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Corporate Social Responsibility and Ethical Issues

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Abstract
Ethics is the principle of correct behavior in relation to a specific person or job. Values describe behavior, honesty, respect and discipline as a result of role models. When these values are implemented, they are called ethics. The ethics issues of accounting include various aspects of accounting with important ethical dimensions, including creative accounting, the ethical implications of accounting rules, the dilemma faced by public accountants, personal and professional issues related to internal allegations, auditing, Consider accounting aspects, accounting practices and environmental accounting The accounting scandal, often found in this century for social accounting, is proof of violations of rules that have been established for the benefit of a person or group for prosperity. Ethical and ethical dilemmas surround their lives. Television, radio, newspapers, magazines and world websites offer us ethical violations in politics, sports, religion and business. A survey carried out six years ago showed that more than 60 percent of the employees surveyed were under more pressure than five years ago and 40 percent reported an increase in pressure in a year. That's why today's organizations have clear demands and more efforts to understand and control the ethical power of the workplace on the walls. The main purpose of this article is to analyze the social responsibility of the companies of the leading companies that study and work in India. We carry out analyzes for five leading companies for research purposes.
Keywords*: Accounting, Business, Business ethics, Social responsibility.*

I. Introduction

The primary goal of Corporate Social Responsibility (CSR) is to give up responsibility for the company's actions and encourage positive effects through environmental, consumer, employee, community, stakeholder and other publicly funded members' activities. . As a good business citizen, the company must be properly monitored internally and externally responsible. Accounting ethics is also an important part of CSR. It is the responsibility of the company to give a true and fair view of the accounting data so that stakeholders can make the right decisions. Accounting ethics is one of the most important but misleading parts of today's business world. Business ethics deals with questions about whether certain business practices are acceptable. Regardless of their legitimacy, the actions taken in such situations are judged to be right and wrong, apparently ethical or unethical. The nature of business ethics is controversial and there is no universally acceptable way to address these problems. On the other hand, governments encourage organizational responsibility for ethical and legal behavior.Business ethics: the word "ethics" is derived from the Greek word "Ethor", which is defamatory. Business ethics is a moral principle that should guide business activities. They provide a code of conduct that guides business managers when they work.The manager of the company plays an important role in creating an ethical atmosphere. If managers act in the same way as they benefit from it, employees behave in the same way. Company managers must set criteria for acceptable employee behavior. It also has a significant impact on corporate governance and the regulation of public accountancy professions. Sarbanes and Oxley emphasize the importance of internal controls by companies, including but not limited to:

1. Comply with laws and regulations.
2. Protection of business assets.

Avoid falsifying information in financial documents.Responsibility and responsibility for assigned functions.These measures are intended to prevent fraud, padding, falsification or other activities that could lead to misleading financial reports.

Three factors that influence business ethics

Individual manager opportunities: ethical / immoral choice
Standards and associated code and compliance activities
Valuation evaluation requirements
Reasons for a strong commitment to ethical values:
The ethical company seemed to be more informative.

Ethical choices reduce stress for business managers and other employees.
I respect their reputation, both good and bad.
Ethical behavior improves leadership.
Alternatives to voluntary ethical behavior are difficult and expensive regulations.
Questions to consider when determining whether an action is ethical or not
Are there any legal restrictions or violations as a result of the action?
Do you have a code of conduct or behavioral policy?
Is this activity a practice in the industry?
Is there a sector group that offers guidelines or a code of conduct to address this problem?
Will this activity be accepted by colleagues?
Can your decisions or actions endure open discussions with peers and managers, and can you survive without being born?
How does this activity fit in with its beliefs and values?
How would you feel if your actions were published in the newspaper?
The Accounting Experts and Ethics Standards Committee (APESB) is an independent body that presents ethical code and professional standards, accounting professionals at CAP Australia, CPAs. APESB develops new and revised standards with a view to market and interest group needs. The distinctive sign of the accounting profession is accepting responsibility to act for the common good. Therefore, the responsibilities of a member do not solely meet the needs of an individual customer or employer. In dealing with the public interest, the member must comply with and comply with this Code. If a member is prohibited by law or regulation to participate in this Code, the member must comply with all other parts of this Code.

