
Corporate social responsibility model of real estate business

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Introduction

Real estate is land and assets attached to land are utilized in many ways, such as agriculture, residential housing, in particular, housing is one of the important factors of life and It is associated with an increasing number of people, that is to say, as more people increase their demand for housing Therefore created a business in the form of real estate business It is the allocation of housing in the business, which was originally a small business because people in the past still prefer to build houses by themselves. Later, the acquisition of land for building houses and construction costs were so high that sometimes they could not operate by themselves, thus creating a channel for housing development business, called housing estate business. Later, as the country developed in many ways, it was incorporated into more prosperous areas, resulting in increased demand for housing as well. Due to the movement of the population in the country to the city, the housing business has developed a new model to create a condominium to meet the demand for housing. Or large buildings for establishments As a result, the real estate business expanded rapidly and became a large business. That is important to the Thai economy because business can create economic continuity such as employment and trading of construction materials etc. etc.

Although the real estate business is good for the economy of the country. And is an important economic base of the country can meet the housing and work needs of the people. Is a source of labor creation These are considered to be a positive impact while also having a negative impact, a direct impact on society in the manner of impact on the quality of life of people living near or around Where the real estate project is located Especially in the environment such as waste, waste water, traffic congestion And orderliness of the community The effects are sometimes so severe that they can be opposed by people in the nearby community. Which is a direct impact on the real estate business It is a problem that makes real estate business people realize the need for any action to show their participation in social responsibility, which can reflect society's awareness that real estate business is not just thinking about benefits Of entrepreneurs only but also focus on the return of capital to society This shows the responsibility of the real estate business to society. But the problem is Correction of real estate uses a method known as Corporate Social Responsibility (CSR), which requires considerable capital expenditures resulting in higher real estate prices because of these expenses in the business is considered part of the cost. And most importantly, using the CSR approach, entrepreneurs are often understood to be socially responsible.

From the background of the negative impact of the real estate business on society, community and environment. Which solved the problem by adopting the principle of social responsibility as CSR is known, this research found that the model used was not suitable enough to satisfy the community near the real estate project location. Therefore, the research sees the importance of applying the academic principles on the introduction of business mechanisms and laws to create a new form of social responsibility that is likely to benefit the community, the environment, and real estate entrepreneurs. By establishing this new model of corporate responsibility, research has focused on studies and research on key areas to analyze solutions for the new forms of corporate responsibility for real estate entrepreneurs. To achieve the sustainability of the real estate business that shows social responsibility without just seeking for business benefits. This is in order to make the real estate business more satisfying to the community according to the appropriate Corporate Social Responsibility (CSR) principle.

2. Review of literatures

1.The importance of the real estate business and the economic system

Real estate business is closely related and linked to various factors in the economy, so the real estate business cycle is also affected by those factors, however each factor will affect the real estate sector in different ways. : 38) said that the external factors that influence the real estate business are: Demand and

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Supply Factors of Financial Institutions Government agencies and related regulations Including other business circles With relevance such as design and decoration companies, construction companies The company procures and distributes construction materials. And advertising and public relations companies, etc.

Therefore, all stakeholders in this sector needs to be recognized. And understand the real estate cycles or cycles for the benefit of planning and business strategies to continue. In addition, Pyhrr, Roulac and Born (1994, p.7) said that. The real estate business cycle has a major influence on the success or financial failure of an investor because of that business cycle. They have had a wide and continuing impact on the value of real estate. And profits and losses from business operations the booming and depressing cycle of the real estate and housing market it is natural or natural to occur in accordance with the forces of supply and demand in the market.

