

Corporate Social Responsibility (CSR) in Banking Sector: An Empirical Study on the Hong Kong and Shanghai Banking Corporation (HSBC) Limited

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Abstract: *CSR development has accumulated tremendous dynamism over the past number of years and is presently viewed as the most discussed topics by government, non-government and business itself. This paper inspects people's comprehension, desires and appraisal of the corporate social obligation (CSR) of HSBC Bank, one of the biggest private banks in Bangladesh. The reason for the study is to give thoughtful conception of the acts of CSR of HSBC Bank in Bangladesh. This study has been conducted among the stakeholders and beneficiaries of the HSBC Bank. Reviews have been directed utilizing organized polls to fundamentally analyze the subjective impression of the significance, reasons and different parts of CSR errands of HSBC in Bangladesh. This study proposes that a more exhaustive and others conscious association of the regular individuals in the CSR exercises is required, which would not just satisfy the expected objectives and targets of the corporate associations additionally guarantee a fruitful and sustainable advancement of the society.*

Key words: *CSR, CSR Practices, CSR issues, HSBC Bank, Corporate sustainability.*

I Introduction

In the recent years the concept of Corporate Social Responsibility (CSR) is spreading very rapidly in the whole world and all the sectors including banking. This prevalence is because the fast pace of globalization and social development appeals to all corporations, big or small, local orientation, to take their CSR into account by improving the social and environmental performance (Qi Lai, 2006) [1].

Corporate Social Responsibility (CSR) in banks has become a worldwide demand. Now a days, by recognizing CSR, banks from all over the world endorse programs of educational, cultural, and environmental, as well as health initiatives. Besides, they implement sponsorship actions towards vulnerable groups and charitable nonprofit organizations (Persefoni Polychronidou et al., 2013) [2]. As a matter of fact, many studies have explored the status of CSR in banks. Management without minding needs and desire of partners in a group won't be focused contrasted and the individuals who do in the 21st century. Demand for responsibility and straightforwardness from the both public and private parts has become elevated. In the older days' management is seeking for survival and profits. Nowadays management concerns managing financial and nonfinancial results with awareness of risk and maintenance of transparency. Accordingly, Corporate Social Responsibility (CSR) has had meet significance of corporate budgetary execution. The study is primed to seek the CSR activities of HSBC Bank and its awareness among the employees along with the CSR activities. HSBC is a global banking and financial service organization headquartered in the United Kingdom. HSBC termed as the world's local bank is doing and has done many CSR activities around the world. They have joined with many communities worldwide and worked together for the betterment of society and its stakeholders. They have made people around the world aware about the environment, education, health and the different needs of the society.

II Literature Review

The World Business Council for Sustainable Development in its publication "Making Good Business Sense" by Lord Holm and Richard Watts defined CSR as the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large.

Green Paper (2001) focused that, CSR is a concept whereby companies integrate social and environmental concerns in their business operations and in their interactions with their stakeholders on a voluntary basis. It also reveals that, CSR has some internal dimensions such as: human resources management, health and safety at work, adaptation to change and management of environmental impact and natural resources. The external dimensions include local communities, business, partners, suppliers and consumers, human rights and global environmental concerns. [3]

Dusuki and Dar (2005) identifies several driving forces behind the growing trend towards CSR initiatives like growing market pressure on social and ethical issues, regularity pressure, increased power of communication etc. [4]

Sharma (2011) in a study named CSR Practices and CSR Reporting in Indian banking sector mention CSR recognizes an organization's commitment to operate in a socially responsible manner. But CSR activities of developing nations are not so healthy. Particularly in financial sector there is no presence of stringent provisions regarding compliances and reporting of CSR [5].

Wise and Ali (2009) in a paper entitled Corporate Governance and Corporate Social Responsibility in Bangladesh with unique reference to commercial banks pointed out that corporate Social Responsibility is connected with corporate governance and moral business method. Good corporate governance is expected to under pin effective and efficient corporate social responsibility within firms [6].

Masud and Hossain (2012) has conducted a review among 10 business banks and found that 100 banks reported their CSR exercises however 60% banks took an interest in endorse CSR zone as per budgetary act [7].

