



A STUDY ON CORPORATE SOCIAL RESPONSIBILITY (CSR)

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Introduction

Corporate Social Responsibility (CSR) has evolved from being a voluntary philanthropic activity to an essential component of modern business strategy. It represents a company's accountability toward society, the environment, and stakeholders beyond profit maximization. This study focuses on understanding the concept of CSR, its frameworks, global trends, case studies, and its impact on organizations and society in 2025.

Review of Literature

Several scholars and organizations have examined CSR from multiple perspectives. Carroll (1991) proposed the widely cited "Pyramid of CSR," categorizing responsibilities into economic, legal, ethical, and philanthropic dimensions. Porter and Kramer (2006) introduced the concept of "Creating Shared Value," emphasizing how businesses can align profitability with societal progress. More recent research highlights the integration of CSR into Environmental, Social, and Governance (ESG) reporting, showing its impact on corporate reputation, investor trust, and long-term sustainability. The literature establishes CSR as a dynamic, multi-disciplinary field, influenced by globalization, stakeholder demands, and regulatory frameworks.

Objective of Study

The objectives of this study are:

1. To define and explain the concept of CSR and its evolution.
2. To analyze the importance, benefits, and challenges of CSR.
3. To examine global trends and case studies of CSR practices in 2025.
4. To evaluate the long-term impact of CSR on businesses and society.
5. To provide recommendations for integrating CSR into corporate strategy effectively.

What Is CSR?

Corporate social responsibility (CSR) is a self-regulating business model in which companies aim to be socially accountable—to themselves, their stakeholders, and the broader community—by integrating ethical, social, and environmental considerations into their operations beyond mere profit-making.

CSR involves a commitment to operate in ways that benefit society and the environment, going beyond compliance with legal requirements. This encompasses how a company conducts business, manages its economic, social, and environmental impacts, and engages with stakeholders throughout its sphere of influence. Major categories within CSR include:

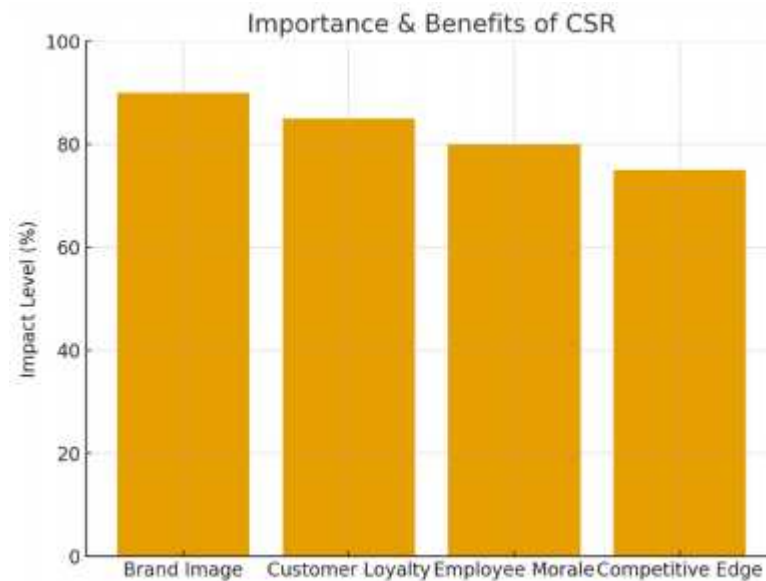
- Environmental responsibility (e.g., sustainability, reducing emissions).
- Ethical responsibility (e.g., fair labor practices, transparent supply chains).
- Philanthropic endeavors (e.g., community donations, volunteering).
- Financial responsibilities (e.g., responsible financial management).

Importance and Benefits

CSR matters because:



1. It enhances brand image and builds trust among socially conscious consumers.
2. Companies avoiding negative publicity and legal troubles by proactively addressing social and environmental concerns.
3. CSR bolsters customer loyalty—consumers prefer brands that reflect their own ethical values.
4. Employee morale and engagement rise when staff see genuine social impact from their employer, aiding retention and attracting talent.



Business gains a competitive edge, supporting economic growth while improving quality of life in their communities.

