

Corporate Social Responsibility (CSR) in the Digital Era: Challenges and Opportunities

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Abstract: *The digital era has significantly transformed Corporate Social Responsibility (CSR) strategies, offering both opportunities and challenges. The digital revolution has enabled greater transparency, real-time stakeholder engagement, and innovative sustainable business practices. Companies can use digital tools like artificial intelligence, blockchain, big datanalytics, and social media to enhance CSR initiatives, improve accountability, and foster trust. However, the digital age also presents ethical and operational challenges, such as data privacy, cybersecurity risks, digital divide, misinformation, and algorithmic bias. The increasing reliance on digital platforms raises environmental sustainability concerns. Companies must navigate regulatory frameworks, ethical dilemmas, and stakeholder expectations while aligning CSR strategies with long-term business objectives. This research highlights how businesses can integrate digital technologies to drive sustainable development, enhance corporate accountability, and promote social good. It examines the role of digital governance in ensuring ethical business practices while addressing challenges related to data ethics, misinformation, and digital inequality. By analyzing case studies and best practices, the study provides insights into how businesses can effectively implement CSR strategies that align with digital transformation..*

Keywords: Corporate Social Responsibility (CSR) Digital transformation, Ethical Business Practices, Sustainability, Stakeholder Engagement

