

# Impact of Corporate Social Responsibility on the Social Well-Being of Unprivileged with Mobile Medical Clinics

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## Abstract

Corporate social management is constantly being redefined from what it utilized to be in terms of corporate responsibility of people and the world. As a result, it is vital for corporate entities to assess how their organization functions for public health issues affecting their operation regarding business. The connection between public health and corporate social responsibility could also create a new normal by corporate reporting and accounting on public health. The literature examines the available literature on mobile medical clinics and the role that plays a significant role in the people's healthcare system. Current research supports that mobile medical clinics are successful in reaching vulnerable populations based on the changing needs of the target community. The study includes certain CSR theories to generate an understanding of CSR policies and their importance in mobile medical clinics while serving the unprivileged. The study also depicts about certain theories such as CSR theory, Stakeholder theory and triple bottom line theory. This includes various analyses of ethical implications, CSR policies and their importance in improving health and well-being of people with the help of mobile medical clinics. However, the acquisition of a developing approach and philosophy so that implementation of research objectives can be delivered in a standard way aids to research. Furthermore, the evaluation of data and information actualizes the fact that considering ethical perspectives can influence research purposes.

**Keywords:** CSR, Healthcare Sector, Ethical Responsibility

## Introduction

The healthcare system has increasingly transformed its way of delivering care for the purpose of broadening healthcare access as well as improving health outcomes in the Indian landscape. Ever increasing chronic diseases have imposed significant burdens and costs on developed countries' healthcare. As per the statistics, the market was valued at INR 107.61 Bn in the financial year 2021 in India and is expected to expand at a CAGR of 28% during the period of 2023-2024 (Businesswire, 2020). Besides, the global market for mobile healthcare is also evident a magnificent growth from \$65.65 billion to \$83.71 billion between the years 2021 and 2022 (Pubmed.ncbi.nlm.nih.gov, 2020). The rapid penetration of the smart phones and presence of supportive government policies have mainly propelled the growth of the Indian market. The global healthcare system thereby enables alleviating the health disparity, especially in vulnerable populations through the support of mobile medical clinic.

The emergence of CSR programmers in this aspect allows healthcare providers to drive market growth by offering services to rural populations, reducing insurance costs and taking other preventive actions to improve access. Approximately 36% of the clinics have registered on mobile health clinics publicly available on digital databases. These mobile medical clinics provide up to 6.5 million visitors in countries like the United States and offer a variety of services that consist of 42% (Malone et al., 2020). Apart from that, some challenges regarding poor infrastructure, uncertainty in performance, and data security are also faced by the healthcare sector

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in the way of successfully implementing mobile medical clinics as a part of their CSR incentives (Koolwal & Khandelwal, 2019). Furthermore, the pandemic also positively impacted the rising curve of the MHCs and removed the health disparity among the developing country's population.

## Problem Statement

As the aims of raising expenditures on healthcare in a time-bound manner is to 2.5% of GDP and also have a goal to bring down infant mortality. Identifying what community members consider is very important and that is why mobile healthcare plays a big role in order to overcome the health related diseases of people. One of the major problems that healthcare institutes have to face in successfully implementing the concept of mobile medical clinics as a part of CSR projects is the presence of less supportive healthcare infrastructure (Al Islam et al., 2018). As the digital, as well as physical worlds, blend in all areas of people's lives and consumers interact with health care hospitals where they want to operate.

The lack of awareness regarding the benefits of mobile medical clinics due to the fewer incentives from both governmental and organizational sides also makes the way more challenging for healthcare policymakers respectively (Tejasri, 2022, p. 5038). A 2019 survey shows that 71% of people get affected positively in the UK and improved health by the campaigning services with the help of mobile health clinics. Apart from that, the increasing threat of data privacy also to some extent contributes to building negative perceptions among the patient's or caretakers' minds correspondingly. On the other hand, the lack of ongoing training, nurse's empowerment and others also make the landscape challenging for the both unprivileged one and the organization.

## Research Questions

The research questions studied are:

- Whether there is a significant impact of corporate social responsibility on the social well-being of unprivileged via Mobile Medical Clinics?
- How do public health issues affect corporate social responsibility on the social well-being of the unprivileged?