Examples of CSR Practices Leading companies worldwide demonstrate CSR through innovative initiatives:

Unilever: Pioneers sustainability by aiming for net-zero emissions across its supply chain by 2039 and sourcing 67% of agricultural materials sustainably.

Walmart: Donates billions in cash and goods yearly, targets zero waste to landfill, and collaborates to reduce supplier emissions.

Google: Supports digital education and racial justice causes, donates substantial funds and volunteer hours to nonprofits.

Amazon: Invests in renewable energy, carbon neutrality, inclusion, and community empowerment through sustainability and social programs.

Other examples include: LEGO's commitment to sustainability through renewable energy and eco-friendly products.

Salesforce's "1-1-1" philanthropic model (donating 1% of equity, products, and employee time).

Ben & Jerry's and Levi Strauss advancing social missions and ethical practices.

Csr Trends and Global Impact

CSR, once voluntary, is now increasingly mandated or incentivized by governments and international bodies; it is evolving into a fundamental standard for most industries. Organizations adopting CSR frameworks are seen as responsible corporate citizens with obligations not only to profit but also to



maximizing positive impact and minimizing harm to society. CSR also encourages companies to 'create shared value'—pursuing profitability alongside societal good.

Key Takeaways

CSR is essential for sustainable business success, strong reputations, and stakeholder engagement. Examples abound globally, reflecting varied approaches and impacts from environmental innovations to philanthropic investments.

CSR benefits both business and society, aligning organizational values with broader social goals for a more equitable and sustainable future.

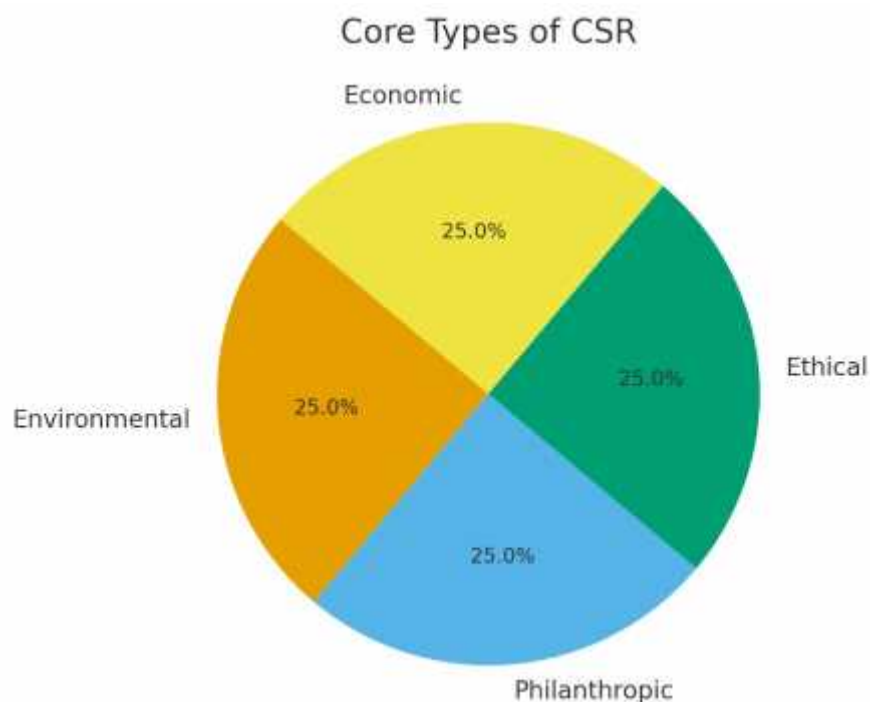
Corporate Social Responsibility (CSR) in 2025 stands as a sophisticated, multi-faceted pillar of global business strategy, deeply influential in shaping financial outcomes, brand reputation, and the well-being of communities and the environment.

Comprehensive Definition and Frameworks

CSR refers to a business model in which companies integrate social and environmental concerns into their operations and interactions with stakeholders, emphasizing ethical labor, sustainability, community engagement, and transparent governance. The field has evolved from philanthropy to an integrated approach touching all sectors—production, services, and technology.