2. Development of real estate business in Thailand

Originally, Thailand has never had a "market" where housing allocation except for the Chinese people in the area of Sampeng. Or Muslims living in the kitchen house the first allocation project was the construction of the Rangsit Canal in 1890, but it was not a residential allocation but an allocation for agriculture. Some of Sathorn, Wireless, Ratchadamri, Ploenchit and Phayathai. But it is only a small area, most probably for the courtiers however, the general public housing market is virtually unallocated. Therefore, it was considered that there was no "market" at that time, the Town Planning Act in 1932, the establishment of the Housing Welfare Division in 1940, but the provision of housing for the people began to become apparent since the establishment of the Government Housing Office in the Civil Service Department. Since 1951 and the establishment of the Government Housing Bank, it served as a land developer at that time, but with limited development. The major development in the private sector at that time was land allocation along Sukhumvit Road. The government first started building concrete housing in 1963, namely Din Daeng flats. However, building flats could not meet the needs of the people as they should. In the private sector, the housing market is the allocated land market. And build houses for themselves, with a very widespread presence in the suburbs and the key customer group is the government officials in various ministries, bureaus and departments. It can be said that the construction of "housing" began in the era since 1968 by the construction of a single house, which Phiphob (2529) found that in the In 1969 there were about 40 housing projects, and the Thai government began to control allocation by issuing the Revolutionary Council Announcement No. 286 in 1972 in order to regulate land allocation and housing for consumer protection.

However, the boom in the real estate market was stagnant when there was a world oil crisis in 1973. It took some time for the housing market to recover. House “and continued to grow until the second oil crisis in 1980. After that, the housing market was sluggish again. Until the construction of condominiums began Residential Condominium Act It happened since 1979, but the condominium actually started in 1981. It can be seen that the recovery of the market is often new, such as townhouses and condominiums. The overall real estate market began to grow again dramatically from 1986-1990 and was disrupted by the Persian Gulf War in 1990 and the 1991 coup that made office buildings. Shopping malls and land trade in the provinces were stagnated. However, the housing market continued to grow until 1997, which created the great economic crisis. This caused the overall real estate market to collapse significantly and it was discovered that there was “empty house” (finished house). Most of them transferred but not moving in) totaling 350,000 units in 1998.

3. Principles of social responsibility and business operation

The corporate social responsibility concept plays a large role in driving the economy and national development in a global society. That day by day there will be accumulated problems, will be the consumption and use of natural resources completely this brings poverty and a greater gap between the rich and the poor, or rich developed countries and poor developing countries. Organizations of all sizes are behind this change as a form of unsustainable development. Therefore, in 1992 at the United Nations' Earth Summit on the Environment. At Rio de Janeiro, all participating countries agreed to declare the global development direction as sustainable development, a principle that demonstrates the common intent and goal in the dimension of sustainable development. Developing the world environment, society and economy (United Nations, 2012).

4. CSR for business sector

The world's leading consulting firm (Gmbh, 2002) has researched that doing CSR benefits your business in eight ways:

- 1) Trust Management the company's credibility is determined by the expectations of its stakeholders (Stake Holder) found that credibility is linked to the ability of the company to operate. It was found that the company that managed the relationship and the expectations of stakeholders as a collective organization can affect sales up to four times.
- 2) Risk management benefits Social, Environmental and Governance Management Is very important in preventing problems arising from uncontrolled risks In particular, risks arising from investor forecasts.
- 3) Benefits of selecting and creating work motivation and retaining good employees To be with the company in selecting job applications to work and employees in the company take the corporate social responsibility. Become the deciding factor in choosing or switching to work for the company.
- 4) Investor relationship benefits and capital access General investors are alert and see the benefits of socially responsible investments.
- 5) Learning and innovation Companies with social responsibility can implement the goal of fostering creativity and innovation in a sustainable way.
- 6) Competitiveness and position in the social responsibility market of organizations lead to purchasing decisions rather than branding or the financial success of that organization
- 7) Efficiency of operation it is a focus on social responsibility that leads to financial success. By reducing the use of raw materials reduce the generation of waste in the production process which leads to reducing the impact on the environment as well
- 8) Social acceptance of operations Expectations or Stakeholders' Attitude for Corporate Social Responsibility It has a huge effect on the acceptance of the company to operate in society.