This code consists of three parts:
Part A defines the basic principles of work ethics for members and provides a conceptual framework for members to apply:
(a) Identify threats to compliance with the basic principles.
(b) Assess the importance of identified threats. and
(c) take precautionary measures to eliminate threats or reduce us to an acceptable level;
Parts B and C illustrate how the conceptual framework applies in specific situations. It also explains situations where there is no security to address the threat, so avoid situations or relationships that create threats. Part B applies to members of the public profession. Part C applies to business members.

Basic principles:
Member States shall adhere to the following basic principles:
Objectivity
The principle of objectivity lays down the obligation not to prejudice any professional or business assessment of a member due to prejudices, conflicts of interest or excessive influence of others. Members can be exposed to situations that could compromise objectivity. Defining and prescribing all such situations is not practical.
The principle of confidentiality imposes an obligation on all members to refrain from:
(1)confidential information obtained as a result of professional and business relationships without an applicable and specific authority or disclosure outside the company or when the employer has no legal or professional rights or obligations; and
(2)Use of confidential information obtained as a result of professional and business relationships for personal or external benefits.
Professional behavior
The principle of professional conduct obliges all Member States to comply with relevant laws and regulations and to obstruct their profession by avoiding the professions or negligence which the Member States must know or know. This includes actions or omissions that may lead to the conclusion that a reasonable and well-informed third party has a negative effect on the reputation of the job, taking into account all specific facts and circumstances that are available to the member at that time.

II. Literature Overview

In the context of their research; A brief overview of the literature on the importance and qualities of members of the accounting profession, experiencing problems in professional life, and the work ethics in accounting are given in the home country.

Vincent N. Onyebuchi (2011) pointed out in his research on 'accounting ethics' that governments should take more action to prevent loopholes that companies and financial institutions can use in illegal financial practices. Senal and Ateş (2012) noted that bookkeeping is an important part of sustainable development because of the production and consumption levels of the company and their impact on the environment. Research has thus shown that accounting is required when measuring these effects, the cost of natural resources and the determination of prices. HareeshRebelly, et al., "Ethical issues in Corporate and Corporate Governance" The NTPC-Ramagundam case study addresses corporate governance and ethical issues. He discovered that there was a real threat to the future of every company with regard to the failure of corporate governance. Selami GÜNEY (2012) investigated "Problems and ethical attitudes of accounting experts on accounting errors and fraud: model practices in Erzurum City". In this study we have studied the opinions of accounting experts about accounting and their attitude to accounting. In this study, Erzurum when applied to a person who has 77 members' job can be reached among the 130 members in the civil service meeting and financial advisers from the past registered could tell that this is a problem on the accounting profession so far can be continued. ParveenMaan (2014) discusses proven value propositions in a business case study on corporate social responsibility in the article 'CSR key issues and challenges'. The main goal of the research is to study the state of affairs of CSR in India and the problems and challenges that CSR has to deal with. It was an exploratory study based on secondary data. Yasmin Begum R. Nadaf and colleagues studied "Corporate Social Responsibility: Challenges and Strategic Tasks of Indian Companies" during their study that social responsibility embraces responsibility for corporate behavior and promotes a positive impact on the environment.

Target

We will study the CSR situation in India.

Scope

The scope of this study is limited to five major Indian companies. Only CSR and ethical issues related to accounting practices are dealt with.

Research methodology

This research report is an exploratory study based on secondary data cited in journals, journals, research documents, articles and company annual reports and makes use of recorded and listed web resources.

CSR and accounting ethics of Indian companies

In India, INFOSYS and TATA are known for their ethical behavior. In addition to these companies, HDFC, RELIANCE and HINDUSTAN UNILEVER take the lead in CSR.

Infosys

In 1981 Infosys Limited earned $ 250 for seven people. Today the company is a world leader.

