

**Title of the book**

Fundamentals of Corporate social responsibility

**Author:**

Dr. Uma Rani PM

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**About the Book**

This Book with the title 'Fundamentals of Corporate social responsibility' introduces the transformative concept of CSR, emphasizing its significance in fostering a harmonious relationship between corporations and society. As organizations increasingly recognize their broader societal impact, CSR becomes a moral imperative and a strategic asset. This exploration delves into the multifaceted dimensions of CSR, examining its role in sustainability, ethical practices, and community engagement, ultimately contributing to a more responsible and sustainable business ethos. I am absolutely awestruck by the incredible support and unwavering encouragement provided by the beloved husband, Mr. S. Kumananthan, Branch Head as Assistant Vice President of Axis Bank. With his exceptional support, this remarkable book has come to life. His unwavering guidance has lit my path in this publishing journey. I am truly grateful to Dr.S.THIRUMALMURUGAN, Founder & Chairperson of Adhiyaman Educational Institutions and Dr.SHOBA THIRUMALMURUGAN Secretary of Adhiyaman Educational Institutions, for their indispensable support in publishing this book. Their guidance was pivotal in achieving this milestone, and I extend my heartfelt thanks. Valuable comments and Suggestions for the book will be acknowledged with thanks.

# Cover Page



Dr. Uma Rani PM is working as a Faculty Member of Commerce in Adhiyaman Arts and Science College for Women, Uthangarai, Krishnagiri District. She has got more than 14 years of Teaching and 18 years of Research experience. Her specialization area is Finance and Marketing. She has qualified National Eligibility Test in Commerce (NET) in 2003 with Junior Research Fellow (JRF) and qualified State Level Eligibility Test (SLET) in 2014. She has presented 75 Research papers in National and International Conferences. Dr.Uma Rani PM has published 5 Edited volume Books and 20 Research articles in many International Peer Reviewed, Scopus and Refereed Journals. She had been to France, Malaysia and Singapore for presenting Research papers in the International Conferences and Faculty Exchange Programme. She has been a Resource Person in many State and National level Faculty Development Programmes and Workshops. She has guided more than 150 projects for students' career performance and organized more than 10 training programmes. She has been a Question Paper Setter for the Semester Examinations for more than five Colleges in Tamilnadu. She is a certified member with capital and derivatives market Module in NSE's Certification for Financial Market. She has organized International conferences, Workshops, Faculty Development Programmes, Fire safety and Rescue Programmes, various Blood donation and Awareness camp in Colleges & Schools and she facilitated for College Admission, Placement and Educational Governing Bodies like IQAC - NAAC, NIRF & ISO Certification. She is a member of All India Association for Education & Research (AIAER), Indian Accounting Association (IAA) and Madras Management Association (MMA). She is a Member of Editorial board of international Journal of Business Management and Research and Reviewer of International Association for Innovation and Applied Research. To her credit, She has received the 'Best Faculty Award' (Commerce) for being an Inspiring Woman 2020 in Thailand and for her extra-ordinary achievements in Teaching & Research. And she has also received 'Maya Academic Excellence Award' for an Outstanding Excellence and Remarkable accomplishments in the field of Teaching and Research. She has the Patent Right for Design of I-Health for Patient Health Information and The impact of the Goods and Services Tax (GST) on India's fast moving consumer goods sector.



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