

Promoting Education to Expand Awareness and Perception on Corporate Social Responsibility (CSR)

Subrata Kumer Pal^{1,3} and Pramath Chandra Sarker^{2,3}

¹*Department of Management, New Govt. Degree College, Rajshahi 6000, Bangladesh*

²*Department of Psychology, Rajshahi College, Rajshahi 6000, Bangladesh*

³*Centre for Advanced Research in Psychology, Public Health, Humanities, Education & Social Sciences (CARPHESS)*

Contact: ¹<+8801745737684>, ²<+8801714925923>

E-mail: ¹<subrata1990.ru@gmail.com>, ²<pramath588@gmail.com>

E-mail: nns001@chowgules.ac.in

KEYWORDS Business. Environment. Ethics. People Perception. Philanthropy. Society

ABSTRACT Corporate social responsibility (CSR) is a key issue worldwide and it is expected that everyone would be aware and knowledgeable on CSR for the welfare of humanity, society, the economy, and the environment. This study intends to measure the level of awareness and perception of CSR of people in Bangladesh based on a case study. The descriptive research category and quantitative research approach were used. Data were collected using a closed-ended questionnaire with a non-probability sample size of 400 diverse groups of people of various ages (mean = 22.4), including eighty-one percent males and nineteen percent females, with different educational qualifications. Descriptive statistics analysis revealed the positive awareness and perception level of CSR among people. The Chi-square test stated the relationship among CSR's knowledge, respondents' education, and their faculty. Spearman's Rho correlation exposed a positive association among perception-based variables, and the Mann-Whitney *U* test exhibited significant differences in people's perception of CSR education and faculty.