(Habib et al. 2007) in another study found that, CSR is widely accepted as a strategically important issue for the sustainable growth and competitiveness of business now-a-days. CSR practices by banks not only improve their own standards but also affect the socially responsible behaviors of other businesses [8].

The advantages of CSR for companies, including increased profits, customer loyalty, trust, positive brand image and combating negative publicity, are evidenced (Brown and Dacin 1997; Sen and Bhattacharya 2001) [9].

Rahman(2009)shows that in Bangladesh, most of the business houses, particularly banks are not aware of the benefits of CSR. They have not integrated CSR in their routine operations; rather they considered it as a matter of occasional charity or promotional activities [10].

III Objectives Of The Study

The major objectives of the study are:

- 1) To gather the knowledge about CSR activities of HSBC Bank in Bangladesh;
- 2) To know whether the activities are helping the society as a whole; and
- 3) To identify the major areas where CSR activities are performing by HSBC Bank.

IV Methodology

4.1 Sampling Design

For this study 30 respondents from five branches of Hong Kong and Shanghai Banking Corporation (HSBC) Limited of Bangladesh are randomly selected. 6 respondents from every branch of the bank are randomly selected as sample size.

4.2 Data Source and Collection Procedure

Primary data was collected through direct personal interview by means of the questionnaire. The questionnaire contains 10 specific questions. In order to take answer of the questions from the respondents there is used a 05 point Likert scale ranging from 01 to 05. In which 05 indicates "strongly agree", 04 indicates "agree", 03 indicates "Neutral", 02 indicates "disagree", 01 indicates "strongly disagree". It is an easier approach to collect data. Moreover, secondary data from different reports and magazines, newspapers, different books, publications, journals and internet are also used for conducting this research. For this study respondents from five branches of HSBC are randomly selected.

4.3 Analyzing Procedure

The data collected from all the sources has been critically analyzed with mathematical evaluation in order to get a proper understanding of the problem and provide the readers with as much detail as possible about the topic and its analysis. The data has also been analyzed to avoid duplication and the reliability and validity of the sources has also been taken into consideration when collecting the data. Various statistical tools such as Z test, weighted average, standard deviation, arithmetic means, percentage analysis etc. are used for processing the data.

For Z test the following formula is used:

The following formulas are used to calculating different value:

$$\text{Weighted average} = \frac{\text{strongly disagree} \times 1 + \text{disagree} \times 2 + \text{Neutral} \times 3 + \text{Agree} \times 4 + \text{strongly agree} \times 5}{\text{Number of Respondents}}$$

$$SD, \delta = \sqrt{\frac{\sum fd^2}{N} - \left(\frac{\sum fd}{N}\right)^2}$$

$$\delta\bar{x} = \frac{\delta}{\sqrt{N}}$$

$$Z \text{ test} = \frac{\bar{x} - \mu}{\delta\bar{x}}$$

V Data Analysis And Findings

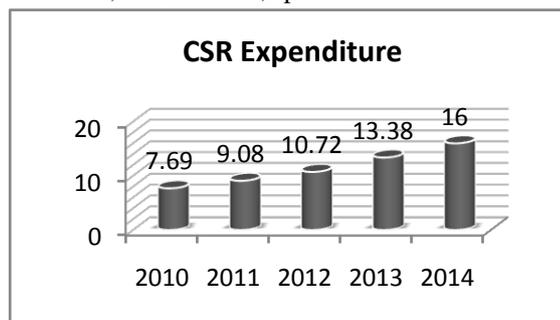
5.1 Major CSR Expenditure by HSBC

Total CSR Expenditure of HSBC
(Table: 01)

