



# Need to Embrace Corporate Digital Responsibility for Marketers in Embedding their Business on Digital Platforms

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## Abstract

The principal objective of this paper is to focus on mindfulness of technology and digital development. The feeling of obligation joins certain gatherings of entrepreneurs, researchers, and leaders. The primary standards of the possibility of corporate social duty are identified with keeping up the balance in business action between three sorts of capital - financial, human, and natural. Following technological and digital development lately, more consideration is given to socially capable creation and execution of development. Corporate Digital Responsibility (CDR), which lately has been taking conventional shape, is another activity inside social duty. CDR implies the familiarity with obligations restricting the association's dynamic in the field of innovative turn of events and utilizing advancements to offer types of assistance. The paper alludes to the unique improvement of advancements that undermines likewise worldwide work market because of automation and mass execution of arrangements because of artificial intelligence. Monitoring this unique interaction it is worth accentuation that organizations and representatives have undeniably less an ideal opportunity to altogether inspect social results of progressing executions identified with digitalization. The research paper has also presented the people's point of view related to their data privacy and ethical standards of a digital company.

**Keywords:** *Corporate Digital Responsibility (CDR), Corporate Social Responsibility (CSR), Digital Ethics Digital Technology.*



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## 1. INTRODUCTION

Corporate digital responsibility is a voluntary commitment. It starts with the need to conform to legal requirements and standards—

for handling customer data, confidential, intellectual property and so on—but it also extends to wider ethical considerations and the

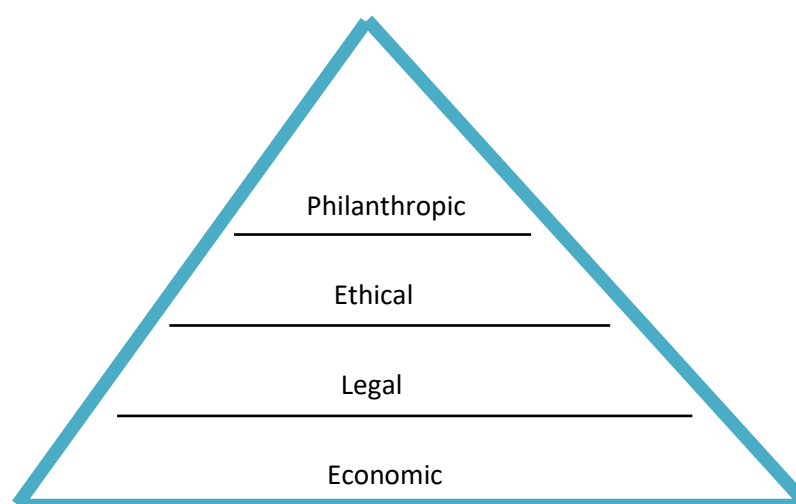
fundamental values that an organization operates by." Driesens (2017). According to politik digital e. V. (2018) "Corporate Digital Responsibility is an understanding of corporate responsibility in and for a digital society. It involves a regulated and a voluntary level: on the one hand, the observance of relevant laws or directives, on the other hand, the exercise of a voluntary responsibility in shaping the digital society." After reviewing the above existing definition of CDR we present the following definition of CDR:

Corporate Social Responsibility is an augmentation of a company's responsibilities which are considered the ethical circumstances and challenges in the context of social, economic, technological, and environmental. It is a volitional and regulated responsibility. Just Like the responsibility proposed in the CSR pyramid created via Carroll during the 1990s (Carroll 1991), which are economic, legal, ethical, and discretionary (philanthropic). Incorporate digital responsibility these can also include additionally at four distinct levels and they are as follows:-

The first level is the economic level, in this; the companies must find an innovative business model to secure their future in the competitive digital world to gain a competitive edge over rivals. After this, the legal responsibilities come in which the companies must fulfil the existing rules and regulations related to data protection and these digital technologies.

For this companies can take support from the government or consultants. Microsoft is one of the examples of this; they are working with government authorities to better tussle with these legal issues in the context problem of advanced technologies. The third level is about ethical responsibilities in which companies are expected to avoid any harm and provide benefits by using digital technologies to the stakeholders of the companies. It is very important for companies to pursue ethical practice and do their business in fair means. Finally, the fourth level is philanthropic responsibilities in which companies firms may incorporate charitable endeavours that are useful to society by, for occurrence, focusing on sharing information and utilizing information, what's more, innovations in manners that empower sustainable development. They may likewise choose to add to society by supporting subsidizing plans for advanced social advancement, like ones in the social entrepreneurship sector.

Fig.1 gives a delineation of the old-style comprehension of corporate responsibilities and instances of the arising new points in the digital age on the four levels proposed via Carroll in 1991.



**Fig-1:** Source: Carroll's pyramid of CSR

RESPONSIBILITIES	EXAMPLE
Philanthropic Responsibilities (Desired by society)	Committing to sharing knowledge and using data and new technologies in ways that enable sustainable development; funding digital social innovation.
Ethical Responsibilities (Expected by society)	Pursuing ethical digital practices, as, e.g., responsible AI or sustainable disposal of electronic waste, and behaving in an upstanding, just and fair manner, beyond legal frameworks and governance.
Legal Responsibilities (Required by society)	Abiding by existing laws and regulations concerning digital technologies and data security.
Economic Responsibilities (Required by society)	Anticipating and developing innovative business models which secure the company's survival given new competitive pressures in a digital world.

## 2. ESG FRAMEWORK OF CDR

A grounded structure that is most usually used to sort themes identified with CSR is the ESG model. The ESG represents the three main factors that are related to the company's ethical impacts and sustainable practices which help in achieving long-term goals for it.

For every business, it is important to deal with the environment, society, and government to run their business. Few topics can be determined under the topic CDR in a meaningful way to get a framework of ESG. The description of each element is as follows:-

<u>ENVIRONMENTAL</u>	<u>SOCIAL</u>	<u>GOVERNANCE</u>
1. Digital waste 2. Energy 3. Carbon footprint	1. Digital Influence 2. Digital well-being 3. Digital Empowerment	1. Data transparency and Data security 2. Data storage and collection 3. Data ownership and privacy

## 3. ENVIRONMENTAL CDR

### ❖ Digital Waste

The corporate area has been the most punctual buyer of ICT also, at present holds a sizable portion of absolute introduced ICT

equipment. The portion of new working frameworks or better performing applications makes electrical and electronic hardware out of date which is subsequently given to

dismantlers or recyclers. Commission has as of late received another Circular Economy

Activity Plan that means to lessen the EU's utilization impression and twofold its utilization pace of roundabout material by working along with organizations to make a reason for manageable sustainable items. Subsequently, a few organizations are turning out to be progressively more cautious in regards to the recharging and reusing of their ICT hardware. A large portion of the materials contained in this equipment are recyclable and reusable, and may even incorporate valuable metals like gold, platinum, or uncommon components (i.e., tantalum, lanthanum, or neodymium). There are other materials that are used in making these products and they are dangerous for the environment such as arsenic, chlorine, etc.

