

Corporate Social Responsibility: A Step towards Fashion or Future?

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ABSTRACT

Many studies have been done on corporate social responsibility and these studies explain that there is a positive relation between corporate social responsibility and organisational performance, but there is a need to study to know whether companies are accepting corporate social responsibility as an issue which they have to focus only on their current market environment or they are accepting it as a competitive tool for their future performance also. The aim of this paper is to determine the importance of corporate social responsibility for the performance of an organisation. Further purpose of this study is to know whether the organisations are taking interest in performing their responsibilities to the various parts of the society due to the existence of a cut-throat current competitive environment or they are taking corporate social responsibility as a tool by which they can excel in their field in the future also for a long period. This paper is also an attempt to understand that corporate social responsibility is not only a way to improve the performance of an organisation, but also, it is the way by which an organisation can do better in its future for a long period.

KEYWORDS: Corporate social responsibility, Organisational performance.

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