Many of the world's most successful organizations rely on Infosys to provide measurable business value. Infosys provides services for business advice; technology, engineering and outsourcing to help customers in more than 30 countries build the company of tomorrow. The award-winning Infosys Labs and pioneering intellectual property can be used as a co-creation engine to accelerate company-wide innovation. Infosys was the pioneer of the Global Delivery Model (GDM) based on the principle of moving to a location with the best talent with the lowest possible risk. Infosys continues its leadership with GDM delivers exceptional efficiency gains and secures customer tools for strategic transformation and innovation initiatives. Infosys has worldwide footprints with 67 offices and 69 development centers in the US, India, China, Australia, Japan, the Middle East, the UK, Germany, France, Switzerland, the Netherlands, Poland, Canada and many other countries. Infosys is proud of building long-term strategic relationships with customers. 97.5% of sales come from existing customers. Infosys Limited has embraced corporate social responsibility initiatives as early adopters. In addition to sustainable economic performance, environmental and social responsibility is also an important part of holistic business growth. Infosys was established in 1996 as a non-profit organization with the aim to provide a dedicated approach to community development and to fulfill its CSR commitments. Infosys Foundation We are working to eliminate malnutrition, improve medical infrastructure, support elementary education, restore abandoned women and children and preserve the art and culture of India. Infosys Foundation Partnership with non-governmental organizations (NGOs) to change the community. The focus of the company is always to contribute to the sustainable development of society and the environment, and to make the earth a better place for future generations. At Infosys, your company must be honest and transparent. It is important to win and retain the trust of stakeholders. The corporate governance framework helps to maintain effective relationships with stakeholders and evolves in a changing era. The revised code is designed to encourage companies to approve "best practices for corporate governance" in accordance with the provisions of the Companies Act of 2013. They need an active, informed and independent board to ensure a high-quality to ensure corporate governance. Effective management is a prerequisite for strong and effective corporate governance. At Infosys, the nothe Board forms the core of its corporate governance practices and monitors how executives serve and protect the long-term interests of stakeholders. The corporate governance framework ensures timely disclosure and accurate information about finances and performance, and the leadership and governance of the company. Their governance philosophy is based on the following principles: Standards for corporate governance must comply with the spirit of the law, not the letter of law, if there is no doubt about it. Ensuring transparency and maintaining a high degree of disclosure clearly distinguishing between personal and business resources communicating externally and sincerely on how a company operates internally Comply with the legislation of all countries a simple and transparent company structure completely Make sure it works according to your business needs

Tata Consulting Services

TCS shows that good governance consists of transparency, honesty and accountability to stakeholders. I understand that the executives who are well organized are only a director to manage the company in the interest of their shareholders notrue owners. Tata Group's Tata Business Excellence Model (TBEM) and Tata Quality Management Service (TQMS). Promote the sustainability guidelines of the group. Naturally, this requires more symmetrical information between the company and its stakeholders. Logically, it is therefore only the way of living in an organization with good governance that uses the best public and consistent examples. The real test for good governance and risk management structures is the ability to resist changes in economic and business cycles. Employees will think twice before coming to a company that does not have good management practices. Customers are ashamed of companies that do not follow the rules. The society does not respect companies that do not follow good practices. To say that the future value of the company would be determined by the management of the company will not be exaggerated. Governance is the core of sustainability in business. At the end of the day it is to be a great easy to build one of the world's most respected companies which makes them for many years a great challenge to build. Only companies that build on strong corporate governance can be respected by stakeholders and enjoy more sustainable growth. TCS therefore chose the following channels to stimulate the CSR initiative:

By using IT core competences to the project, while in accordance with the large-scale innovative solutions to social issues TCS "the core purpose of the CSR TCS will address the needs of the community volunteer run.

Participate in community development programs for customer interests.

We work together with non-governmental organizations, civil society organizations and other government agencies. Disaster reduction or other causes determined by the CSR committee.

HDFC

Headquartered in Mumbai, India, HDFC Bank Limited ("HDFC Bank" or "Nothe Bank") is a public financial institution that offers a range of banking and financial services, including commercial banking and financial operations. Banks are subject to the Banking Regulation Act of 1949.