#### ❖ **Energy**

According to the report presented by Enerdata in 2018 the information and communication technology was assessed to address between 5–9% of aggregate power utilization in 2018 and it is required to ascend to 20% in 2030. This rate will probably continue to develop because of the more prominent openness of the digital platform to the total populace and the expansion in personal utilization of digital technologies, for example during the new worldwide Covid-19 pandemic.

#### ❖ **Carbon Footprints**

ICT carbon emission byproducts as a level of global emanations are relied upon to diminish to 1.97% in 2030, compared with 2.3% in 2020. Over the most recent years, ICT organizations have had a more prominent obligation to control their infrastructure (e.g., data farms and communication of networks) with sustainable energy sources, essentially as a result of the expanding cost intensity of environmentally friendly power, the clients' rising interest in having their computerized structure fueled by clean energy, and the related objective of ICT organizations to improve their image of a brand. The use of information and communication technology is growing day by day. Every organization is

trying to adapt it to get the work efficiently and effectively. Hilty and Bieser mentioned the environmental effect of ICT directly and indirectly. The emanation of greenhouse gas-harming substances is a direct environmental impact and envelops carbon impression changes of the whole life pattern of ICT equipment beginning from the creation of the activity to the removal of ICT gadgets and framework. Indirect impacts represent ozone-depleting substance changes of different areas applying ICT technology. In light of the examination Hilty and Bieser of with an emphasis on Switzerland, the ecological impression is emphatically brought about by the creation of ICT equipment.

### **4. SOCIAL CDR**

#### ❖ **Digital Influence**

The term digital influence refers to that power which a person consists of to assist the effect of a change in opinion of a buyer online in purchasing any product or services. These digital influencers tell the audience about the product use, benefits, and its details, also they motivate them to try that product. This ability helps the firm on social media platforms through these influencers. These influencers who consist of a large number of people named as followers get paid for the promotion of their product to the audience. As most influencers likely have fluctuated understandings of their obligation in applying impact, it is significant that the administrators of online stages practice mindful oversight. This can be done by forestalling abuse of uncondensed information, giving an explanation on and bringing issues to light of the force of their foundation, and making clear and straightforward principles for the right to speak freely of discourse, prompting expanded straightforwardness and administration over influencers' substance.

#### ❖ **Digital Well – Being**

The term digital well-being refers to the handling of digital media maturely and appropriately. The more errands and parts of regular daily existence move online to web and Smartphone applications, the more time is spent taking a gander at screens. These outcomes result in an increased

encouragement or even a reflex to persistently check phone and online profiles for updates and news, which can eventually lead to addictive practices and the abuse of screen time. According to the report presented by Hayes in 2016, as the world is increasing the practice of digitalization, it can lead to disconnection and isolation from the real world, and also it is affecting the mental health of the human being. Subsequently, it is of most extreme significance that companies support their clients in tracking down a correct equilibrium for their utilization of digital products by empowering capable use and guaranteeing that technology empowers clients to remain associated with the real world.

#### ❖ Digital Empowerment

With the expansion in online participation, organizations and people alike need to build up an approach to adapt to the duty of approaching an abundance of information and data. Digital Empowerment can go from an expanded number of financial freedoms to empowering more social contact for in any case segregated people. A digital presence of a company helps in getting the maximum reach of their business to the targeted audience. It does not only help people work from home but also supports the establishment of business at a lower amount of investment. Companies can likewise construct platforms that support social trade and consider adaptable working hours while guaranteeing that harmony between serious and fun activities is looked after. Likewise, advanced strengthening can be sustained by bringing issues to light and giving instruction. Making accomplished digital residents will lead to a more moral, ethical, safe, and capable digital environment.

### 5. GOVERNANCE CDR

#### ❖ Data transparency and Data security

According to the encyclopedia, data transparency in the context of telecommunication means the input and output data streams to and from a communication system have the same bit sequence. Data transparency has also some significant meaning in the context of business,

the transparency it has understood as the absence of covered up plans and conditions, and a very minimal degree of disclosure of which arrangements, dealings, practices, and exchanges are available just for confirmation.

Because of the multiplication of digital service that requires individual personal data to work and the ensuing expansion in the device that empowers clients to get to these services, the measure of data that explores consistently and that is put away in workers everywhere in the world is tremendous. Organizations should zero in on gathering and putting away the personal data important to convey particular assistance while ensuring secure access and control of this information.

#### ❖ Data storage and collection

The data collection of every organization differs from one to another. Organizations need to abide by the law and regulations which are allocated by the government for the collection of data of the customer. As an outcome, they should set up frameworks that adjust to information of data assurance prerequisites in their respective nations. As some portion of this, parties that get in contact with a digital touch point of an enterprise ought to be furnished with data about the data collection strategy of the organization and their assent ought to be gotten to continue with the digital interaction.

#### ❖ Data ownership and privacy

The meaning of data ownership is the legal right to use, possess, and overall control the data. The data owners have the right to use the data which they have an access to modify and also reuse. The term data privacy means that we are worried about the assortment, assurance, and dispersal of information. As a result of the intricacy of the digital world, it is hard to figure out who claims explicit data. For example, when a consumer stores his/ her photos in their phone the company has the access to know about it.

### 6. LITERATURE REVIEW

The term Corporate Digital Responsibility has been defined differently by many authors to express its dynamic nature. For example,



Andersen (2018) defined CDR as “A Corporate Digital Responsibility (CDR) complements corporate responsibility and partially re-thinks it as companies need to think about the societal impact of digital products and services as they evolve and ensure that they are compatible with our value standards.” The substance of work becomes digital through the utilization of technology innovation in work activities and management work. Associations need to incorporate digital components into work measures and changing routine manual work into advanced work. Organizations additionally need to utilize digital devices and media to interface and correspondence with a representative. Work and assignment in association likewise need to arrange digitally in a careful manner. Custers, Dechesne, Sears, Tani, & van der Hof, mentioned in their research paper about major issues in digital ethics in 2018 that the primary problems posed by modern technology to digital ethics are the violation of privacy by current big data analysis technologies, used by business organizations to improve their decision-making.

