

An Analytical Study on Corporate Social Responsibility: Ethical Practices, Sustainability, and Social Impact in Business

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Abstract: *Corporate Social Responsibility (CSR) refers to a company's commitment to operate in an ethical and sustainable manner, going beyond its legal obligations and profit-driven motives. CSR encompasses a wide range of practices, including environmental stewardship, ethical labor standards, community engagement, and transparent internal governance. The primary objective of CSR is to balance economic performance with the broader expectations of society, thereby generating goodwill, enhancing brand reputation, and contributing to long-term sustainability. This research paper explores the significance of CSR in the modern corporate landscape and analyzes various initiatives undertaken by companies. It highlights how responsible business conduct not only fulfills societal expectations but also strengthens corporate performance and stakeholder trust..*

Keywords: CSR, Philanthropy, Carroll's Pyramid, Sustainable Growth