Prepare criteria: financial statements under the Indian generally accepted accounting principles (" GAAP ") is prepared and presented in accordance with the accounting principles for historical cost and accrual according to the 1949 Banking Act (Regulation Act Banking, unless otherwise stated), in 1949 Federal Reserve Bank (Bank of India in India, "RBI") from time to time to issue circulars and instructions, specified accounting standards ("AS" in accordance with the Act 1956) pursuant to the 2013 Act 133 in the company (account) Rule 2014) and the current practices that apply to the banking sector in India. To prepare the financial statements in accordance with GAAP use of estimates Annual accounts preparation date reported assets and liabilities and the reported financial statements, one must consider the revenue and expenditure estimates and assumptions about the reported period (including contingent liabilities). Management believes that the estimates used in preparing the financial statements are cautious and reasonable. The actual results may differ from these estimates. Revisions to estimates are processed prospectively in current and future periods. The report March 2016 May 31, balance sheet and HDFC BANK LIMITED (the "Bank"), thanks to financial statements and overview of the main accounting policies and other descriptions to separate that the configuration of the report income statement and cash flow for the fiscal year after Provide information. Responsibility Bank board of directors for the stand-alone annual accounts in connection with the preparation of the stand-alone annual accounts has been drawn up under the responsibility of the requirements set in the 2013 Act 134 (5) 1949 Bank Act (Banking Act) 29 financial position of the bank in accordance with the provisions of, and gives true view of the financial performance and the cash flows, in the generally accepted accounting principles apply to banks in India under 133 limit Act Indian Reserve Bank. This responsibility also includes maintaining adequate accounting in accordance with legal provisions to protect the assets of the bank and to prevent and detect fraud and other misconduct. Selection and application of applicable principles for financial reporting; Reasonable and careful judgment and assumption; Design, implement and maintain adequate internal financial controls that are effectively performed to ensure the accuracy and completeness of the administrative data relating to the preparation and presentation of financial statements that give a complete and fair view and that do not contain material misleading statements; Because of. Responsibility of the auditor The responsibility of the auditor is to express his views on the basis of audits of independent financial statements. They take into account the requirements that must be included in the audit report and the rules that must be followed in accordance with the provisions of the articles of association, accounting and audit standards and articles of association.

Trust

Financial and accounting integrity policy

1. What are their obligations?
2. They strive to keep accurate and complete company documents.
3. What do employees expect from you?
4. Transactions between Reliance Group companies and external persons and organizations must be entered immediately and accurately in the books and systems in accordance with generally accepted accounting practices and principles.
5. What actions are considered unacceptable by an employee?
6. We cannot allow ourselves to even rationalize or consider facts, falsify facts, or falsify records. It is illegal, unacceptable and subject to disciplinary action.
7. What are the specific policies to ensure financial and accounting integrity?

All accounts and records must be documented as follows: Describe clearly the true nature of business transactions, assets, liabilities, income and expenses

Classify and record items in your account books in an appropriate and timely manner in accordance with generally accepted accounting practices and principles. Reports, declarations or documents must not be forged, distorted, misleading, misleading, deliberately incomplete or suppressed. Inaccurate accounting;

The company has established internal control standards and procedures to ensure that assets are properly protected and used and that financial data and reports are accurate and reliable. Employees share responsibilities to maintain and comply with the necessary internal controls. Improper bookkeeping and documentation and fraudulent financial reporting can not only violate the company's policy, but may also violate laws and regulations. The company has internal control offices alongside external companies acting as independent internal auditors to assess internal controls and operating systems and procedures. With a special Legal Compliance Cell, the company can do business with a high standard of legal, legal and regulatory compliance. RIL has established a compliance programmer that meets the highest international standards supported by a robust online system that includes the production units and subsidiaries of the company. The scope of this system includes various laws and regulations, such as industrial and labor laws, tax laws, corporate and securities legislation, health, safety and environmental regulations. The core of their process is the widespread use of technology. This ensures the robustness and integrity of financial reporting and internal controls, enables optimal use and protection of assets, facilitates the creation of accurate and timely financial statements and management reports, and ensures compliance with laws, regulations and company policies.

HUL

Hindustan Unilever was founded in 1933 as a Liver Brother and in 1956 it is known as the Hindustan Liver. The company was renamed Hindustan Unilever Limited in June 2007. Hindustan Unilever Limited (HUL) is the largest Fast Moving Consumer Goods (FMCG) Company in India and lives in three products. The Indian HUL looks good every day, looks good and strives to offer us better news. Good for others.