- What is the major significance of mobile medical clinics in improving corporate social responsibility for the social well-being of the unprivileged?

The factors behind the issue are as these health conditions are increasing the lifestyle threats and environmental risks among people. In comparison to the general population, the unprivileged one has poorer health access which indicates a need to reach out to healthcare through the development of a mobile health map.

## Literature Review

### Corporate Social Responsibility in Healthcare Services

Corporate social responsibility is seen as an increasingly demanding concept within healthcare practices for the aspect of ensuring services sustainability as well as benefiting from the patient's satisfaction. UNESCO has proposed a framework for delivering healthcare services while maintaining CSR policies in hospital governance. Besides, changes in modern societies have driven the demand for CSR practices in the modern healthcare landscape and resulted in a new paradigm in hospital governance. The framework focuses on the necessity of responsible behavior in healthcare sectors including hospitals for accomplishing their market and social goals that are based on general ethical standards as well as laws. The framework also states that social responsibility must be considered a moral obligation for creating organisational value. Furthermore, based on the discussion of the study by Tomaselli et al. (2022, p. 948) CSR plays a crucial role in highlighting the hospital performance in a transparent way and allows elaborating on social issues to improve the market image and stakeholders engagement effectively. As per the views of Tejasri (2022, p. 5038), the major aim of the CSR policy in hospital governance and healthcare sectors is to show that science plays a critical role in creating peace, human well-being, and security. The utilization of a holistic framework of CSR not only resulted in higher operational efficiency for the healthcare system but also ensures substantial cost savings for the organizations. It also highlights that the principle of CSR in health sectors is to rearrange bio-ethical decision making processes in

areas of crucial concerns of different countries such as accessing quality health services and expensive medicines. Governments of a majority of countries are responsible for promoting well-being and health as well as social development for their citizens. In addition to this, the emergence of advanced technologies, globalisation, and the progress of science help to increase access to quality healthcare services and essential medicines and drugs, purified water, and nutrition.

### **CSR Policy of Mobile Medical Clinics Helps in Improving Maternal Health of Unprivileged**

CSR policies in mobile medical clinics are responsible for helping the development of maternal health of women in several countries. As per the opinion of Abu Zayyad et al. (2021, p. 520), healthcare sectors are focusing on the improvement of maternal health in order to reduce child mortality, and rates of premature babies in the UK. The rate of child mortality is high in various regions and in the unprivileged as they lack adequate knowledge of maternal health and nutrition. As per the Indian CSR policy, healthcare organisations are committed to rendering quality health care facilities to the people living in the villages. India has signed many conventions in the form of ILO, UNHRC and others for the purpose of improving the country's health care practices effectively. On the other hand, CSR policies are beneficial for providing sufficient nutrients and essential medicines to women in their maternity periods with the help of mobile medical clinics. CSR policies are responsible for paying attention to social well-being and health of people and this enables healthcare sectors to provide several beneficial impacts to the unprivileged during their needs. It has been evident that pharmaceutical companies in India are mainly liable for high prices of medicines as they are adamant about creating profit rather than benefiting society. CSR helps healthcare organisations to develop service accountability to certain target communities such as the unprivileged to facilitate social well-being. "Sustainable Development Goal" 3 is responsible for ensuring healthy lives as well as promoting well-being for all citizens. It is beneficial for providing special care as well as treatment for women in their maternity to improve maternal health.

CSR allow healthcare firms in achieving commercial success by honoring ethical values and respecting communities and the natural environment. Combating HIV and AIDS in the unprivileged includes several challenges such as geographical, cultural, and others. As per the views of Sultana et al. (2019, p. 281), mobile medical clinics face several barriers while eradicating and providing treatment for people suffering from AIDS.

