



Institutional Social Responsibility as a Public Relation tool: Perspectives of Higher Educational Institutions

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***Abstract:** The phenomenon of globalization has brought a groundbreaking change in almost all sectors of the economy. Be it manufacturing, agriculture, or the various segments of the service industry. Welfare areas like healthcare and education are no exception to this. Globalization-led privatization has not only created a competitive environment but also put undue pressure on educational institutions to vie for the attention of the stakeholders. Institutions are attempting to establish a cordial relationship with the stakeholders such as students, parents, communities, and alumni, by planning and implementing various social responsibility practices. So to create mutual understanding between the institution and its stakeholders, institutions are compelled to practice public relations using its social responsibility activities as a tool. So, the present study focuses on institutional perceptions of social responsibility as a PR tool. A qualitative methodology has been deployed to elicit data. The study found out that Institutional social responsibility and Public relations are the innate activity of any educational institution. It is understood that even though they are not aware of public relations as a strategic term, they are always striving for good public rapport.*

Key words: Institutional social responsibility, ISR, CSR, Public relations, Higher educational institutions, Educational institutions, PR tool.