibility accounting in India. The research will analyse the social sector reporting in annual reports of selected companies and will try to analyse the similarity and differences in their methodology. It will also explore the possibilities of formalisation of non-financial reporting by corporate houses in India.

(b) **Universe:** The entire Indian corporate sector i.e. public sector and private sector companies operating in various sectors and whose offices are located in the city limits of greater Mumbai will constitute the universe for the study.

(c) **Sample:** A sample of ten listed companies will be selected randomly, which shall constitute companies from public sector as well private sector. The researcher proposes to select – Infosys, RIL, TCS, ICICI, WIPRO, ONGC, HDFC, TATA, ITC, and SBI. The present study will use random sampling methods to generate primary data from 500 respondents belonging to various categories such as shareholders, consumers, government officials, bankers, social workers, creditors and general public.

**Justification for the Sample:** The sample is well justified on the following grounds:

- Sample fairly represents the population under study.
- Sample size is large and adequate. In case need arises, further to establish hypotheses, the size of the sample may be increased accordingly.
- Considering the largeness of sample size, the possibility of bias can be minimized.
- Considering the sample size, various statistical as well as other socio-metric techniques can be applied to evaluate data.

(d) **Areas of Social Responsibility:** In order to facilitate social responsibility accounting and reporting, the present study would be undertaken in five possible areas in which social accounting objectives may be found and each area of contribution of social activities may be measured and reported. These areas include income contribution, human resource contribution, public contribution, environment contribution and product/service contribution.

(e) **Method of Data Collection and Data Collection Tools:** Data for the purpose of present study, analysis and establishment of objectives and hypotheses will be collected from
both the sources, primary sources as well as secondary sources.

- **Primary data:** The primary data for this purpose shall be collected from respondents belonging to various categories from the companies selected for the present research through interviews and questionnaire.

- **Secondary data:** In order to study the corporate responsibility disclosure and accounting by various companies, annual reports are considered an appropriate document for analysis. Annual report of a company is a common and popular means of communication to stakeholders and they command credibility. Other secondary data collection sources would include published materials, various business magazines and journals, etc. Secondary information shall also be obtained from newspapers & other relevant private and public publications.

(f) **Statistical Tools:** The SPSS Package will be used to analyse the obtained data.

(g) **Research Report:** The research report will be in the form of ‘Popular Research Reporting Method’.