

PREFACE

In today's society the future of any company critically depends on how it is viewed by its stakeholders. Reputation or brand management is an important strategic objective in the corporate world. A strategic and sustained corporate communication practice can reap both medium and long-term benefits. Companies use social media to share their company's news, messages and achievements instantly with all their stakeholders. In other words, social media is used as an important tool for strategic corporate communication.

Corporate Social Responsibility (CSR) is becoming as an important factor for influencing a company's image, reputation and stakeholder relations. India is the first country in the world to make Corporate Social Responsibility mandatory, following an amendment to The Company Act, 2013 brought into force with effect from the 1st April 2014. Businesses are mandated to invest their profits in areas such as education, health, poverty mitigation, gender equality, sustainability and many such other areas, thus moving from the traditional spirit of volunteerism to legally mandated CSR.

The Oil and Gas sector forms the backbone of the Indian Economy and has all Indians as their customers and their products and operations have a tremendous impact on the lives of the customers and stakeholders. This Qualitative Case Study Research using case study approach is aimed at exploring the content of the social media communications by CPSEs in the Oil and Gas sector, the engagement with audience and deriving key insights into the experiences of the social media team. This study is attempts to study the 'content' of social media communications of CPSEs for their CSR programmes and strengthen their brand image as a responsible corporate citizen.

The findings of this study should facilitate further professionalism in the fast-evolving area of Corporate Communications and Social Media communications and also provide valuable research insights into the social media communications of CPSEs for their CSR programmes which remains unexamined and unexplored to a large extent, despite the mega scale of CSR programmes of CPSEs taken up across the country.