

Corporate Social Responsibility of Pharmaceutical Companies in India

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Abstract: *Social responsibility refers to decisions making based on the value of the social, ethical and legal obligations with regard to the long-term interests of individuals, communities and the environment. In fact, social responsibility beyond the tactical, legal and economic requirements of organization takes a step in the effort to improve the quality of social life (wood, 2010). Create suitable relationships with customers, suppliers, employees and communities, leading to increased competitiveness of the organization which leads to strategies that attaches more importance to the observance of social responsibility*

Keywords: Social responsibility

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