5. Laws relating to the responsible operation of the real estate business

5.1 The Town Planning Act, B.E. 2518

Urban Planning Act, B.E. 2518 Enacted on February 5, 1975 as law on town and country planning. By preparing and operating in accordance with the overall town plan and town plan specific to the urban and related areas or rural areas. To build or develop a damaged city In order to have or make better hygiene Comfort Orderliness, beauty, property utilization Public safety And the welfare of society.

5.2 The Land Allocation Act, B.E. 2543

The Land Allocation Act 2000 is a law enacted in place of the Announcement of the Revolutionary Council No. 286 dated 24 November 1972 to control the allocation of land. The allocation of land in the meaning of this law refers to the disposal of land divided into sub-plots in total of 10 or more, either from a single plot of land or from multiple plots of land with consecutive areas by Received property or benefits as compensation And shall include the aforementioned operations where less than 10 plots of land have been divided and later divided into additional plots of the same land within three years when the total amount is 10 or more plots.

5.3 The Promotion and Conservation of National Environmental Quality Act, B.E. 2535

The Promotion and Conservation of National Environmental Quality Act, B.E. 1992 promulgated March 29, 1992 as the National Environmental Quality Promotion and Conservation Act. To achieve comprehensive and solve environmental problems sufficiently the enactment of this law in accordance with the Act on the Ministries, Departments, and Departments BE 2545 established a new government agency with a new mission. The Royal Decree has been enacted to transfer administrative affairs and duties of government agencies to be in accordance with the Act on the Revision of Ministries, and Departments, and since the Act provided for the transfer of powers and duties of government agencies, ministers, persons holding positions or persons performing duties in The former government agency belongs to the new government agency. With amendments to different provisions In accordance with the authority Transferred with amendments to the provisions of the law in accordance with the transfer of government agencies. So that the relevant parties are clear in the application of the law without having to search in the law of transfer of authority that under any law has transferred the mission of government agencies. Or the person responsible under the law to belong to any agency or any person.

5.4 Building Control Act, B.E. 2522

The Building Control Act, promulgated on May 8, 1979, is a law enacted to replace the Building Control Act B.E. 2479 and the Building Control Act of 1933 B.E. Same version As the country has progressed and expanded more and more all the time, there must be an act that is appropriate and consistent with the situation and to increase the efficiency of controls on security, safety, fire prevention, public health, environmental quality conservation, urban planning Architecture And facilitating traffic For tall buildings Extra-large building The provisions of this Act shall apply regardless of the locality where the building is located, whether there is a Royal Decree to enforce this Act, and repeal (1) Building Construction Control Act, B.E. 2479 (2) Act. Building construction control (No. 2) 1961 (3) Announcement of the Revolutionary Council No. 192 dated 31 July 1972 (4) Construction Control in Fire Zone Act, B.E. 2476 and (5) Construction Control in Fire Zone Act (No. 2), B.E. 2496.

5.5 Bangkok ordinances on building control, 2001

Bangkok Metropolitan Administration Control building construction 2522, there are some amendments to make more appropriate provisions In addition, there has been promulgation of Ministerial Regulations issued under the Building Control Act 2522 and Building Control Act (No. 2) BE 2535, many of which are various ministerial regulations. To suit the city condition of Bangkok where Section 9 and Section 10 (1) of the Building Control Act 2522 was amended by the Building Control Act (No. 2), 2535, in which Section 29, together with Section 31, Section 35, Section 48, Section 49 and Section 50 of the Constitution of the Kingdom of Thailand. Enacted to be done by virtue of the provisions of the law, together with Section 97 of the Bangkok Metropolitan Administration Act, BE 2528 enacted as enactment and repeal.