### **Challenges Faced by the Mobile Medical Clinics to Implement CSR**

Mobile medical clinics face various issues while implementing CSR in their policies and operations. According to Raimo et al. (2021, p. 6561), there are several limitations of these types of clinics such as fragmentation of provided care, financial issues, structural as well as spatial constraints, logistical challenges, and others. On the other hand, the implementation of CSR policies experiences several barriers including constraints on budgets, lack of planning, logistical challenges, and others. In the path of delivering quality care with the help of mobile medical clinics, it has been seen that healthcare organizations are facing potential challenges due to the lack of metrics of success. Implementation of this policy in mobile healthcare services requires a proper workforce and several advanced technologies to maintain certain principles of CSR. Organizations are not able to evaluate the outputs due to a lack of metrics that to some extent discourage the adoption process for Indian healthcare. On the other hand, there is a lack of funding from governments to get an adequate amount of money for implementing CSR policies. Shortage of resources can be a limitation to accomplishing CSR in mobile healthcare services. In addition to this, effective implementation of CSR requires a sufficient amount of resources, and budgets for implementing CSR policies are generally inadequate as well as outcompeted by other certain projects that guarantee a high return on investments. Besides, it has been also seen that the regional bias has contributed to the decrease in healthcare access within the minority community.

### **Stakeholder Theory**

The term stakeholder theory refers to a mirror image of CSR and it helps to pay attention to ethical obligations.

This theory begins with the world and it describes individuals as well as groups that can be affected by the actions of companies. In other words, the theory affirms that people who are affected by corporations can hold the obligation and right to participate directly in these. It can be elucidated through an example, such as when factories produce industrial waste, CSR policies attach a responsibility directly to the owners of these factories to dispose of their wastes safely. In contrast to this, according to Freeman et al. (2021, p. 1757), stakeholder theory begins with people living in surrounding communities who can find their environment poisoned and starts to state business ethics and demand for clean water and air. They are stakeholders of companies and theory voices need to be heard and contribute to the corporate decision-making procedures.

### Triple Bottom Line Theory

The theory focuses on the notion of sustainability that is crucial for businesses' existence with the transformation of the financial model. As elaborated by this theoretical concept, three columns of responsibilities must be kept in the eyes to obtain suitable results for business success. The theory also states that large corporations have a responsibility to frame the business plan allowing prolonged social impact. The people consider stakeholders including communities, consumers, investors and others that are also considered accountable for holding organizational action. Health care organization needs to consider the creation of values towards them by engaging them in the organizational decision for the purpose of gaining economic sustainability. As opined by Shim et al. (2021, p. 27), social sustainability also allows business firms to be stable over the long term by distributing the wealth to the people's lives, community and others. By performing such responsibility healthcare organizations are also way more capable of fostering healthcare prosperity and patient satisfaction in the business. Besides, the social balance has a potential impact on the consumer's engagement and healthcare services growth.

### CSR Theory

The theory is responsible for enclosing certain responsibilities such as economic, legal, ethical as well

as philanthropic. Economic responsibility refers to the process of companies making money and companies need to make money continuously to survive in markets. As per the views of Nazir et al. (2021, p. 125), even non-profit organizations also make money and economic responsibility of companies need to be followed throughout their entire business operations. Ethical considerations need to be maintained in companies to attract a large number of people in market areas. Maintaining ethical responsibility in companies ensures that integrity, as well as the environment, are protected while proceeding with several business operations. Ethical responsibility needs to be maintained in organisations to operate in an ethical manner in market areas. Mobile medical clinics require this theory for meeting the healthcare needs of the unprivileged. In the study of Leclercq-Machado et al. (2022, p. 9078), there is a lack of information about their account details and the chosen sample was large. In addition to this, the study performed exploratory and confirmatory analyses that fail to include statistical information about the topic. On the other hand, the study of Dau et al. (2019, p. 3259), shows that it includes CSR in managing sustainability in supply chain management of companies, and it lacks information about the implementation of stakeholder theory in companies.