The conglomeration of information and data technologies are urgent in the assortment of individual's personal information and data, and there is a huge inquiry of regardless of whether such exercises by organizations are worthy morally, on the grounds that the information is utilized to make choices on promoting and creation of further sales in future (Damen, Köhler, & Woodard, 2017). Bouguettaya & Eltoweissy, also explained that data management in 2003 is the process of administering data by managing the acquisition, storage, validation, processing, and protection of data to ensure reliability, timeliness, and accessibility of data by the users. There is an absence of transparency by enormous information associations, through the utilization of tricky approaches that assist them with bypassing the necessity for data proprietor assent. Additionally, the independence of the individual data and information client makes it hard to start any criminal procedures against the innovation monsters, paying little heed to their maltreatment of private customer information. Apart from this, there are other problems that have been seen due to these digital technologies which have been discussed in this research paper.

## 7. RESEARCH METHODOLOGY

This research methodology aims to analyse the people's perception towards the services given by the companies on a digital platform. What are their thoughts related to the digital responsibility of companies? Are they ethically performing their duties?. In this research, both data have been amalgamated which are primary as well as secondary. For the collection of primary data, a survey has been conducted through the social media platform. In which there are 15 questions. In the questionnaire, there are a few multiple-choice questions and a few questions are based on the Likert scale pattern. The focus of this survey is to understand the knowledge related to corporate digital responsibility. By formulating the survey questions, we assume that the respondent has both the capabilities to understand the questions and able to answers them. Some source of data has been included by studying various case studies into it.

### 7.1. Objective of the Research

- To understand the extensive use of Corporate Digital Responsibility.
- How can Corporate Digital Responsibility helps marketers in gaining the trust of the customer, and helps in a competitive edge over rivals.
- To understand how Corporate Digital Responsibility is different from Corporate Social Responsibility.
- How to balance the digitalization and ethics through Corporate Digital Responsibility.

### 7.2. Scope

This research scope comprises the response to a questionnaire of 73 people. Also, the data is from analysing the research paper, articles, and case studies that are related to the research topic from Google. It also gives an overview of the situation which is pandemic COVID-19 that market situations are so dynamic and if marketers will stick to only traditional marketing tools it would not help in the upcoming future situations. So it is important to implement digital technology, but on the other hand, it is also for the companies to provide these digital services in a fully ethical manner and also to fulfill the corporate digital responsibility.

### 7.3. Managerial Useful

The research study aims to comprehend the need to embrace Corporate Digital Responsibility for marketers in embedding their business on digital platforms. As each organization has special objectives, business methodologies, and CDR needs, an individualized CDR procedure is fundamental. Significantly, as the guide infers a comprehension of the new corporate duties in the digital world, new principles must be incorporated and brought to life in all worth chain exercises of the organization. This view on CDR execution resounds with comprehension of CDR as a bunch of shared qualities and standards managing the association's tasks. With innovation speeding up at a lightning speed and new developments constantly advancing in the digital space, organizations should adopt a nimble strategy to CDR execution and consistently return to and update their current constructions and CDR approaches to guarantee an ideal level of digital responsibility.

### 7.4. Research Design

The research design has been conducted by collecting primary as well as secondary data. In primary data, a questionnaire has been formed in which there were 15 questions in a form of multiple-choice questions as well as in a Likert scale pattern. It was distributed to 100 people on a social media platform to collect the response. Out of which 73 people give their response. The respondents were from a different region of India. And also from different age groups. The first part of the questionnaire is regarding the digitalization experience from the respondent and the second part is related to digital services provided by the companies to the people. For a collection of secondary data, we have analyzed the various research papers, case studies, and articles on the topic to get to know about the research topic. The secondary data comprises terms related to human relationships with digital technologies, how corporate digital responsibility is important, and as well as how it can help marketers in uplifting their business.

## 8. USE OF STATISTICAL TECHNIQUES FOR DATA ANALYSIS

In this research, I have used descriptive and analytical methods.

### 8.1. Descriptive Research Method

The descriptive research method is a method in which we cannot change the existing variables from it. We can only examine the phenomena which are going. To study the responses I have used the descriptive method of research in primary data. The questionnaire has been made through Google document form.

### 8.2. Analytical Research Method

The analytical research method is a method in which we collect the existing information on a topic and analyze its fact and tries to find how it is suitable for my research. The secondary data which I have collected has been analyzed by an analytical research method. This has been collected through studying various research papers.

## 9. DATA ANALYSIS

### 9.1. Analysis of Secondary Data

The primary objectives of corporate digital responsibility are to make far-reaching structure on information and data security, build up worker preparing developers giving data on taking care of tough spots identified with digital data and information, and to appropriately address the worries of employees and customers. Change in work association – expansion in teleworking or execution of virtual teams – brings about a need to empower representatives to get the necessary digital capabilities. New data and technology specifically, ought to be utilized profitably and astutely. This without a doubt is identified with the organization's picture and is a component recognizing it.

There is a case study whose initiative has been undertaken by a digital market agency and Pro content public relations. It is a company that is following the current trend in management which launched a large information campaign which they combined with consultations, research, and publication of the report on execution of technological changes in businesses. The aftereffects of an opposition they coordinated have to be reported in 2020, but due to this pandemic, the date has been extended to the future. What's more, the title of "Technologically Responsible Company" will be granted to a venture which satisfies CDR norms, for example:

- Guaranteeing that employees can rest through separation from the digital universe of the organization,
- Guaranteeing that customary types of social and between employee connections are kept up,
- Forestalling substitution of customary types of contact with virtual correspondence,
- Looking into and characterizing norms guaranteeing the assurance of the data and information handled inside an organization,
- Battling against digital against and breakdown of social relations brought about by technological development. **(TOP CDR Program Document, 2018).**

The digital transformation is currently the most important element of the Fourth Industrial Revolution that changes the way of doing business. Before the introduction of currency, people used to do business by exchanging goods and that system was called the barter system. After that people started doing business by selling goods and services in exchange for money. This system is running nowadays, but after the introduction of digital technology to the world, a new way of doing business has come which is online. People are also selling their goods and services on digital platforms and customers use online payment by transferring intangible money to the organization. But just like every coin has two phases this digital world has also contained the dark side and the few examples of this are data breaching, online fraud, the privacy policy of customers and many more. Christopher Joynson, investigating the 2017 Global Digital Inclusion Survey, proposes some significant CDR factors that ought to be considered by any organization as the fundamental standards. There is a need to figure out the balance among time, what's more value, esteem, trust, society, and people just as wellbeing what's more, security. This incorporates such inquiries as data ownership, sustainable automation, digital inclusion, digital accessibility, unbiased artificial intelligence, and digital convenience.