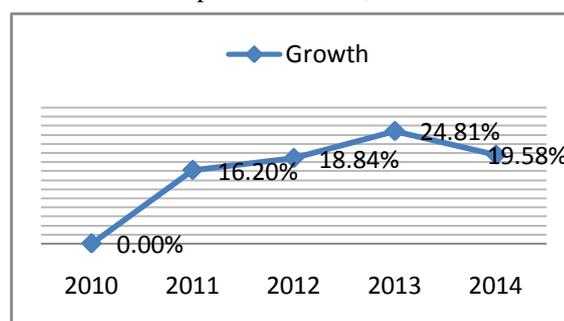
Year	Expenditure (In Crore)	Growth Rate
2010	7.69	-
2011	9.02	16.20%
2012	10.72	18.84%
2013	13.38	24.81%
2014	16.00	19.58%

Source: Annual report of HSBC (2010-2014)

According to the above figure, it has been observed that HSBC expended their CSR activities which increased year by year. Total CSR expenditure of HSBC limited was 7.69 crores, 9.02 crores, 10.72 crores, 13.38 crores and 16.00 crores in 2010, 2011, 2012, 2013 and 2014 respectively for educational infrastructure development program, health, environment, art & culture, sports etc.



The trend analysis depicts that, the growth rate of CSR activities of HSBC is increased day by day. In 2011 the growth rate of CSR activities is 16.20% in comparison to 2010. Similarly, in 2012, 2013 and 2014 the growth rate is 18.84%, 24.81% and 19.58% in comparison to 2011, 2012 and 2013 respectively.



5.2 Sector wise CSR Expenditures by HSBC Limited

5.2.1 CSR in Education sector

(Table: 02)

Event	Theme
The Young Entrepreneurs Awards 2008 (YEA)	The Young Entrepreneurs Awards 2008 (YEA), a business plan writing competition, was launched by HSBC at a ceremony on 08 January 2008
Workshop on Presentation Skill	Young Entrepreneurs Awards 2008 (YEA), a business plan writing competition, was launched by HSBC at a ceremony on 08 January 2008.
School of Hope	HSBC took the children of School of Hope to the first international children's film festival, a first of its kind in Bangladesh;
Library for children's education	HSBC provided funds to Play Park at Bhatiyari for setting up a library for children's education
Disabled Welfare Society	HSBC provided funds to Disabled Welfare Society for the purchase of Braille writing instrument for the society
Rajarbag Police Lines Higher Secondary School	HSBC provided funds to facilitate studies and to ensure bright future for the meritorious students of Rajarbag Police Lines Higher Secondary School
Book distribution	HSBC provided funds to the Book Group for the printing of 2500 copies of book to the School of Hope and others
Scholars Special School	HSBC provided financial assistance of BDT100000 to the Scholars Special School for Disabled Children. The fund contributes towards the salaries of the teachers;
BERDO	HSBC provided scholarships for 50 visually impaired students
Education fund for SEID Trust	The fund was provided for the salary of one therapist for 2009;
Talent Hunt Program	Program for Special Children
Liver foundation of Bangladesh	HSBC provided free Hepatitis B vaccination to the orphan children of "Sarkari Shishu Poribar
CDC	Centers for Disables Concern arranged a talent hunt program for the children with special needs
HSBC prothom Alo Language Competition	HSBC prothom Alo Language Competition celebrates 5 years.
HSBC Young Entrepreneur Awards	The HSBC Young Entrepreneur Award (YEA) is a business plan competition for undergraduate students which aim to promote creativity and innovation and sharpen the business knowledge among young students beyond their borders.
Future First Fund to HASAB	Future First' is global partnership with SOS Children's Villages and other NGOs to help educate street children, orphans, children in care and those at risk from not receiving a formal education
Educational Scholarship to Meritorious students of RPOWAB	To continue the Meritorious Students Scholarship Program (MSSP) started on 2008 for the disadvantaged yet talented students studying in Rajarbag Police Line High School,HSBC Bangladesh provided financial assistance to Retired Police Officer's Welfare Association Bangladesh (RPOWAB)

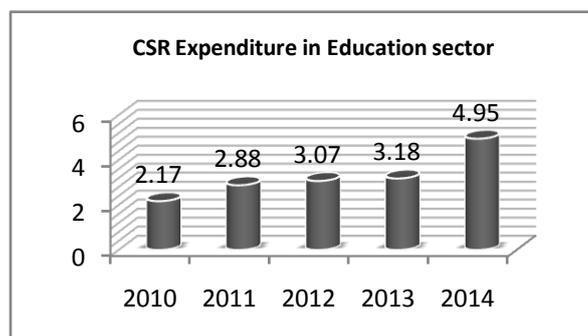
CSR Expenditure of HSBC in Education sector

