

CASE STUDY

# McKinley Rice's Cross-border Efforts in CSR, a Take on Global Responsibility.

*"For the sustainable advancement of industries, corporations must have a strong responsibility for nurturing a symbiotic relationship between businesses and the society. This should not be limited to just being responsible for their own country. The globalization of the industry has expanded the market, enabling companies to pursue their own profit. Therefore, the realm of corporate social responsibility should also be expanded globally, and that will be our effort to ensure a better future". - Felix.Kim (CEO, McKinleyRice)-*

In the past, CSR(Corporate Social Responsibility) was simply used in the sense of corporate ethical or moral responsibility, whereas legal responsibility and compliance enforcement was non-existent. In recent years, CSR has been expanded to be an ethical responsibility as well as a responsibility to meet the common interests of consumers, workers, the state and social welfare, the environment, and above all, the local community. Furthermore, as the globalization of companies progressed, the standard of local community expanded to the whole world. There have been numerous instances of companies contributing to the Indian community despite originating from a foreign country.

McKinley Rice is a tech company that started in Korea in 2018. With clients from around the world, including listed companies such as KT and Citylabs in Korea, and UCLA and Strong Arm in the US. The company hires Indian software developers and sets up satellite offices for their global clients. In spite of the limited market environment and non-face-to-face situation due to the pandemic this year, McKinley Rice recorded a growth of more than 100%, with the size of its recruitment in India growing at a rate of 200% every year. However, the company's influence is not limited to just the tech industry.

The company has been carrying out a social responsibility project called "Abhyudaya" since 2019, and has provided books, clothes, and stationery through Saksham—an NGO group for underprivileged children. While adhering to the quarantine guidelines, the company took to the streets to directly distribute blankets to children during the Lohri festival this January. The company employees have taken this initiative a step further by inculcating the spirit of giving at an individual level as well, as McKinley Rice employees donated blankets to the needy during the winter season to keep them warm.



McKinley Rice's activities have many implications for Indian society. The company has only been in India for 4 years, and it is a relatively small-scale company with no more than 100 employees. Most of the executives at the company are Koreans. However, they have shown utmost concern and consideration in contributing and co-existing with the Indian community.

McKinley Rice's CEO, Felix Kim said, "For the sustainable advancement of industries, corporations must have a strong responsibility for nurturing a symbiotic relationship between businesses and society. This should not be limited to just being responsible for their own country. The globalization of the industry has expanded the market enabling companies to pursue their own profit. Therefore, the realm of corporate responsibility should also be expanded to the world, and for this, we are planning to supply more items such as clothes to the underprivileged in India through a partnership with Save the Children in 2022. It is the obvious course we believe we should take in our effort to ensure a better future".

Excluding the recession caused by COVID19, India has seen unprecedented rapid growth for years. However, the gap between the rich and poor is still the highest in the world, and countless people still live on the outskirts of the social safety networks, removed from the ever advancing civilization. Nevertheless, the global industries' expansion and improvement of social responsibility is without a doubt a positive message for a better future.