Materials and Methods

The methodology employed in this study uses a mixed method of quantitative and qualitative methods appropriate to developing research on CSR and sustainability practices. It is a cross sectional study which is exploratory in nature. Present study is based on both secondary and primary data.

a. **Secondary data**- Secondary data sources such as market reports, company’s annual reports and voluntary disclosures such Sustainability and CSR reports from company’s website and Global Reporting Initiative website, websites and media news, third-party websites and other non-financial information disclosure will be also analyzed.

b. **Primary data**- The personal interview, mailer and survey techniques will be utilized to collect primary data, which will be both quantitative and qualitative. The research for primary data will use a pre-designed structured questionnaire with Close ended questions for survey purpose and a semi-structured questionnaire for interview purpose, which will aim to collect the respondent’s opinion. Questionnaires will contain a set of indicators that reflect latent variables and items in closed statement prepared with help of five point Likert scale measurement and other appropriate techniques. Personal Interview technique will also be engaged for the purpose. It will comprise several separate sections namely, Mission, Vision and Strategy; Corporate Governance; Stakeholder Engagement; Supply Chain; Workplace; Energy, Environment management; CSR and its spends; sustainability; products; carbon-footprint; media; CR reporting; business ethics; ISO 26000 and Community Investment etc.

c. **Sampling Frame**

   a. **Sampling**- Target Sample used will be taken by using Purposive sampling. Hence, all sample companies will be relevant to the research area, specifically those involved in CSR and sustainability with comprehensive CSR reports and data. The sectors that will be covered will include diversified verticals.

   b. **Population**- Companies pursuing sustainability and CSR, headquartered in Delhi and NCR

   c. **Sample**- 10 Private and Public sector companies. These will be picked from after being reviewed from Rankings such as India’s Top Companies for Sustainability
and CSR 2016 by IIM Udaipur, Futurescape and Economic Times and BSE’s India’s top 500 companies, as mandated by SEBI for GRI’s business responsibility reporting and listings of similar repute. Companies will be grouped as per similar verticals.

d. **Target Sample**- CSR or sustainability departments within companies were the key target audience for the survey.

**Tools and Techniques**

A Descriptive Research Design for study will be employed for the study to explore the CSR and its related elements. It will involve data collection and use of content analysis technique to assess CSR practices, sustainable practices and Reporting standards of companies operating in India. Analysis of data will be done using appropriate quantitative such as descriptive statistics and hypothesis testing and qualitative methods such as structured content analysis. Research model will be tested using statistical analysis techniques using SPSS 21 software.

Validity and reliability test will also be performed. Previous researches on the subject and Literature will be systemized and summarized by applying the logical, comparative and graphic representation. Synthesis of literature will allow finding out the key elements of research design and the main indicators affecting research.

**Limitations of the study**

- The generalisability of this research project is limited by the nature and the size of the sample due to the limited population as very few companies are involved in all aspects to be covered in the research.
- There is a possibility that certain statistics may not represent all the top companies and may be skewed in favor of respondents only.
- Through that it is known that many of the respondents are early starters or leaders in these areas. It is also known that many non-respondents may still be ‘getting there’.
- Also not all companies follow GRI standards, so not all aspects are comparable.
Scope of the study

There are several theoretical and empirical issues relating to the strategic implications of CSR, and sustainability that may still have to be resolved. These Pertinent studies have shed light on determining the effects of CSR engagement, sustainability on the firms and their stakeholder groups. In a nutshell, the scope of this study is to investigate the overall responsible behavioral practices among firms that help create mutual value for all stakeholders as it will assess the current knowledge base about the subject of correlation of Strategic CSR and sustainability among the key decision makers and policy drivers. It will also explore the major function areas where these benefits and advantages were derived out of this shared value. On another level, the study will analyze reporting patterns of the firms involved in CSR and sustainability. The study would help contribute in extending the existing knowledgebase in the area of strategic CSR and sustainability in India with a new aspect of shared value and help firms to actualize their strategically endeavors.