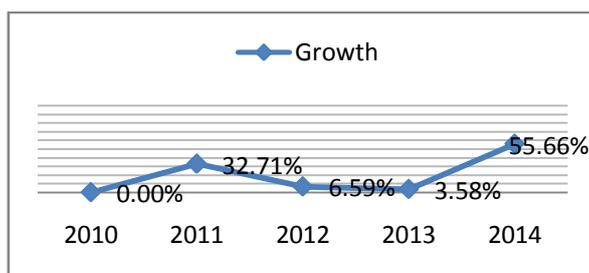
(Table: 03)

Year	Expenditure (In Crore)	Growth Rate
2010	2.17	-
2011	2.88	32.71%
2012	3.07	6.59%
2013	3.18	3.58%
2014	4.95	55.66%

Source: Annual report of HSBC (2010-2014)

Education is a pre-requisite for the overall development of the country. Keeping this view in mind, HSBC Bank Limited has been giving priority to the education sector. Awarding scholarship and fellowship to meritorious students, helping development of infrastructural facilities, providing essential educational equipment etc. are some of the aspects included in the program. In 2010 HSBC spends Tk. 2.17 crore in education sector. The sector wise CSR expenditure in education by HSBC is increasing day by day. From the diagram we see that HSBC's CSR expenditure in education sector increasing day by day. The growth rate of CSR expenditure is fluctuating every year.





5.2.2 CSR in Environment sector

(Table: 04)

Event	Theme
HSBC Climate Partnership	Awareness and capacity building presentation was held at Chittagong branches on 26 October & Chittagong Network Services on 06 August 2008;
World Environment Day June 08	To mark World Environment Day, HSBC Bangladesh carried out a large scale tree planting (more than 1,000 trees) programmed at the Osmani Udayan;
HSBC Environment Champions	The final round of the HSBC Environment Champions was held at a local city hotel
HSBC Bangladesh Carbon Footprint Management	HSBC in Bangladesh initiated a carbon footprint management study at the Bank's Dhanmondi branch. The footprint study is being managed by Waste Concern Consultants Ltd.
HSBC in Bangladesh Celebrates World Environment Day 2009	HSBC supported the United Nations' World Environment Day (WED) on 5 June 2009 by launching a global "Be Part of the Solution" campaign;
Earth Hour	HSBC Bangladesh along with 20 countries across Asia-Pacific joined millions of businesses and homes worldwide in switching off building lights for Earth Hour
HSBC Climate Champion	Awareness program for climate change.
Launching of HSBC- The Daily Star Climate Award-2010	The "HSBC – The Daily Star Climate Awards" is being introduced and promote individuals and institutions that are proactively running environment friendly business operations
Footprint Management	HSBC has been awarded "U Green Awards 2009" in the banking and financial institution category organized by the U Magazine, recognizing the Bank's outstanding environmental performance and contributions to the local community
Corporate Social Responsibility Award	Capital Weekly's first Corporate Social Responsibility Award in recognition of bank's outstanding efforts in integrating sustainability into business.
Time and Life – Ice Today Supplement	HSBC Bangladesh sponsored Ice Today's initiative to publish a special supplement featuring Climate Change related photographs.
Lawachara Eco-park Sponsorship	Facilitate natural forestry preservation, HSBC Bangladesh became the sole sponsor of the interior decoration of the exhibition hall of Lawachara eco-park - one of the major national reserves in Bangladesh and the only local rainforest.
Rainwater Harvesting Project	With an aim to provide safe drinking water and ensure optimum usage of rainwater, HSBC Bangladesh installed two Rainwater Harvesting (RWH) plants in two schools in Dhaka city namely Banani Bidyaniketon and Viquarunnessa Noon School and College

