

## EXAMINING RELIGIOSITY, NON RESPONDENT SMES EXECUTIVES' ATTITUDE & BEHAVIOUR TOWARDS CSR IN ODISHA

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### ABSTRACT

It is necessary to find out the percentage of non respondents in the whole survey and the causes of non response. The rejection to the questionnaire is not the actual rejection of their religiosity, attitude and behaviour. The forced choice method is applied to answer few questions, which justify their religiosity and CSR attitude and CSR behaviour. The body language and facial expression of non respondent SMEs executives express hidden qualities of their attitude and behaviour. The materiality of their sudden rejection to the survey process also says either positive and negative attitude or behaviour of SMEs executives. The attitude of non respondent SMEs executives' is evaluated minutely to gather the never unfolded supreme attitude and behaviour of SMEs executives' CSR attitude and CSR behaviour. The personal contact and personal non contact give importance for this study.

**KEYWORDS:** Non respondents, Religiosity, SMEs executives, CSR attitude, CSR behaviour