CORPORATE SOCIAL RESPONSIBILITIES IN PUBLIC SECTOR UNDERTAKING - A REVIEW OF INDIAN OIL

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ABSTRACT
Since public sector organisations are essentially there to serve the public it might be assumed that these organisations do not face the dilemmas of the profit seeking private sector between commercial pursuit of profit and the notions of socially responsible behavior.

Recent experiences indicate the public sector strategies are changing dramatically and in some instances throwing into sharp focus the issues of social responsibility. The continuously increasing degree of privatization of the public sector organisations has fundamentally changed their operating paradigm and strategies towards the profit making rather than purely service delivery. It is argued that these moves have been made to bring a more economic and commercial perspective to the strategies being followed in the public sector.

KEY WORDS: CSR Reporting; Supply Chain reporting; Public Sector; New Public management.