CSR Expenditure of HSBC in Environmental sector

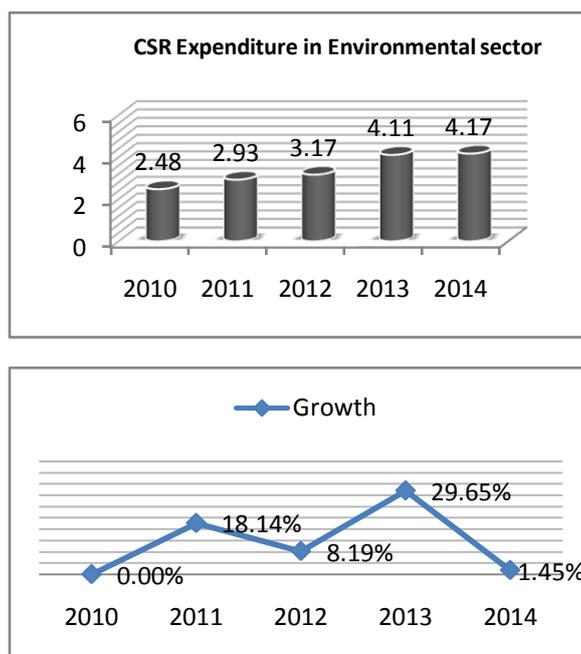
(Table: 05)

Year	Expenditure (In Crore)	Growth Rate
2010	2.48	-
2011	2.93	18.14%
2012	3.17	8.19%
2013	4.11	29.65%
2014	4.17	1.45%

Source: Annual report of HSBC (2010-2014)

As a conscious corporate citizen, HSBC is not only promoting environment friendly projects, but also advising its clients to make their projects compliant as regards environmental issues. Consequently, HSBC initiates various programs such as HSBC Climate Partnership, World Environment Day, and Carbon Footprint Management etc. Besides, HSBC also provided financial support for a number of environmental issues. The annual CSR expenditure of HSBC in environmental sector is increasing day by day. In 2010 CSR expenditure was 2.48 crores. Similarly, 2011, 2012, 2013 and 2014 the CSR expenditure of HSBC was 2.93, 3.17, 4.11 and 4.17crores respectively.

The trend analysis also shows that, the growth rate of CSR expenditure is fluctuating. In 2011 the growth rate was 18.14% but in 2012 the growth rate decreases 8.19%. Again, in 2013 the growth rate again increased as 29.65%.



5.2.3 CSR in Cultural and others sectors

(Table: 06)

Event	Theme
Supporting the visually impaired	HSBC in Bangladesh joined hands with Blind education and rehabilitation Organization (BERDO) to provide scholarships to a number of visually impaired students;
HSBC Group Provides GBP35,000 To ACTIONAID Bangladesh	Group has provided funding of GBP35,000 (approximately BDT34 laces) to Action aid Bangladesh for one of its local program
HSBC-Kali Kolom Tarun Kobi Lekhak Purashkar	It is performed second time in 2009 with an amount of BDT 3 Lakhs.
Painting Exhibition by Shahabuddin	HSBC in Bangladesh sponsored a solo painting exhibition by artist Shahabuddin Ahmed, one of the prominent artists of Bangladesh, at Bengal Gallery of Fine Arts, Dhaka.
HSBC Kali O Kolom Young Poets and Writers Award 2009	The 2008 competition generated a huge following and due to the overwhelming requests from patrons and laureates, the 2009 awards was expanded to recognize young poets and writers in three categories – poetry, prose (novels and stories) and prose (non-fiction, research and play).
Winter Clothing Drive	With the advent of the winter season which claimed more than 36 lives last year, HSBC, Bangladesh embarked on a winter clothes collection drive where staff generously donated their warm clothes for the needy.
HIV/AIDS/STD awareness training	HIV/AIDS/STD awareness training at HSBC Sylhet & HSBC Chittagong.
HSBC runner up in prestigious Financial Times Sustainable Banking Awards	HSBC has scooped the runner up prize in the Sustainable Bank of the Year category in recognition of its leadership in merging social, environmental and business objectives.
Outstanding Partnership Award 2009/10	HSBC has been awarded the Outstanding Partnership Award 2009/10 under the Caring Company Scheme from the Hong Kong Council of Social Service for the "HKCSS-HSBC Social Enterprise Business Centre" which provides support to social enterprises
Yahoo! Emotive Brand Awards 2009-10	HSBC became the first financial institution to win the Yahoo! Emotive Brand Awards 2009-10 in the Brand with Corporate Conscience & Social Responsibility category which was voted by two million internet users of Yahoo!
Celebrating Tagore's 150th birth anniversary	HSBC Bangladesh organized a special event commemorating the 150th birth anniversary of the biggest icon of Bangla culture and literature – Rabindranath Tagore. The event included unveiling the cover of a research work on Tagore's songs by Dr. Karunamaya Goswami and the rendition of Tagore songs by Bengali artists from Bangladesh and India.