### Research Methodology

The wide recognition of design for research that is used in this study is based on "*descriptive design*" for utilising secondary information effectively. It can be highlighted for managing operative services that can implement useful variables and possess reliability. Along with that, the procurement of implicating design to advocate authenticity in data progression plans. However, the processing of research activities synchronises in such a way that while conducting research there will be no hindrance (Harris, 2019). Hence, the "*descriptive design*" is suitable for conducting and collection process execution and linked with secondary sources. The profound objectives of setting design for researching variables that are required for sourcing information in a standard way. It can be noted that social responsibility upliftment can diversify objectives to endorse a sense of responsibility among civilians that can be imposed by a "*descriptive design*" study effectively. Along with

that, the behavioural aspects can be described to explore an understanding of research objectives significantly. The method of collecting information and data can be evaluated as an important approach while conducting research. However, the use of a “qualitative method” can be processed to assess data from secondary sources. It can be noted that the collection of information from “journals, books, newspapers and transcripts” helped a lot to determine statements and viewpoints prominently. However, the acquaintance of subsidiary research focuses on readily statements and viewpoints upon which study can be obtained significantly (Browne et al., 2019).

### Data Collection and Analysis Strategy for Research

The empowerment of using a “qualitative research strategy” implies an understanding of experiences and beliefs to leverage research variables. Along with that, the reliability of the collecting and analysis process can be taken into consideration through which generation of insights can be evaluated. Hence, the generation of prosecuting and implicating strategies to generate ideas that can be used in further research progress (Moser & Korstjens, 2018). Consequently, the acquisition of delegating strategies can significantly impose behavioural concepts that direct operational activities in a good manner. Hence, the generosity of collecting

information affects the collection strategy to implicate research variables that aids to quality formulation of data. Along with that, the generation of ideas and different beliefs enable understanding processes in terms of analysing data. The elocution of the “descriptive method” used in this research is linked with future development perspectives. It can be noted that analysis of methods in terms of descriptiveness can signify a critical understanding of facts effectively. However, the significance of data analysis helps to represent ideas and experiences through which complications in research can be induced. Along with that, the acquisition of considering attributes and socialising facts aids to explore research variables efficiently (Assarroudi et al., 2018). However, the analysis process can be implicated as an important approach to executing formulation of data process is required for development perspectives.

### Finding and Analysis

This chapter of the study provides results that understand the aim and make the study simpler. Thus, it breaks down complex research information into simplified information that can be easily understood by readers. This chapter shows the importance of corporate social responsibility by helping needy people in every way possible.

### Findings Table

**Table 1: Findings Table**

<i>Bibliography</i>	<i>Aim</i>	<i>Method</i>	<i>Central Themes</i>	<i>Findings</i>
Leclercq- Machado, L., Alvarez-Risco, A., Esquerre- Botton, S., Almanza-Cruz, C., de las Mercedes Anderson- Seminario, M., Del-Aguila-Arcentales, S. and Yanez, J.A., 2022. Effect of Corporate Social Responsibility on Consumer Satisfaction and Consumer Loyalty of Private Banking Companies in Peru. Sustainability, 14(15), p.9078.	The study is aimed to provide the effect of corporate social responsibility on unprivileged people with the help of medical clinics.	The data is collected through the primary sources with the help of 20 participants and using question-based surveys.	Corporate social responsibility is helpful for both company and people. Corporate social responsibility helps companies to improve their brand reputations.	Corporate social responsibility is getting a lot of recognition in recent years, especially after COVID-19 pandemic. It helps companies to increase customer satisfaction by implementing some strategies. Customer trust is one of the key aspects that help companies to increase their profitability. CSR helps companies in several ways such as improved brand image and simultaneously helping unprivileged people.