## 9.2. As indicated by MIT Sloan concentrate some significant clues helpful for organizations can be planned:

- Long term technique strategy– arranging with a time skyline of five a long time or more.
- Focusing on authoritative changes and making adaptability to have the option to adjust all the more rapidly to changing digital climate.
- Improving the comprehension of digital trends and key bearings among organization directors.
- Resistance to disappointments and the capacity to learn.
- Investment capital, discovering the subsidizing while at the same time tending the current business.
- Reconsidering the customary progressive construction of organization. The cross-practical joint effort is a need. This permits individuals to think unexpectedly, beat regular hindrances.
- Developing the digital culture of the organization.
- Creating staff digital abilities draw in, and keep advanced abilities.
- Tuning in to staff, administrators are significantly significant.
- Act, not just talk.

## 10. ANALYSIS OF PRIMARY DATA

To collect the primary data a questionnaire has been made in which there were 15 questions asked. All the questions were in MCQ form except the first question in which the respondent has to write their name. This primary data collection aimed to know the people's perception towards the service given by companies on the digital platform. It was sent on a social media platform to 100 people out of whom 73 people gave their response. After this, the second question was to know about what is the gender of the respondent? According to this question, 43 female and 30 male people gave their responses. The motive behind this question is that every gender has their own cognition level of perceiving things, while the female takes more care about their data capturing and privacy policy on these digital services as compare to male. The response of that question is in figure 2.



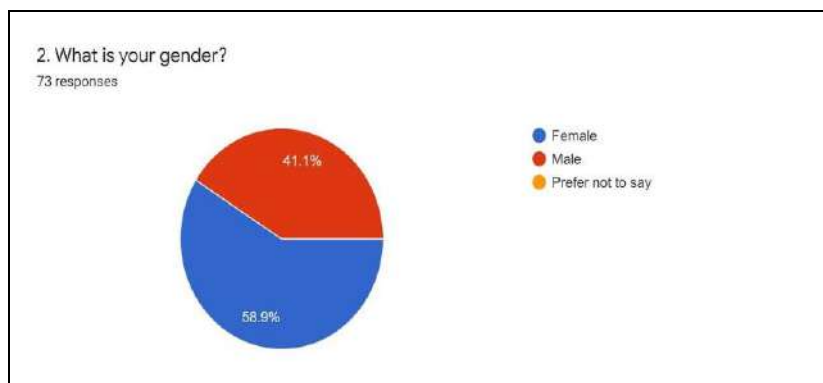


Fig-2

The third question which was asked in a questionnaire was what the age group of the respondent is. 69 people belonged to the age group of 21-30. 1 respondent was from the age group of 15-20. 1 respondent was from the age group of 31-40 and 2 respondents were 40 above. The motive behind this question was that age plays a massive role in the online search for information.

Also, it plays a vital role in adapting things, for example, teenagers grasp digital technology faster than comparing to senior citizens of society, hence sometimes without proper information of digital application privacy policy they agree on that. There are different levels of perception related to any information on different age groups. The response of that question is in figure 3.

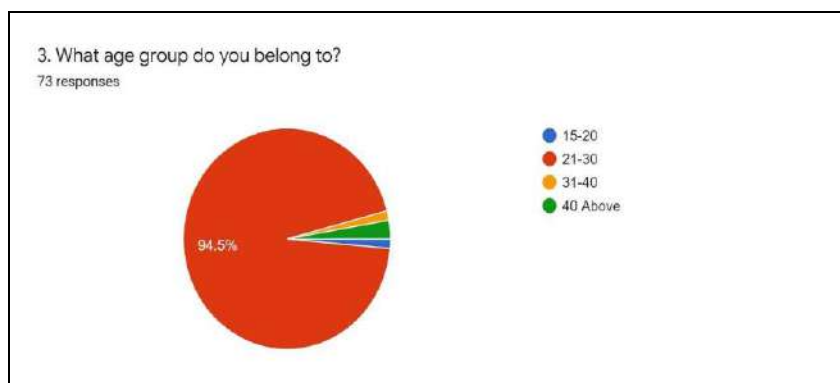
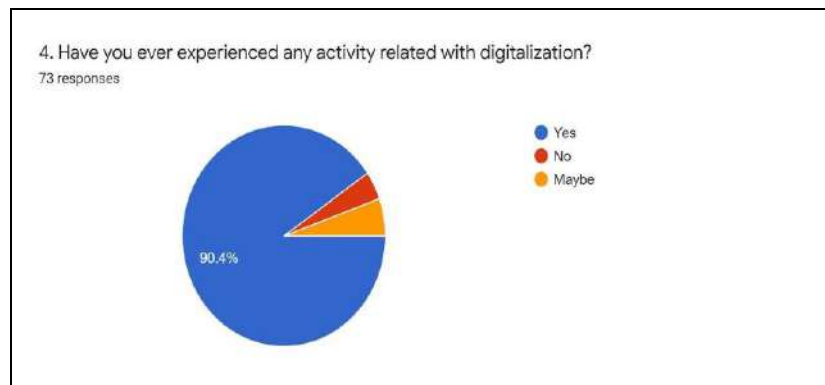


Fig-3

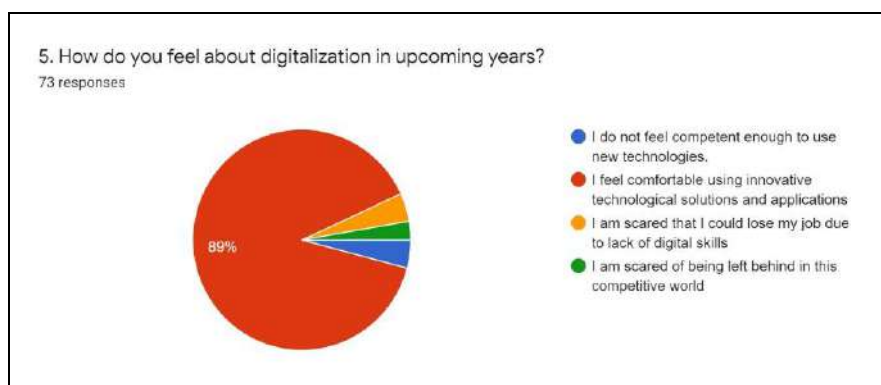
The fourth question is related to know about how many people have experienced any activity related to digitalization. The response to this question was 66 people had experienced it, 3 people had never experienced it, and 4 people's answer as may be. So, digitalization is a process of using digital technologies in the day to day life to get things done more easily. ( in the context of a consumer).