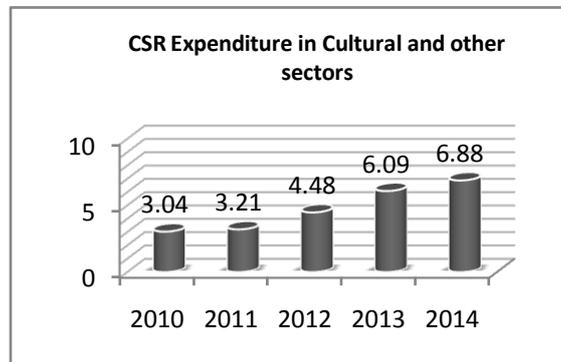
CSR Expenditure of HSBC in Cultural and other sectors

(Table: 07)

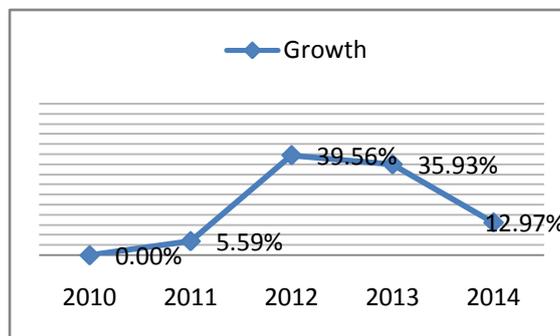
Year	Expenditure (In Crore)	Growth Rate
2010	3.04	-
2011	3.21	5.59%
2012	4.48	39.56%
2013	6.09	35.93%
2014	6.88	12.97%

Source: Annual reports of HSBC (2010-2014)

As a conscious corporate citizen, HSBC also provided financial support for a number of cultural and other issues. As a result HSBC arrange different cultural programs such as HSBC-Kali Kolom Tarun Kobi Lekhak Purashkar, Celebrating Tagore’s 150th birth anniversary, HIV/AIDS/STD awareness training etc. The annual CSR expenditure of HSBC in environmental sector is increasing day by day. In 2010 CSR expenditure was 3.04crores. Similarly, 2011, 2012, 2013 and 2014 the CSR expenditure of HSBC was 3.21, 4.48, 6.09 and 6.88crores respectively.



The trend analysis also shows that, the growth rate of CSR expenditure is fluctuating. In 2011 the growth rate was 5.59% but in 2012 the growth rate increases 39.56%. Again, in 2013 the growth rate again decreased as 35.93%



5.3 Hypothesis Testing

To analysis the data the following hypothesis is highlighted in the following forms:

Hypothesis 01- CSR activities of HSBC Bank is standard & is already performed

Here, H₀= CSR activities of HSBC Bank is not Standard; and

H₁= CSR activities of HSBC Bank is Standard.

From total of our selected respondent, 13.33% are strongly agreed and 50.00% agreed with this statement.

By calculation schedule it is found that, calculated Z value is 2.30 and critical Z value is 1.96. Here, calculated Z value (2.30) is higher than critical Z value (1.96).

So it is surely affirmed that, H₀ is rejected and H₁ is accepted.

Hypothesis 02- CSR related department perform CSR activities effectively

Here, H₀= Organization does not CSR activities effectively; and

H₁= Organization perform CSR activities effectively.