Four Core Types of CSR

1. Environmental Responsibility: Emphasizing climate action, emissions reduction, and resource conservation.
2. Philanthropic Responsibility: Donations, volunteering, and community programs.
3. Ethical Responsibility: Fair trade, labor rights, and human rights.
4. Economic Responsibility: Sustainable financial management and fair business practices.



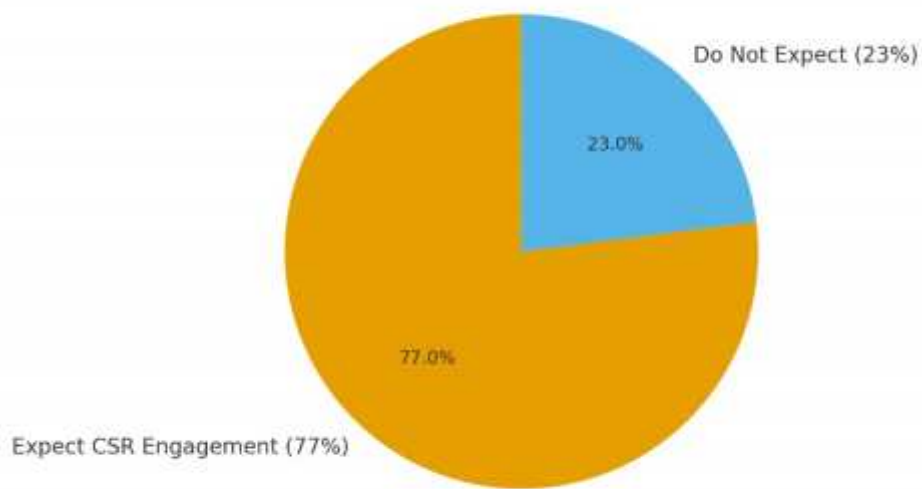


Global Trends and Innovations In 2025

CSR is driven by regulatory and social pressures, investor expectations, and advances in technology:

1. **Regulatory Scrutiny:** New mandates like the EU Green Claims Directive and CSRD require robust sustainability reporting and transparency.
2. **Tech Integration:** AI and block chain enable efficient, accurate CSR reporting and stakeholder engagement, improving credibility and transparency.
3. **Social Impact Focus:** Diversity, equity, and inclusion, labor practices, and human rights are key metrics in CSR reporting; 77% of global consumers now expect active engagement with CSR initiatives.
4. **Supply Chain Resilience:** Ethical sourcing and traceability have become essential, with climate action central to the global agenda.
5. **Employee Engagement:** Purpose-driven work and staff participation in CSR boost retention and morale, challenging companies to innovate.
6. **ESG and Financial Reporting:** ESG factors are now a standard part of company financial reports, with investors assessing the real-world impact of corporate initiatives.

Consumer Expectations for CSR in 2025



Case Studies

Impressive CSR Initiatives

1. **Unilever:** Net-zero supply chain emissions by 2039, 100% renewable energy, and sustainable agricultural sourcing; efforts have reached over 1 billion people with health-oriented products.
2. **Salesforce:** 1-1-1 model—giving 1% of product, equity, and employee time—has resulted in 5 million volunteer hours and \$406 million in grants.
3. **Ben & Jerry's:** Progressive social mission, B Corporation certification, and \$2.5 million annual grants to grassroots social/environmental causes.
4. **Patagonia:** Aspires to carbon neutrality by 2025, prioritizing environmental innovation while maintaining growth.
5. **Tata Group:** Deep investments in education, healthcare, and rural development create substantial social impact in India.



Impact, Challenges & Recommendations

Long-term Benefits

1. Companies with strong CSR show improved business sustainability, risk management, stakeholder trust, and competitive advantage.
2. 76% of global firms report on CSR in 2025, up from 72% in 2024—reflecting accelerated transparency and accountability.

Challenges

1. Greenwashing risks (pretending to be sustainable without substantive action) are declining but remain a challenge for global companies.
2. Balancing profit motives with social and environmental goals requires innovative strategies, robust data, and stakeholder collaboration.

Recommendations

1. Integrate CSR into core governance.
2. Use technology (AI, data analytics, blockchain) to enhance reporting and impact measurement.
3. Prioritize material ESG risks and authentic stakeholder engagement.
4. **Address Emerging Themes:** climate action, diversity, supply chain resilience, and community partnerships.