From the point of view of an organization, they use digitalization to get their work done efficiently and effectively and also to get the maximum reach to their target audience. The motive behind this question was to know that how many people have the awareness related to the growing digital area in the world. The response of that question is in figure 4.

**Fig-4**

The fifth question was to know about the respondent's perception that how they feel about the upcoming era of digitalization. Do they feel any kind of fear from that or they are comfortable in adopting it? 65 people feel that they are comfortable in using these innovative technological solutions and applications. 3 people feel scared that they can lose their job due to a lack of digital skills.

3 people don't feel competent to use these technologies. 2 people think that they will leave behind in this competitive world because of not full knowledge of digital technology. As we have seen in 2020 that due to this pandemic COVID -19 many people have lost their job, in which lack of digital skills was also one of the reasons. The response of that question is in figure 5.

**Fig-5**

The sixth question about the challenges faced by the respondents during the pandemic COVID 19 using digital technologies .18 people faced the physical challenge, 17 people faced a social challenge,14 people faced the mental challenge and 24 people don't face any challenge from that. The motive behind this question was that, in 2020, digitization has taken an unprecedented flight.

The pandemic has forced organizations across the globe to implement digital technologies at an accelerated pace. Due to this many people who are doing work from home or students who are taking online classes by using these digital technologies have faced many problems like that the option which are given in that questionnaire. The response of that question is in figure 6.

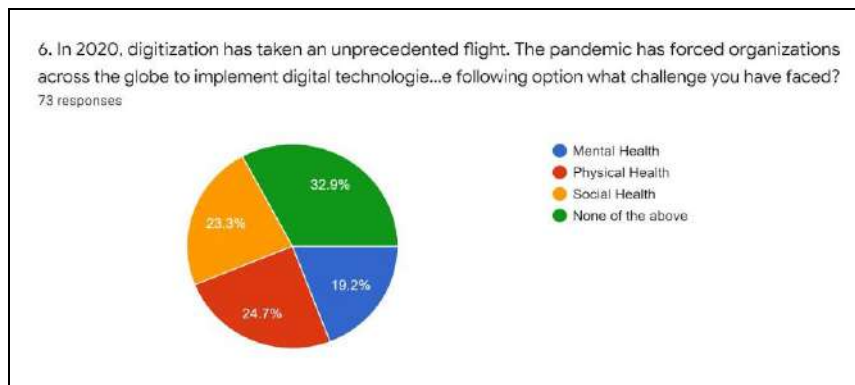


Fig-6

The seventh question was to know about people's opinion related to that whom should monitor the compliance with the ethical standard of companies on the digital platform. 27 people think that it should monitor by the government of the nation, 14 people think that it should monitor by their independence, 3 people think that it should monitor by the auditor of the organization, 16 people think that it should monitor by the company itself, 13 people don't know about this.

The motive behind this question was that many companies who use these digital technologies in their business, sometimes don't fulfill the ethical standards on the digital platform, they don't tell us at what level of the extent they are using the consumer data, who are handling with that, etc. The response of that question is in figure 7.

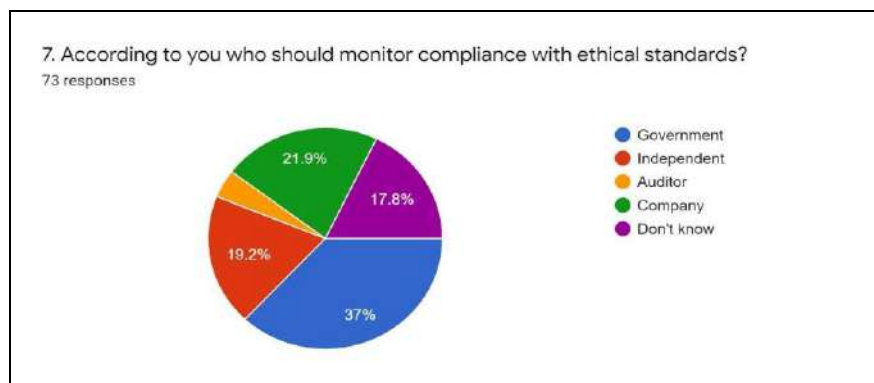


Fig-7

The eighth question was to know about people's opinions related to that do they prefer those digital products or services that are plan in such a way by the company's comprehensible ethical standards in their decision-making. The question was designed on a Likert scale pattern.

From that 3 people strongly disagree with this point, 3 people disagree from this point, whereas 30 people were there who are neutral

from this point means that it doesn't affect them too much, 29 people agree with this point that they will prefer buying these products and services and 8 people strongly agree with this point. The motive behind this question was to know about the preference while choosing for a product and services of, particularly brand on the digital platform. The response of that question is in figure 8.

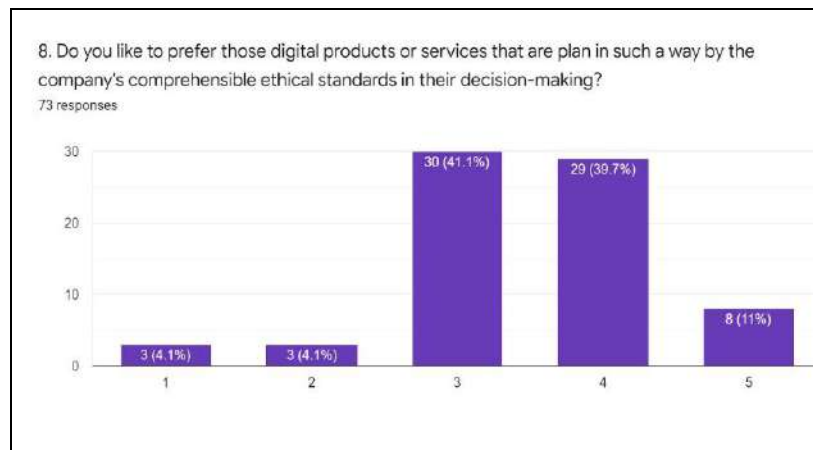


Fig-8

The ninth question was to know the people's opinion about that do they think that digitalization is a major threat to the labor market disruption in a country? (e.g.: Jobs lost due to automation, artificial intelligence, and robotics). The question was asked in a Likert scale pattern. The response was that 5 people strongly disagree with this point whereas, 8 people also do not agree with this 16 people have a neutral opinion that digitalization is a major threat to labor market disruption in a country.

