

# **Impact of Corporate social responsibility on Business Success with Reference to Chennai**

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**Abstract:** *Corporate Social Responsibility (CSR) has emerged as a vital factor influencing business success in today's competitive environment. This study explores the impact of CSR on business success with a specific focus on Chennai, a major industrial and economic hub in India. While CSR initiatives offer potential benefits such as enhanced brand reputation, employee satisfaction, and customer loyalty, there are significant limitations that can affect their effectiveness in contributing to long-term business success. Key challenges include the compliance-driven mindset, lack of strategic alignment between CSR and core business goals, resource constraints faced by small and medium-sized enterprises (SMEs), and difficulties in measuring the impact of CSR initiatives. CSR can also help businesses mitigate the risks that may arise from their social and environmental impacts, such as legal disputes, regulatory fines, reputational damage, or consumer boycotts. Additionally, regional factors such as socio-cultural complexities, regulatory hurdles, and mismatches in community expectations further limit CSR's potential in Chennai. The research method followed here is , empirical research and simple random sampling. The samples collected were 200. The independent variables used are, Age , Gender, Education and Occupation. To maximize the impact of CSR, businesses in Chennai must adopt a more integrated, long-term approach, aligning CSR with local community needs and business strategies, and developing measurable outcomes. Addressing these challenges can transform CSR into a valuable tool for innovation, employee engagement, and sustainable business growth in the region. Businesses should communicate and report on their CSR performance to their internal and external stakeholders regularly and transparently.*

**Keywords:** Business, Employee, Community, Corporate, Addressing and Enterprise