<i>Bibliography</i>	<i>Aim</i>	<i>Method</i>	<i>Central Themes</i>	<i>Findings</i>
Sorour, M.K., Shrivs, P.J., El-Sakhawy, A.A. and Soobaroyen, T., 2020. Exploring the evolving motives underlying corporate social responsibility (CSR) disclosures in developing countries: The case of "political CSR" reporting. <i>Accounting, Auditing &amp; Accountability Journal</i> .	This study aims to provide the importance of corporate social responsibility in underdeveloped countries.	The data is gathered from primary sources to get exact information. The data is collected from 21 participants from different underdeveloped countries.	The nature of CSR that changes the life of unprivileged people in underdeveloped countries.	Multinational companies need to invest money in needy people of underdeveloped countries as part of corporate social responsibility. Strategies must be built that are based on unprivileged people. It is one of the strategies that can help multinational; companies to get more shareholders and investors. Further, it provides the facility of improving their existing customer base.
Ashifa, K.M., 2021. Interventions And Implications for Sustainable Development with Corporate Social Responsibility of Mncs In India. <i>NVEO- NATURAL VOLATILES &amp; ESSENTIAL OILS Journal! NVEO</i> , pp.2973- 2980.	This study aimed to provide reasons to support the public before expecting to get repaid from the public.	The data and information is gathered from secondary sources of recent articles.	Businesses or companies are required to invest a certain proportion of money to provide support to the public.	Employees of companies or businesses need to be involved in this strategy to providesupport. The CSR activities need to be carried out in the right manner to ensure that it attracts both stakeholders and consumers. This strategy can be a vital part in developing a sustainable community. Companies can invest money on schools to ensure school fees are reduced and more students get their desired educations.
Siddiqui, A. and Mirza, M., 2022. Corporate Social Responsibility: The Relevance in Indian Corporate. <i>Journal of Legal Studies &amp; Research</i> , 8(1), pp.123-129.	This study aimed to provide the law that states that a minimum of 2% of profits made by companies need to be invested as part of corporate social responsibility.	The data is collected through primary sources from 50 participants of different corporate sectors.	Corporate social responsibility is becoming mandatory for every company irrespective of the size of its organisation and the value it generated throughout the year.	A country that has cheap labour facilities needs to put more focus on corporate social responsibility. A law is passed where it is clearly mentioned that companies have to be involved in social responsibility to help the needy and unprivileged.
Prasad, A.A. and Kumar, R.S., 2022. Challenges and opportunities for brand corporate social responsibility classification: A review, new conceptualization and future research agenda. <i>International Journal of Consumer Studies</i> .	This study aimed to provide specific CSR activities that can help a company to improve its brand image.	The data is collected from primary sources with the help of several resources. The information is collected from employees of different companies across several countries.	Different approaches that companies can adopt to attract customer attention without taking much time.	Companies can utilized some approaches that can help them to improve their brand reputation within no time. Companies can invest money in schools so that students can know more about donations. They can donate money to hospitals to help them improve their treatment facilities. Further, they can provide health benefits to families of their employees as well as part of social responsibility. Thus, it is one of the strategies that can help them to gain trust of employees as well as follow the law of corporate social responsibility.

<i>Bibliography</i>	<i>Aim</i>	<i>Method</i>	<i>Central themes</i>	<i>Findings</i>
Sekaran, S., 2021. An Analysis on the Development of Corporate Social Responsibility (CSR). International Journal of Recent Advances in Multidisciplinary Topics, 2(6), pp.212-214.	This study aimed to provide corporate social responsibility as part of the planning and operations of companies. Further, it highlights different phases and theories that can help companies to implement effective CSR strategies.	The data and information collected from secondary sources that portray different theories that have helped companies to effectively carry out corporate social responsibility.	Implementing corporate social responsibility by following effective theories and methods.	Companies need to develop a certain plan about how they are going to invest a proportion of their profits effectively. Companies or businesses need to have a balance between the economic and social imperative to make sure their strategies are executed according to their way. This study also shows the importance of investing more money after its growth in terms of making profits.

Source: Self-developed.

This table contains different journals and their objective on corporate social responsibility to support the findings chapter. This table helps in understanding the importance of CSR activities for a company to be implemented.

### Thematic Analysis

Stakeholders are an important aspect of an organisation that helps a company to reach a better position. They are considered to be major advocates and supporters of an organisation. The involvement of stakeholders ensures that companies are connected to their main objectives and increase their profits to a certain level. According to Siddiqui and Mirza (2022), the most important stakeholders are considered to be their customers. Thus, it becomes much more important for companies to spend money on society to attract customers. There are many stakeholders that want to be part of an organisation, which invests huge sums of money in society. Companies need to consult with their stakeholder regarding their corporate social responsibility strategies to ensure everyone's participation in this noble work. Companies can utilise stakeholder mapping to involve their stakeholders in this process.

