

Social Media Analytics and CSR of Indian Companies

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Abstract:

Social Media Platforms help the various users not only to interact but also to influence towards decision making. There are various social media platforms like video based like Instagram and content based like Facebook and Twitter for business purposes. The aim of this paper is to analyze the use of social media platform for social projects. These various social media platforms have provided an opportunity for various stakeholders to interact amongst them and their customers. Many of the Indian companies have embraced these social platforms to communicate and reach out to their stakeholders. Researchers in this paper, specifically explore the video sharing platform like Instagram for Corporate Social Responsibility (CSR) tasks and activities. The researchers performed analysis on the Instagram posts, messages and content for the top 100 listed companies in the National Stock Exchange (NSE) in India. The researchers performed analysis on the responses from each of the stakeholders. They further analyze how Indian companies are using video and photo based social media platforms to create social impacts within India. The researchers also performed a intensive literature review to analyze the gaps as well compare the results of this study. The researchers also explored to review how many of the Instagram messages and posts are related to CSR from the total posts and responses. The authors used quantitative methods to analyze their data. The findings show how distributed and rudimentary the companies are. The study shows how Indian companies are adopting and utilizing social media platforms and specifically Instagram for their CSR activities. The findings are revealing that only a few Indian companies are consciously utilizing social platforms for their social projects.

Keywords

Social Media Analytics; Corporate Social Responsibility (CSR); Instagram; Social Media Networks

Biographies

Deeptanshu Veerwani is currently a student of Amrita School of Business, pursuing MBA in Marketing. He worked 4 years as a business analyst and a digital campaign analyst. Deeptanshu holds Bachelor of Technology in Computer Science from Maharishi Markandeshwar Engineering College. Deep is hands in digital marketing tools like Google Analytics and Omniture.

Shekar Babu Ph.D. is the Professor and Director of “AMRITA Center for Responsible Innovations and Sustainable Enterprises”, “ARISE” Labs. He is also the Founding Head, Department of Management (DoM), Bangalore Campus, AMRITA Vishwa Vidyapeetham University, Bangalore, India. Dr. Shekar holds a Bachelor of Engineering (BE) degree in Electronics and Communications from Bangalore University and a Master of Science (MS) degree in Electrical and Computer Science from California State University, Los Angeles and a Doctoral Degree in Strategic Management from Amrita University. He is a Management Consultant with over 25 years of experience in working at Price Waterhouse, Hewlett-Packard Co and AMRITA University. His research areas are Corporate Social Responsibility (CSR), Corporate Governance (CG), Strategy and Social Development and Sustainable Goals (SDG). He has taught courses in Marketing, Leadership, Management Consulting and Business Ethics and Values.