



# SRINIVAS UNIVERSITY

Mangalore-575001, Karnataka (India)  
Research Centre for Social Accounting

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**PRIYANKA NAYAK**

Social accounting is defined as "an approach to reporting a firm's activities which stresses the need for the identification of socially relevant behaviour, the determination of those to whom the company is accountable for its social performance and the development of appropriate measures and reporting techniques." It is an important step in helping companies independently develop CSR programs which are shown to be much more effective than government mandated CSR.

The centre for research in social accounting is founded in 2019 with the aim of promoting research in reporting practices of the companies' CSR activities. It encourages the study of application of basic principles of accounting in social aspects of the businesses. The aim of this centre is to link the related works from various global researchers regarding social accounting and to encourage publications of research papers in reputed journals. This research centre provides for exchange and creation of new, innovative ideas in accounting for social activities of the corporations. The research centre addresses the issues related to Environmental Accounting, Social Audit, Sustainable Investments, Social Investments, Public Expenditure Accounting, National Accounting, Sustainable Accounting and CSR Reporting Practices of the Corporations.

## **Working papers:**

- A study on Sustainable accounting practices followed by fortune 500 companies.
- A case study on Sustainability report of Infosys ltd.
- Global sustainability indices- requirements with regard ESG
- Social and environmental accounting practices followed in top 10 companies in India
- Awareness and Impact of ESG initiatives on investors decisions

- Importance of Social reporting practices and social audit for corporates
- Manipulation and misappropriation of funds in CSR activities of business

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