Companies need to invest money in clinics that provide free treatment to people especially clinics in rural areas. Clinics provide necessary treatments and medicines to people in rural areas. Thus, companies need to involve stakeholders more effectively to help medical clinics. Corporate social responsibility helps companies increase employee engagement and retention. Employees are considered to be internal stakeholders of an organisation that plays an important role in developing companies in

several aspects such as profitability and productivity. As per the view of Sekaran (2021), many employees want to be part of an organisation that helps society to improve their condition. Thus, they work as a stakeholder and contribute some amount of money that is cut from their salary. Companies are starting to include volunteering programs to help NGOs by consulting with their stakeholders. Several stakeholders might be directly linked with NGO's, which can help them companies get access to NGO's through their own stakeholders. This strategy must be implemented by companies or organizations as it cost saving and creates a positive brand image. Thus, it helps companies to provide employee satisfaction, stakeholder satisfaction and customer satisfaction.

### Strategies for Corporate Entities with Respect to Medical Clinics to Meet the CSR Principles

The growth and development of the healthcare sector have led to an increase in organisational behaviour as this tends to treat the people with advanced medical facilities. Corporate social responsibility deals with the national performance that can enhance the methods through which the treatment is done. There are various methods by which the corporate entities of mobile medical could meet up to the expectations of meeting the CSR principles. The strategies help to develop the CSR and also the organisation in order to make a good profit margin from the desired work (Wood et al., 2019). The implementation of mobile cleaning has been a common factor that can treat people without visiting any healthcare specialist manually.

In order to grow and develop the healthcare sector to make sustainable corporate social responsibility, the concept of a mobile middle clinic is necessary in order to support the healthcare infrastructure. The development of the strategic review has also made aware of the benefits of the mobile medical units and due to that organisational sector getting hampered due to a lack of CSR practices. As per the view of Zulkifli and Mustika (2018), The proper use of the mobile healthcare clinic should be developed with better data tracking methods and the implementation of the advanced method in mobile healthcare clinics. On the contrary, Ponraj (2022) argued that the process of creating a sustainable office through the implementation of mobile medical units the management and the government need to highlight the problems and the issues that are making a hindrance in the health care sector (Morita et al., 2019). However, the CSR practice enables the mobile clinic to develop in such a way that the performance of this clinic will automatically get enhanced after a period of time.

### **Impact of the Medical Clinic Operations on Public Health**

More than 4000 camps have been promoted so “Sacha/Swasthya Seva” has also assisted more than 2.5 lakh people in a short period of time. The free medical service of mobile cleaning is held in rural villages with Kisan Seva Kendra in order to treat people with better health care facilities through mobile medical clinics. This is due to the sustainable transit of the healthcare facilities that are needed in the healthcare sector for better facilities in treatment. In this manner, the principle of corporate social responsibility has developed various villages in India that are lacking basic medical facilities around them.

The implementation of mobile healthcare clinics has registered some certified doctors and also some pharmacies in order to mobilise the benefits that need to be provided to 1.5 million patients in 681 villages and also in 13 districts of 3 states. Population in India faces a lot of trouble with respect to the healthcare facilities as project MANS I of Tata Steel has treated more than 25274 people including free vaccines. This has led to a positive impact for the government and as well as the state as the survival initiative of the project aims to treat illness of the people through mobile medical

clinics. The Sahiyaa project under the National health rural mission has anticipated more than 14000 women and 15000 infants in order to immunise them with proper vaccination. Project Hamrahi and project Khushi of RIL I supported the treatment for AIDS and HIV in Allahabad with the better treatment and prevention of the disease that is spreading drastically in the country. The SAIL has provided health care services to more than 15 villages in the backward areas of Haryana that have benefited more than 45000 villages. The counselling of the Reliance industry has made an effort in child delivery service supply and it has also stabilised issues that are facing the child through mobile medical clinics. This has made a drastic change in the nature of the environment as this helped the people to get the service of healthcare that has proven to be a betterment of the lifestyle of the people.