Accounting policies corporate governance Transparency and liability are two fundamental principles of corporate governance. Hindustan Unilever, as we can see from the above words, is proud to be part of a company whose fantastic founders have laid the foundation for good governance and have made it an essential business principle. Responsible business behavior is essential for the way you do business. Their behavior is determined by improved values and principles at all levels within the company. Hindustan Unilever strives to work in the right way to make business decisions, to act ethically and to comply with applicable laws. The company code of conduct is an extension of value and reflects the continued commitment to ethical business practices in all business activities. They admit it.Personal and collective responsibility for the integrity management of business activities. The Business Principles Code of Business Law recommends that standards be set that not only comply with the relevant legislation, but that go beyond many other areas of activity. In order to succeed, I believe that they require the highest standards of business conduct for all the people they work with, the communities they meet and the environment in which they affect them. This is a consistent, competitive, profitable and responsible growth path for long-term value creation for shareholders, people and business partners. These principles are and will remain the guideline for anything. The nothe Board is responsible for the sound principles of the corporate governance of the company. The board plays an important role in supervising the way in which management serves the short- and long-term interests of shareholders and other stakeholders. This belief is reflected in board practices that strive to maintain an effective and informed independent committee. They constantly evaluate the way of managing and benchmarking best practices around the world. The company is recognized as a board practice and the first listed private sector to receive the ASSOCHAM Corporate Governance Excellence Awards (2014-15). Responsibility of the auditor the auditor gives his / her opinion on these independent financial statements based on audits. They considered the rules and regulations that must be included in the audit report in accordance with the provisions of the statute, the accounting and auditing standards and the statute. They have carried out audits in accordance with the auditing standards set out in Article 143 (10) of the Act. Those standards require that we plan and perform our audit to obtain reasonable assurance that our financial statements are free from material misstatement. An audit involves performing the procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The selected procedures are determined at the discretion of the auditor, including the assessment of the risk of material misstatement of the financial statements due to fraud or error. In conducting these risk assessments, the auditor reviews internal financial controls with respect to the preparation of the financial statements by the company to design audit procedures appropriate to the situation. An audit also includes an assessment of the adequacy of the accounting policies used and the reasonableness of accounting estimates made by the management of the company, in addition to an assessment of the overall presentation of the financial statements. They are of the opinion that the audit evidence they have obtained is sufficient and appropriate to form a basis for a statement by the statutory auditor on unconsolidated annual accounts.

Challenges and challenges of these companies:
Lack of awareness of CSR activities by ordinary citizens
There is a lack of public interest to participate and to contribute to CSR activities. This is because there is little or no knowledge of CSR. This situation is exacerbated by the companies involved in CSR and the lack of communication between the grassroots and the general public.
You must build up local capacity.
The capacity of local NGOs is necessary because of the seriousness of the well-trained and efficient organization that can effectively contribute to CSR initiatives initiated by companies. This seriously complicates the scale of the CSR initiative and then limits the scope of such activities.
Transparency problems are not transparent
It is one of the main challenges facing the company because it is not transparent because it does not make enough effort to release information about programs, audit issues, impact assessments and funding. This has a negative impact on the confidence-building process between companies, which is crucial for the success of CSR initiatives.
Unavailability of well-organized non-governmental organizations
Because there are no well-organized non-governmental organizations in remote and rural areas, you can identify and understand the real needs of your community and ensure that your business and CSR activities are successful.

Visible factor
The role of the media in emphasizing the best practices for a successful CSR initiative is welcome when it disseminates good stories and people react excessively to the various corporate CSR initiatives. D Participate in event-based programs. Often meaningful grassroots interventions are missed in the process. 7.6 Small awareness of CSR initiatives Non-governmental and government agencies often have limited prospects for CSR initiatives from companies if they define CSR initiatives as donor-oriented. As a result, it is difficult for a company to determine whether such activities will be carried out in the medium to long term.7.7 Unavailability of clear CSR guidelines there are no clear legal guidelines or policy guidelines that give clear direction to CSR initiatives. The size of the initiative depends on the size and profile of the company. In other words, the bigger the company, and the bigger the CSR program, the bigger it is. 7.8 There is insufficient consensus about meeting the CSR problem. There is a lack of consensus on the implementation of the agency in relation to the CSR project. This lack of consensus often leads to a doubling of the activity of housing corporations in the intervention area. This increases the spirit of competition between executive agencies rather than bringing about cooperation.

III. Conclusion

As a result, companies must fulfill their social responsibilities and strengthen their image in society. While companies are making serious efforts to develop further, some critics still doubt the concept of CSR. There are some depressive motives for corporate social responsibility, and others for myths. CSR is in fact not a strategy for brand building. But it creates an internal brand among employees. If you indulge in activities that help society in one direction or help others, it will be a good will for the company. Corporate social responsibility is the duty of every person, company, government and individual. The reason for this is that the income is only obtained from society and that you have to pay back. That is why wealth means use by the self and the public. The basic motivation behind all kinds of things is to eliminate the hunger of the entire human race. The main goal of every company is to help people. It can be concluded that the responsibility of social enterprises and maintaining high ethical standards for accounting is not an option for all companies, but an obligation. What cannot be measured cannot be improved.

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