



SDI Review Form 1.6

PART 1:

Journal Name:	British Journal of Economics, Management & Trade
Manuscript Number:	MS: 2012/BJEMT/1977
Title of the Manuscript:	CORPORATE SOCIAL RESPONSIBILITY AN OUTLOOK OF INDIAN FINANCIAL INSTITUTIONS

General guideline: Reviewers are requested to follow these guidelines during review: *(Note: Title of different sections as proposed below may differ in case of review paper / case reports)*

- Introduction *(Is the problem/objective of this study original, important and well defined?)*
- Materials & methods *(Kindly comment on the suitability of the methods. Sufficient details of the methods should be provided to allow peers to evaluate and/or replicate the work)*
- Results & discussion *(Kindly comment on: 1. Are the data well controlled and robust? 2. Authors should provide relevant references during discussion. 3. Discussion and conclusions should be based on actual facts and figures. Biased claims should be pointed out. 4. Are statistical analyses must for this paper? If yes, have sufficient and appropriate statistical analyses been carried out?)*
- Conclusion *(Is the conclusion supported by the data, discussed inside the manuscript? Conclusions should not be biased and should be based on the data, presented inside the manuscript only)*
- Are all the references cited relevant, adequate? Are there any other suitable current references authors need to cite?
- This form has total 9 parts. Kindly note that you should use all the parts of this review form.



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PART 2: Review Comments

	Reviewer's comment	Author's comment (if agreed with reviewer, correct the manuscript and highlight that part and write here 'Corrected'/ if not agreed, give suitable justifications)
<u>COMPULSORY REVISION</u> comments	I/ Materials & methods : A DESCRIPTION OF CRITERIA, AND PRINCIPLES OF THE SELECTING RESEARCH ATTEMPT ARE MISSING . IT SHOULD BE ALSO DEMONSTRATED IF THE ACCEPTED RESEARCH ATTEMPT IS SUFFICIENT FOR FORMULATING GENERAL CONCLUSIONS REGARDING THE CSR PERCEPTION. IF THE RESEARCH ATTEMPT DOESN'T ENTITLE -TO FORMULATE GENERAL CONCLUSIONS IT SHOULD BE CLEARLY STATED THAT THE RESULTS OF RESEARCH HAVE ONLY PILOT CHARACTER. II/ 98-99: "In other words, "the business of business is business" and the main concern of management should always be to maximize shareholder value". A SOURCE OF THIS QUOTATION IS MISSING. III/ 188-189: "When compared to rest of the developing world, India is fairly better in the execution of CSR because of strong ethical leadership and personnel; devotional attitude of public; organized structure and system". IT SHOULD BE PROVIDED GROUNDS FOR THIS STATEMENT OF AUTHORS. IV/ 210: (http://en.wikipedia.org/wiki/Andhra Pradesh). WIKIPEDIA ISN'T A RELIABLE SOURCE OF DATA, I SUGGEST POINTING OUT OTHER BUT RELIABLE SOURCE.	Clearly mentioned in the methodology and discussion parts of the article. Citation introduced in the suggested lines as well as in the references. Re-constructed the sentence with proper explanation. In addition to the wikipedia, I have used state government's MSME website which is a reliable source.



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Minor REVISION comments	I/ 96-97: „The classical view holds that management’s only responsibility in running a business is to maximize profits.” I SUGGEST SHOWING M. FRIEDMAN AS THE LEADING REPRESENTATIVE OF THIS CURRENT (M. Friedman, <i>Capitalism and Freedom</i>, University of Chicago, Chicago 1982.) II/ 190 -192:”This is a normal tendency in the Indian business but in the country’s financial institutions, the execution of socially responsible actions is very casual” IT SHOULD BE EXPLAINED WHY THERE IS DISCREPANCY IN REALIZATION OF THE CSR CONCEPT IN THE INDIAN BUSINESS AND INDIAN FINANCIAL INSTITUTIONS. III/ THE AUTHORS RIGHTLY SHOWED THAT IN LITERATURE AND THE PRACTICE CSR IS DEFINED AS: 1. MANAGEMENT STRATEGY WHICH ALLOWS TO MINIMIZE-THE RISK AND MAXIMIZE THE CHANCES FOR A SUCCESS OF A COMPANY FOR A LONG PERIOD OF TIME ; 2. THE WAY WHICH A UNIT TREATS PARTICIPANTS OF MARKET PROCESS EVERY DAY: CUSTOMERS AND BUSINESS PARTNERS, EMPLOYEES, LOCAL COMMUNITY. NONETHELESS THE AUTHORS DIDN'T MENTION THAT CSR IS ALSO ABILITY OF RUNNING A BUSINESS, IN ORDER TO MAXIMIZE ITS POSITIVE CONTRIBUTION INTO THE SOCIETY AND SIMULTANEOUSLY TO MINIMIZE NEGATIVE EFFECTS OF ITS ACTIVITY. I SUGGEST TO TAKE INTO CONSIDERATION ALSO THIS KIND OF DEFINITION.	Inserted citation Sufficient explanation has given in-detail. Thanks for your constructive suggestion based on which the researchers added the CSR definition given in the last line of this III point.
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Optional/General comments Nieobowiązkowy/ogólne komentarze	I/ Introduction: THE PROBLEM/OBJECTIVE OF THIS STUDY IS ORIGINAL, IMPORTANT AND WELL DEFINED. THE AIM IS IMPORTANT, REGARDING DETERMINING OF GIST OF THE MATTER AND THE SCALE OF PERCEPTUAL GAP BETWEEN INDIAN FINANCIAL INSTITUTIONS AND DIFFERENT STAKEHOLDERS IN THE IMPLEMENTATION OF CSR. II/ Materials & methods: THE SELECTION OF METHODS AND MATERIALS IS CORRECT, EXCEPT OF REMARKS NO IIIB IN THE PART MINOR REVISION COMMENTS AND NO I IN THE PART COMPULSORY REVISION COMMENTS III/ Results & discussion: 1. THE DATA WERE WELL CONTROLLED AND ROBUST 2. AUTHORS PROVIDED RELEVANT REFERENCES DURING DISCUSSION. 3. DISCUSSION AND CONCLUSIONS WERE BE BASED ON ACTUAL FACTS AND FIGURES. 4. YES, STATISTICAL ANALYSES MUST FOR THIS PAPER. THEY HAVE BEEN CARRIED OUT SUFFICIENT AND APPROPRIATE ANALYSES, EXCEPT FOR REMARK NO I IN THE PART COMPULSORY REVISION COMMENTS. IV/ Conclusion: THE CONCLUSION IS SUPPORTED BY THE DATA, DISCUSSED INSIDE THE MANUSCRIPT. CONCLUSIONS HAVEN'T ONLY BEEN BIASED AND BASED ON THE DATA, PRESENTED INSIDE THE MANUSCRIPT.	Thanks for your admiring comment. I have once again thoroughly checked this part and rewrite some of the sentences to match with the results of the research.