### **Improvement of the Medical Clinic for a Better Standard of Living**

The improvement of the medical unit has been a concern for the country as this also needs proper funding and it is also important for the country to make a development of the medical facilities in order to provide the people with better medical facilities. The transformation of the medical facilities can also decrease the motility rate as the implementation of advanced technologies enhances the rate of medical facilities for a better treatment priority. Lack of proper techniques also hinders the plan development of the healthcare requirements that could prove to be beneficial for the people living in rural areas in India. The implementation of mobile medical clinics helps in developing the healthcare practice that could mitigate the risk of effectiveness in healthcare sectors.

The techniques and the methods that are required for the growth and development of the medical facilities need a proper utilisation of the skills that are essential for the growth of the healthcare sectors. The requirement of the analysis through telemedicine also enhances the CSR method to develop the performance of the clinics that are not fully developed. This can also elaborate the medical units to make the betterment of the necessary items for the professionals that are working in the healthcare sector.

The methods and techniques that are implemented through corporate social responsibility have significance

in the healthcare sector as it enhances the rate of treatment through computer-based systems that can make an after-pacing in the organisation.

## Conclusion and Recommendations

Conclusively this study states the importance of corporate social responsibility in every aspect of companies. It helps companies to improve their public image by portraying an image that shows that they are committed to helping society. They are most likely to get the preference of customers and thus it can help companies to increase their profitability. A consumer is most likely to assess the public image of the company in terms of its charity and social responsibility. Ethical practices can help companies to get more recognition from customers as their good work is definitely going to spread among common people. Thus, it can help companies to increase their brand awareness in society. This study also states that corporate social

responsibility provides an added advantage to their organisation over their competitors. However, companies need to consider social and environmental factors before committing to help needy people as part of corporate social responsibility.

Companies need to have a sustainable system in order to make their social responsibility strategies successful. Companies need to develop strategies considering their annual income and annual growth. However, companies need to involve their employees as well beside involving customers. Employees of the organisation need to have a clear idea regarding corporate social responsibility strategies of their organisation in order to help companies to increase their profitability to provide more support to society. Further, employees mostly prefer companies that have a very good brand image within society. Thus, employees are more likely to join those companies that are directly linked with corporate social responsibility.

## Recommendations

**Table 2**

<i>Recommendations</i>	<i>Implications</i>	<i>Benefits</i>
Implementation of CSR in healthcare sectors.	Proper CSR techniques and practice can make a benefit for the workers in the healthcare sector. This will enable the healthcare workers to develop the skills that are essential for the growth of mobile healthcare organisations.	The corporate social responsibility helps to develop the organisational benefit in order to make a better profit margin from the healthcare sectors.
Implementation of advanced types of equipment.	The advanced types of equipment could help in dealing with the disease that requires an advanced method of treatment for the people living in the rural areas.	The process of implementation of advanced tools can enhance the treatment and it can also reduce the time taken for the treatment to complete.
Introducing artificial intelligence in the healthcare sector.	The introduction of artificial intelligence will help to understand the disease and it can also make the analysis of the disease that could possess a threat to the people living in the country.	The implementation of the advanced methods along with the artificial intelligence will enhance the productivity and effectiveness of the workers as the artificial intelligence will help the healthcare providers to get an insight into the disease that could hamper the country.
Engagement of healthcare practices.	The process of engagement of the healthcare practice could also enhance the learning and the effectiveness of healthcare workers through personal skill development programmes.	The engagement of healthcare workers will tend to increase the skills for treating the people with the right methods and techniques and it will also increase the practice of general awareness of the people.
Increase in the use of mobile clinics.	The mobile clinic also plays a beneficial role in observing the people on a real-time basis to analyse the disease that can hamper the health of the people living in the country.	The use of mobile clinics enhances the treatment of the people as it needs to be done with the help of a cellular network over a smartphone or a computing device that can make conferences with the healthcare workers

Source: Self-developed.

In this table it has been recommended that the need for the development of the mobile clinic is necessary in order to make a correct procedure of the treatment. This will enable the healthcare worker to make a development process in order to highlight the necessity of corporate social responsibility and the need for implementation of the mobile clinic around the country. The implementation of CSR could help deal with the risk data connected to the healthcare organisation. The introduction of artificial intelligence also provides an edge in the healthcare sector as artificial intelligence can analyse and get a better result of the disease. Implementation of this method could make a faster enhancement in treating the people that have some acute disease.

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