28 people agree with this question and 16 people strongly agree with this. The motive behind this question was that in 2020 due to this pandemic COVID-19 we have seen lockdown, work from home organization adopting digitalization, etc. The main effect had been seen on the labor class. They also lost their job because they didn't possess digital skills. The response of that question is in figure 9.

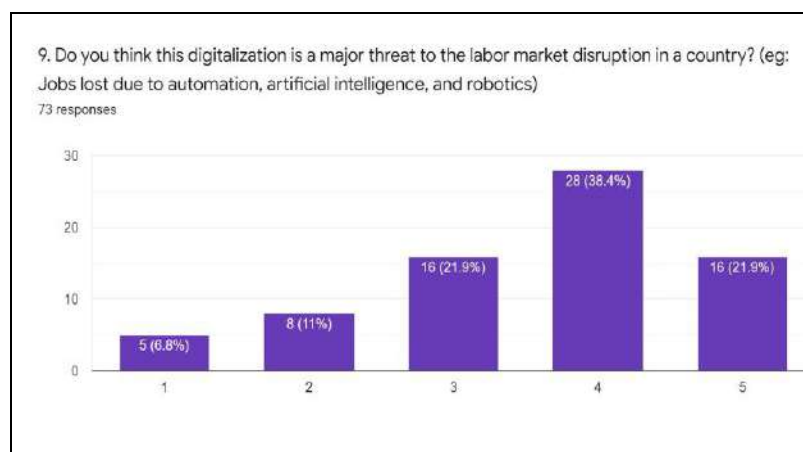
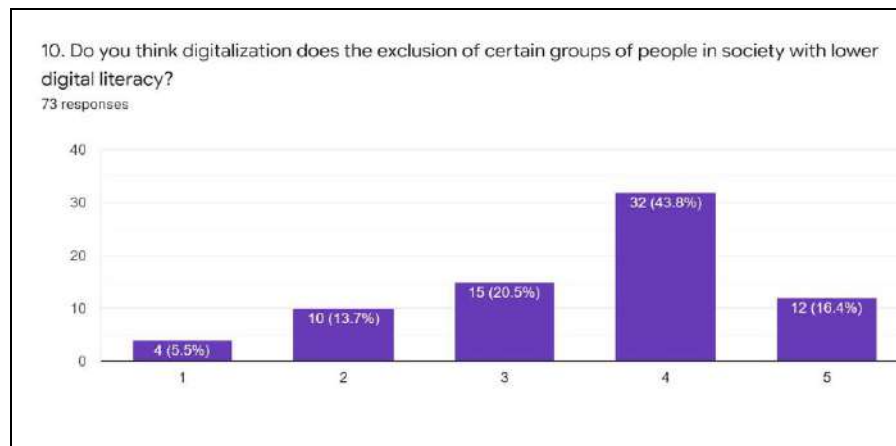


Fig-9

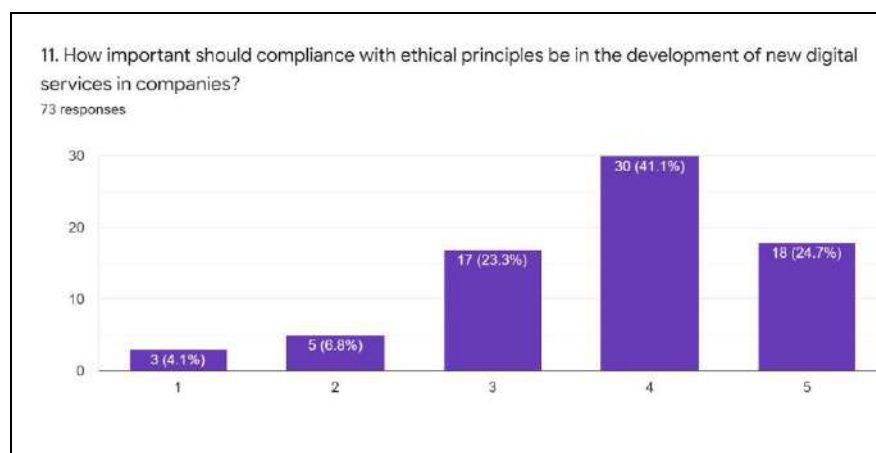
The tenth question was to know about the people's opinion about that do digitalization does the exclusion of certain groups of people in society with lower digital literacy. 4 people have a strong disagreement from this point, whereas 10 people disagree with this. 15 people has a neutral opinion from this. 32 people agree with this that digitalization does the exclusion of certain groups of people in society with lower literacy.

12 people are also there who strongly agree with this point. The motive behind this question was that the senior citizen of our society is not able to use these digital technologies in compare to teen and adult. Sometimes it also excludes many things. Also, for those people who don't possess that much knowledge about digitalization, it closes the door of success in many ways. The response of that question is in figure 10.

**Fig-10**

The eleventh question was to know about people's opinion that how important is about the development of new digital companies with ethical principles. 3 people strongly disagree with this point whereas, 5 people disagree with this point. 17 people have a neutral opinion related to this point. While 30 people agree with this point that the upcoming new digital companies need to enter with an ethical standard in the market. 18 people are also there who has strongly agreed with this point.

The motive behind this question was that due to heavy competition in the market, many new small start-ups company are entering the market. They are also trying to cover the digital platform by using different digital technologies. So there should be some ethical guidelines for them so that consumers feel safer in using these techniques. The response of that question is in figure 11.

**Fig-11**

The twelfth question was to know about the people's opinion about the good establishment of companies in the field of digital ethics and digital responsibility. 2 people strongly disagree with this point completely whereas 8 people disagree from this point.

32 people have a neutral opinion from this point that well establishment of companies in the field of digital ethics and digital responsibility. 26 people agree with this, whereas 5 people have strongly agreement opinion from this. The response of that question is in figure 12.