73.34% respondents are agreed and 26.66% respondents are disagreed with this statement.

From the mathematical analysis it is highlighted that, the calculated Z value is 4.65 and critical Z value is 1.96.

Here, calculated Z value (4.65) is higher than critical Z value (1.96).

So, H₀ is rejected and H₁ is accepted.

Hypothesis 03- HSBC’s management has a strong belief in CSR issues

Here, H₀ = HSBC’s management has not a strong belief in CSR issues; and

H₁= HSBC’s management has a strong belief in CSR issues

From our target respondents, 6.67% are strongly agreed and rest of the respondents 83.33% are agreed with this hypothesis. Here, calculated Z value (13.10) is higher than critical Z value (1.96).

So it is asserted that, H₀ is rejected and H₁ is accepted.

Hypothesis 04- Bank protect the right of customer in providing financial products

Here, H_0 = Bank does not protect the right of customer in providing financial products;
 H_1 = Bank protect the right of customer in providing financial products
60.00% of total respondents are agreed and 16.67% respondents are strongly agreed with this statement.
Here, the calculated Z value is 6.19 and critical Z value is 1.96.
As a result null hypothesis H_0 is rejected and alternative hypothesis H_1 is accepted.

Hypothesis 05- Without considering the financial performances bank spend on CSR

Here, H_0 = without considering the financial performances bank not spend on CSR;
 H_1 = without considering the financial performances bank spend on CSR
From total of our selected respondent, 63.34% are not agreed with this statement.
By calculation schedule it is found that, calculated Z value is -1.92 and critical Z value is 1.96. Here, calculated Z value (-1.92) is lower than critical Z value (1.96).
So it is surely affirmed that, H_0 is accepted and H_1 is rejected.

Hypothesis 06- Bank has achieved significant position through CSR

Here, H_0 = Bank cannot achieved significant position through CSR;
 H_1 = Bank has achieved significant position through CSR
From our total population, 13.33% are neutral and 23.33% are agreed that bank has achieved significant position through CSR. Here, calculated Z value (-2.79) is lower than critical Z value (1.96).
So, H_0 is accepted and H_1 is rejected.

Hypothesis 07- Bank gives satisfactory emphasis on education contribution

Here, H_0 = Bank does not give satisfactory emphasis on education contribution;
 H_1 = Bank gives satisfactory emphasis on education contribution
From total of our selected respondent, 60.00% are agreed and 20.00% are strongly agreed with this statement.
By calculation schedule it is found that, calculated Z value is 6.64 and critical Z value is 1.96.
As the calculated Z value (6.64) higher than critical Z value (1.96), so it is argued that, H_0 is rejected and H_1 is accepted.

Hypothesis 08- Environment contribution of HSBC is sound

Here, H_0 = Environment contribution of HSBC is not sound; and
 H_1 = Environment contribution of HSBC is sound
6.66% of our respondents are strongly agreed and 66.67% are agreed with the hypothesis.
Here, calculated Z value (5.26) is higher than critical Z value (1.96).
So it is surely affirmed that, H_0 is rejected and H_1 is accepted.

Hypothesis 09- Contribution of HSBC in health sector increase people awareness

Here, H_0 = Contribution of HSBC in health sector does not increase people awareness;
 H_1 = Contribution of HSBC in health sector increase people awareness
From total of our selected respondent, 6.67% are disagreed and 16.67% are neutral about this hypothesis.
By calculation schedule it is found that, calculated Z value is 6.29 and critical Z value is 1.96.
Here, calculated Z value (6.29) is higher than critical Z value (1.96).
So, H_0 is rejected and H_1 is accepted.

Hypothesis 10- CSR activities of HSBC creates a positive feeling in consumer mind

Here, H_0 = CSR activities of HSBC does not create any positive feeling in consumer mind;
 H_1 = CSR activities of HSBC creates a positive feeling in consumer mind
From total of our selected respondent, 83.33% are agreeing with this statement.
By calculation schedule it is found that, calculated Z value is 9.61 and critical Z value is 1.96.
Here, calculated Z value (9.61) is higher than critical Z value (1.96).
So it is surely affirmed that, H_0 is rejected and H_1 is accepted.

