

A Study on the Approaches of Corporate Social Responsibility in E-Commerce and Management

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Abstract: *The article expects to evaluate the job of Corporate Social Obligation (CSR) and innovation strategies as influences of an organization's financial execution. This link's theoretical and empirical statement aims to emphasize the significance of these strategic options for management and public policy. Managers will be able to make better strategic decisions if they know more about these practices' economic benefits. Strategy producers will likewise get a handle on the necessary proof to encompass CSR in approach bundles. Data from the Thomson Reuters Eikon Datastream, which covers the world's 1,000 largest publicly traded companies, were gathered to answer the research question. The econometric results were then produced using hierarchical linear regressions. Time-space trends were examined by comparing two time frames (2015–2019). Participating in CSR activities incurs additional costs that, if not adequately supported by public policies, may adversely affect the financial performance of the business. Companies looking to improve their financial performance while simultaneously being socially responsible should look to combine CSR and innovation. This investigation makes three contributions: First, the study examines the largest thousand companies worldwide; furthermore, the econometric outcomes exhibit that consolidating CSR with development decidedly influences financial execution; Lastly, the comparison of time reveals a positive but sluggish development in CSR adoption. The article provides managers and policymakers with a practical perspective on how to approach and promote participation in these kinds of activities.*

Keywords: corporate social obligation; innovation; financial execution; hierarchical regression; Datastream

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