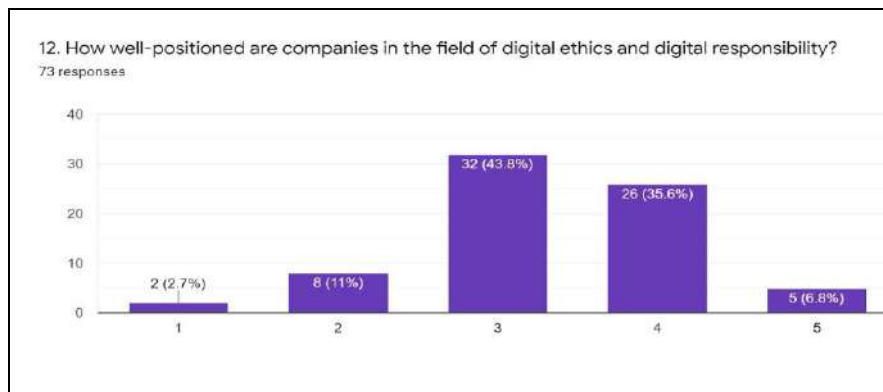


Fig-12

The thirteenth question was to know about people's opinions about benefits provided by digitalization in the following terms. The question has been designed in the form of a Likert scale pattern.

The first option was the reduction of strenuous and repetitive work. 3 people have a strong disagreement from this whereas 16 people disagree with this. 30 people have a neutral opinion from this that digitalization does the reduction of strenuous and repetitive work. 19 people agree with this point whereas 5 people have a strong agreement from this point.

The second option was that better information dissemination and transparency. 3 people have a strong disagreement from this whereas 14 people disagree with this. 30 people have a neutral opinion from this that digitalization gives better information dissemination and transparency. 19 people agree with this point whereas 7 people have a strong agreement from this point. The third option was about fairness and equality. 7 people have a strong disagreement with this whereas 17 people disagree with this.

24 people have a neutral opinion from this that digitalization provides more fairness and equality. 19 people agree with this point whereas 6 people have a strong agreement from this point.

The fourth option was about that it increases in societal productivity. 5 people have a strong disagreement from this whereas 19 people disagree with this. 29 people have a neutral opinion from this that digitalization increase societal productivity. 14 people agree with this point whereas 6 people have a strong agreement from this point.

The fifth option was that it is a more efficient cross-border exchange rate. 3 people have a strong disagreement from this whereas 15 people disagree with this. 28 people have a neutral opinion from this that digitalization is a more efficient cross-border exchange rate. 18 people agree with this point whereas 9 people have a strong agreement from this point. The response of that question is in figure 13.

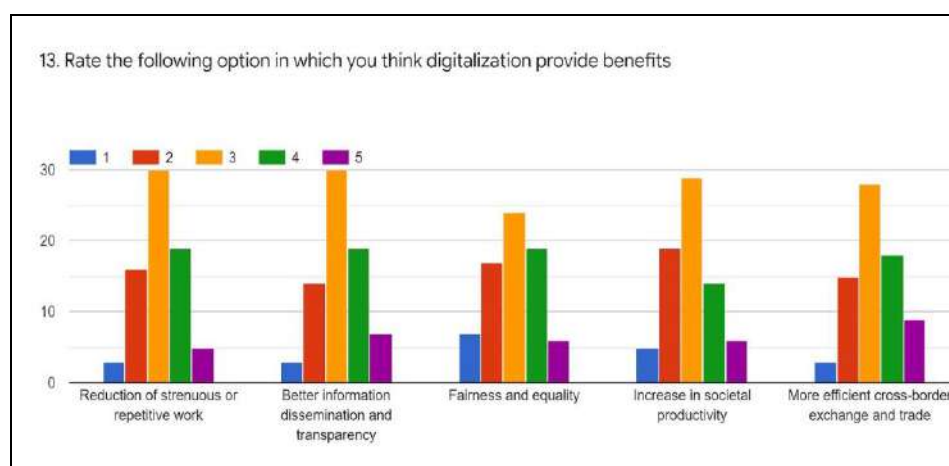


Fig-13

The fourteenth question was to know about people's opinions about the challenges they have faced while using digital services in the following terms. The question has been designed in the form of a Likert scale pattern.

The first option was the insufficient regulation and control of AI usage in digital services. 8 people have a strong disagreement from this whereas 24 people disagree with this. 30 people have a neutral opinion from this that digitalization is insufficient regulation and control of AI usage in digital services. 7 people agree with this point whereas 4 people have a strong agreement from this point.

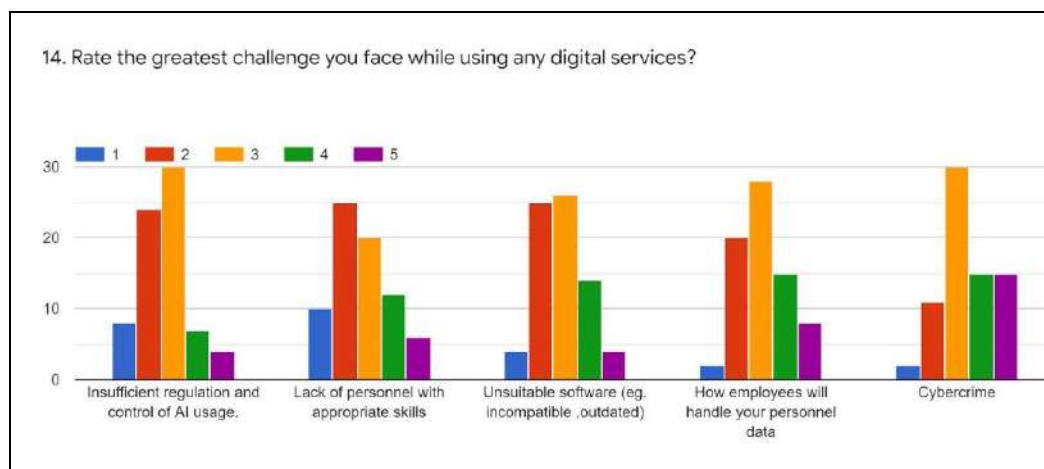
The second option was the lack of personnel with appropriate skills. 10 people have a strong disagreement from this whereas 25 people disagree with this. 20 people have a neutral opinion from this that few digital companies have lack of personnel with appropriate skills. 12 people agree with this point whereas 6 people have a strong agreement from this point.