(1) Rules of Bangkok on building construction control, B.E. 2522

(2) Ordinances of the Bangkok Metropolitan Administration on Parking Buildings, B.E. 2521

3. Methods of conducting research

Research was carried out using qualitative research methods, consisting of documentary research, focusing on analyzing relevant documents. Research of core documents are principles, laws, models of international social responsibility and information from research papers, textbooks, papers, seminars, seminars. Thesis and article with the following theories and principles: (1) Theory of method and administrative system (Administration and Method) (2) Principles of responsibility. (Responsibility) (3) Principle of responsibility Accountability (4) Ethical behavior (5) Public participation (6) Principles of social responsibility and business (7) Principles according to the agreement of the world of The United Nations Global Compact / UN Global Compact (8) Principles of the Global Reporting Initiative (GRI) (9) Principles of Social Accountability International- SAI) (Social Accountability International, 2008) Social Accountability 8000 or SA8000 (10) Principles according to the International Organization for Standardization-ISO26000 (11) Principles of the Organization for Economic Cooperation and Development Organization for Economic Co-operation and development (OECD) (12) Standard for Corporate Social Responsibility (CSR-DIW) Principles (13) Principles of Social Business Institute (CSRI) Together with the Stock Exchange of Thailand Related Laws (1) Town Planning Act 2518 (2) Land Allocation Act 2000 (3) Building Control Act 2522 (4) National Environmental Quality Promotion and Conservation Act 2535 (5) Bangkok ordinance on building control, 2001 for comparison with the principles of health protection of Thailand. Another method of conducting this research was in-depth interview. Are directly related to real estate business In the state of being in control Who are government officials Real Estate Entrepreneurs And related academics And brainstorming through discussion groups (Focus Group), demographic groups that Directly related to government officials Real estate business operator And academics involved. Both methods of research are the gathering insights on Comments and problems From the social responsibility of the real estate business they have experience, which is the data for the analysis of the answers to the research objectives, another method of conducting research is the participation, design, and design (Participation). Design, Co-Design) is a group of stakeholders. (Stakeholders) with the responsibility of the real estate business, both as the operator of the project with consumers and academics, have been involved in designing the law that will be amended. In order to create responsibility in the real estate business The answers obtained from this co-design researcher have analyzed, revised, and edited to formulate a social responsibility model that the researcher has developed in order to find a model of real estate responsibility that is complete That will be a model for further use,

and once the research is answered, it will lead to a brainstorming of opinions (Hearing) from those involved.

4. Discussion results and recommendations

The research therefore identified nine issues leading to the analysis of social responsibility. The analysis was based on research methodology as a qualitative research consisting of document research. In-depth interviews And participation in designing, co-designing And when the answer was received, the method was used to listen to the opinions of relevant persons who had used opinions and suggestions to improve the answers until the social responsibility model for real estate business was obtained. The answers to the findings can be summarized from the analysis as follows.

Disclosure

Research has shown that disclosures are accurate, clear, concealed and prepared information. Annual information listing To allow consumers to study information and history of real estate operators and see construction processes, which can help in making decisions before buying. And add clear plans and details of the house during maintenance and able to check company information, working procedures at every stage from the beginning of the project until the completion of the project.

The findings of the research concluded that at present, the real estate business has not disclosed clear information to consumers. It is therefore necessary for the real estate business operator to disclose information to the general public to acknowledge the operations from the beginning of the project. During the process until the completion of the project.

2. The use of quality materials is the selection of construction materials that meet TIS (Thai Industrial Standard), industrial product standards, or are good quality material grades with the same grade standards to get a real estate project with a house or Quality condos, reduce inspection problems after purchasing from consumers.

The findings of the research concluded that the selection of construction materials that meet TISI (Thai Industrial Standard), supporting industrial product standards, or a good quality material grade with the same grade standard. It is necessary for the real estate business in the construction of the project in order to obtain quality real estate projects and meet the standards in order to obtain quality houses or condos and reduce post-purchase inspection problems from consumers.

3. Caring for the environment is the smart use of natural resources and the environment. By using less to make the most of Taking into account the duration of use for a long time and cause the least damage to the environment.

The findings of the research concluded that caring for the environment is essential to the real estate business because in the construction process, it must be faced with logging, digging, filling the soil. Without good environmental care, dust and greenhouse problems will occur Follow Therefore, the use of natural resources is required to be less but very beneficial. Therefore, caring for the environment is essential in operating a real estate business. To reduce environmental destruction problems.

4. Labor protection is the minimum standard of labor and compensation for work. Working days for employees to work in safety Good health Receive reasonable compensation and welfare to provide workers with fairness and happiness in their work.

