

## **Title- Impact of Corporate Social Responsibility (CSR) on Public Services Supply Chain**

The outburst of COVID-19 has been a substantive health and humanitarian crisis. India had substantive cases and deaths because of the pandemic by June 2021. Since mid-March 2020, the Government of India (GOI) undertook several strategic initiatives to deal with the pandemic. These included steps of lockdown, followed by partial relaxation, closedown and curfews during night hours and others. The GOI's efforts to control the spread of COVID-19 resulted in economic and social disruptions leading to tens of millions of people at the risk of falling into extreme poverty and undernourishment. According to World Health Organization (WHO), informal economy workers in the developing nations were particularly vulnerable to the COVID-19 situation because this majority lacked social protection and access to quality health care and had also lost their access to productive assets.

An effective approach to deal with this problem was to strengthen the Public Services Supply Chain (PSSC) system. But inefficiencies and resource constraints in the PSSC of a large country like India was a big challenge in this COVID-19 situation. In this challenging context, several private and public sector companies undertook initiatives to support the PSSC system. Large Indian corporates such as Tata Sons, Reliance Industries, Adani Group, Mahindra and Mahindra, ITC, Maruti Suzuki and Hyundai India were supplying oxygen, arranging for hospital beds, donating funds and vaccinating their employees under the Corporate Social Responsibility (CSR) initiatives (Madhukalya, 2021). This was based upon the purview of mandatory CSR (Gatti et al., 2019; Nair & Bhattacharyya, 2019; Garg and Gupta, 2020). Furthermore, this study was based upon the institutional theory of CSR (Yang & Rivers, 2009; Aggarwal and Jha, 2019; Halkos & Skouloudis, 2016) as to comprehend how such pandemic related CSR initiatives were institutionalized in the organizations. This study intends to answer the following **three research questions**:

- What were the PSSC components that may be supported by the private companies CSR activities?
- To what extend these CSR initiatives will streamline the PSSC given the mandatory elements of firm CSR?
- How do institutionalized CSR influence public reactions to public services supply in the pandemic situation?

To find answers for the research questions we have used Social Network Analysis to investigate social connections between organizations CSR and PSSC using networks and graph theory (Dmitri, 2019).

**Method:** The data collection for the study started with an initial diary study, and subsequently was followed by a series of more broad semi-structured interviews to challenge and reinforce the derived initial themes. Furthermore, it was ascertained to what the extent which themes were common across the public supplies of different services (Qureshi, Kistruck, & Bhatt, 2016).

**Findings:** The study was an effort to network ties at ‘meso-level’ spaces where individual organizations’ institution CSR mechanisms intersected with the institutional PSSC. This would help in identifying the key facilitating areas for improving services in public institutional mechanism during pandemic times.

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