VI Conclusion And Recommendation

Banks regularly contribute towards the financial improvement of a nation. Comparing with different Banks HSBC is likewise assuming driving part in financial advancement of the nation. From this analysis it can be effortlessly said that CSR practices of HSBC have more prominent role to bring cozy relationship between the organization and society by contributing education, health, sports and culture sectors. In spite of the fact that

in Bangladesh the vast majority of the general population surmise that all organization are engaged in their business development instead of social commitment. By breaking down all data it can be effortlessly said that the sum contributed by HSBC for CSR activities is expanding however the development rate is slow. From the study it is additionally found that, ABBL contributes for the most part in Education, Environment, Disaster Management, Art & Culture, and others. HSBC is building reputation, brand value, customer loyalty, employee motivation and retention by CSR activities. Absolute use on CSR activities of HSBC is step by step expanded and in this manner the bank is focused on the reasonable advancement of groups yet development rate of CSR consumption is slow. In the event that the greater parts of the organizations approach to add to the general public like HSBC, it will make their social marking and also helping the general public. So it can be said that HSBC is a pioneer in Corporate Social Responsibility. But, from this study it has been discovered that the acts of CSR exercises for the most part are bound to the education, environment, culture and others. This study further recommends some conceivable areas that corporate bodies might consider to consolidate in their CSR errands and needs. This can guarantee the general advancement of the nation. Therefore, the Bangladesh Bank can screen the CSR appropriation and execution of banks furthermore give instructions to the banks and give some need zones to CSR rehearses.

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Appendix:01

Variable	Items	Description of Respondents						WA	SD	Z-test Cal. Value	Z-test Cri. Value
		SD	D	N	A	SA	Total				
CSR activities of HSBC Bank is standard & is already performed	Number	02	05	04	15	04	30	3.46	1.11	2.3	1.96
	Percentage	6.67%	16.67%	13.33%	50.00%	13.33%	100%	-	-	-	-
CSR related department perform CSR activities effectively	Number	00	04	04	20	02	30	3.67	0.79	4.65	1.96
	Percentage	0%	13.33%	16.67%	66.67%	6.67%	100%	-	-	-	-
HSBC’s management has a strong belief in CSR issues	Number	00	00	03	25	02	30	3.97	0.41	13.10	1.96
	Percentage	0%	0%	10.00%	83.33%	6.67%	100%	-	-	-	-
Bank protect the right of customer in providing financial products	Number	00	02	05	18	05	30	3.86	0.76	6.19	1.96
	Percentage	0%	6.67%	16.67%	60.00%	16.66%	100%	-	-	-	-
Without considering the financial performances bank spend on CSR	Number	05	14	03	05	03	30	2.57	1.23	-1.92	1.96
	Percentage	16.67%	46.67%	10.00%	16.66%	10.00%	100%	-	-	-	-
Bank has achieved significant position through CSR	Number	02	17	04	07	00	30	2.53	0.92	-2.79	1.96
	Percentage	6.67%	56.67%	13.33%	23.33%	0%	100%	-	-	-	-
Bank gives satisfactory emphasis on education contribution	Number	00	02	04	18	06	30	3.93	0.77	6.64	1.96
	Percentage	0%	6.67%	13.33%	60.00%	20.00%	100%	-	-	-	-
Environment contribution of HSBC is sound	Number	00	03	05	20	02	30	3.70	0.73	5.26	1.96
	Percentage	0%	10.00%	16.67%	66.67%	6.66%	100%	-	-	-	-
Contribution of HSBC in health sector increase people awareness	Number	00	02	05	20	03	30	3.80	0.70	6.29	1.96
	Percentage	0%	6.67%	16.67%	66.66%	10.00%	100%	-	-	-	-
CSR activities of HSBC creates a positive feeling in consumer mind	Number	00	00	05	20	05	30	4.00	0.57	9.61	1.96
	Percentage	0%	0%	16.67%	66.67%	16.66%	100%	-	-	-	-