The third option was about unsuitable software (eg. incompatible and outdated).

4 people have a strong disagreement with this whereas 25 people disagree with this. 26 people have a neutral opinion from this that few digital companies have unsuitable software (eg. incompatible and outdated). 14 people agree with this point whereas 4 people have a strong agreement from this point.

The fourth option was about how employees will handle your personnel data. 2 people have a strong disagreement from this whereas 20 people disagree with this. 28 people have a neutral opinion about how employees in digital companies handle their personnel data. 15 people agree with this point whereas 8 people have a strong agreement from this point.

The fifth option was about cybercrime. 2 people have a strong disagreement from this whereas 11 people disagree with this. 30 people have a neutral opinion about cybercrime through using digitalization. 15 people agree with this point whereas 15 people have a strong agreement from this point. The response of that question is in figure 14.



**Fig-14**

The fifteenth question was to know about the people's opinion that government must take a step to give equal importance to corporate digital responsibility as it gives to corporate social responsibility. 50 people think that yes whereas 5 people don't think that and 18 people think that maybe.

The motive behind this question to know about that as we can see that many problems are rising day by day in the context of the digital world like cybercrime, privacy concern, etc. There is a need to give equal concern to it also for the welfare of society. The response of that question is in figure 15.

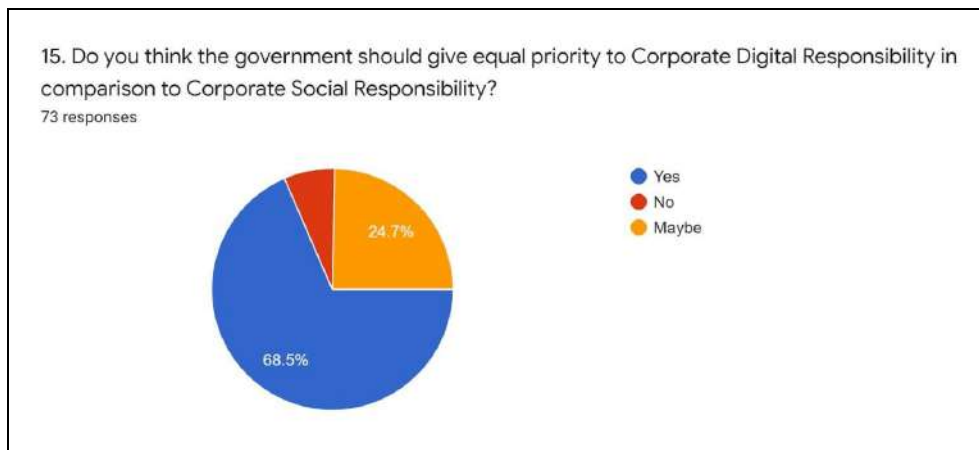


Fig-15

If we amalgamate both primary data and secondary data the study found that Corporate Digital Responsibility is an important aspect that should be followed by the organization that runs their business digitally. It equally has its importance just like corporate social responsibility. It needs a regular update so that the viewers who are searching for you can get explored different features provided by your business.

## 11. CONCLUSION

Compelling digital techniques are not tied in with carrying out advancements for getting more digital; however, they include recognizing the chance for most prominent business sway". Corporate social responsibility (CSR) is a business approach that assists an organization with being socially responsible to the general public yet additionally to itself and its partners. Applying CSR standards, organizations become mindful of the monetary, social, and ecological effects applied to the environmental factors. Digital change is at present the most significant component of the Fourth Industrial Revolution that changes the method of working together. In the cutting edge world called the Digital age which is changing at a phenomenal speed, Digital Transformation is the new method of working together by utilizing diverse digital transformation. It impacts the manageability parts of working together. Corporate digital responsibility turns into another route for organizations to accomplish worldwide intensity. On the other hand, „it would be difficult to discuss science, without explicit techniques for explicit request, which can vary in character based

on the using logical control". Such use of CSR and CDR can be found during the time spent creating designing.

Presentation of advancement of innovative things requires not just a good thought, capital, hardware, gifted individuals, information insurance, capacity to make legitimate affiliations, yet also responsibility. As of late, because of quick technology and digital development, more attention is paid to the skillful change of the work market, proficient utilization of current innovations, getting information, and expanding workers' capability, especially in the space of digital capabilities. The new dangers are hazardous and because changes happen so quickly, individuals can't expect and balance the results. Relations between people, machines, and the climate are creating explicit measurements – according to the perspective of positive and adverse consequences of the improvement of new advances, from the viewpoint of different gatherings of people, with thought given to hazards taken, arising moral issues and numerous different concerns. Before long, nonetheless, the capacity to think might be the most important one with regards to the drawing nearer, fourth industrial transformation. Building social mindfulness concerning new advancements, digital technology and computerization of creation measures requires making a move and cooperation between significant circles – logical, political, and monetary. An idea of corporate digital responsibility (CDR) has arisen as of late and it accentuates the sort of duty that during the fourth industrial transformation can save the general public from a social emergency obscure to

man up to this point. In the coming time frame, such a test can turn into a rich territory for significant experimental investigations. The idea of this point, despite being of plainly sociological birthplaces, requires an interdisciplinary methodology and collaboration of various circles, not just logical ones.

## 12. FUTURE RESEARCH DIRECTION

The research paper aimed to define the main concept of CDR by recognizing and ordering CDR related topics. Future research could expand on this by evaluating where certain points have effectively been considered in other management tools or then again organization divisions. Moreover, explicit pointers, instruments, or strategies that could be utilized to break down and assess CDR-related topics could be distinguished and explicit suggestions could be given.

## 13. RECOMMENDATION

CDR depends on an iterative cycle wherein choices on digitization are consistently reevaluated to make reasonable computerized developments, while continually remaining fixed on the person. It characterizes new principles for centre business measures, where the deliberate reconciliation into the whole worth chain is especially significant.

### 13.1. CDR offers organizations various advantages

- Trust and acknowledgment of clients and the whole inventory network in advanced administrations and items – profiting the organization's standing.
- Decrease of dangers when dispatching information-driven plans of action and computerized items available.
- Expanded acknowledgment by workers when new advances are presented, and the organization is seen as an alluring manager.
- Distinguishing proof of unseen side-effects of digitization.
- The groundwork for impending laws and guidelines in the computerized space and long haul affirmation of upper hands.
- Associations can ensure their respectability and move their qualities from the physical to the advanced world.

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