The findings of the study conclude that the minimum standards for labor and work compensation are established. That is necessary because the operation of the building requires both machine and human labor. Therefore, there should be labor protection in terms of working safety. And return value received and reasonable welfare in order for workers to receive fairness and happiness in work.

5. Surveillance and inspection is to monitor construction projects so that they do not affect the surrounding community and environment. In order to reduce the impact and accidents that will occur, it is the responsibility of the project owner.

The research findings concluded that the surveillance of construction projects so that during construction does not affect the surrounding communities. Therefore, it is necessary to monitor whether the operation of machinery such as crane, cement pile and pile driver to reduce the impact and accident that will occur. And should be done in conjunction with the inspection to help reduce accidents that will happen as well. Therefore, it is imperative that the project owner is responsible and should be followed strictly.

6. Anti-corruption means conducting business with transparency, fairness, and accountability. And responsible for all groups of stakeholders for the sustainable growth of real estate projects.

The findings of the research conclude that business operations should be conducted with transparency, fairness, verifiable. To reduce corruption and should be responsible to all groups of stakeholders for operating the sustainable business growth of real estate projects.

7. Not avoiding taxes is the right way to pay taxes. Don't avoid paying taxes Such as land tax Performance tax because it is a clearly defined law, entrepreneurs must follow them strictly

The findings of the research conclude that the implementation of the project should be subject to the correct taxation. Don't avoid paying taxes Such as land tax on income tax because it is a clearly defined law, entrepreneurs must strictly abide.

8. Remedy Consumers and surrounding communities are remedies for victims. To mitigate the effects of human rights violations to reduce problems and impacts lighten the damage to consumers and surrounding communities.

The research findings conclude that remedial treatment for the victim will reduce the impact on the surrounding communities of the victim and those involved. To mitigate the effects of human rights violations to reduce the damage to consumers and surrounding communities is necessary in the construction business.

9. To practice the law strictly is to comply with the Civil Service Act. Control all issues related to construction from the beginning of the project, during the construction process until the completion of the project.

The findings of the research concluded that the implementation of the Civil Aviation Act. Controls all issues related to construction from the start of the project, during the construction process to the completion of the project, to help reduce the construction problems that may arise, such as housing law. Land allocation law various requests the shortening of the building, window openings, fire escapes, etc. If the law is strictly followed, it will greatly reduce the problems for the real estate business.

Suggestion

From the conclusion of the social responsibility model in real estate as summarized above if it is to be brought into action to develop a model of social responsibility in real estate the research therefore suggested as follows:

Policy

Because real estate is a business that is important to the country, affecting the economy of Thailand, if this business is socially responsible, it will benefit Thailand, but if this business is operated irresponsibly, then it will have negative consequences. Towards the country very much Therefore the law governing is the law Building Control Act Land Allocation Act Environmental Law Act, etc. However, there is no law that governs social responsibility in this type of business. Therefore, it is imperative to develop a model of social responsibility in real estate business as a national policy. To operate the real estate business to be socially responsible to reduce conflicts with surrounding communities. The problem of home buyers within the project Reduce environmental damage the research has discovered a model of social responsibility in real estate, so the research suggests it is a national policy. To achieve a pattern obtained from this research. To provide real estate business Have social responsibility.

Management

Encourage the creation of awards from the government sector. For real estate business with social responsibility as a stimulus to encourage businesses to operate with social responsibility. To reduce the problem of irresponsible operation.

Legal

Real estate businesses should have strict laws in the expression of social responsibility so that real estate operators show their social responsibility. Since the beginning of the project during the project until the completion of the project.

Suggestions for further research issues

In this research, the researcher found that there are issues that can lead to further research. To lead to the creation of a model of social responsibility in real estate the research results show that there are still some important issues that deserve further research to be done in order to make the social responsibility in real estate more complete. Next is the recommendation to establish the profession of real estate business

operators. To enter the real estate development business, there should be an exam and control for the issuance of development licenses and establishing the real estate business so that the real estate development has the same rules and regulations.

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