

A Study on Trends and Innovations in Corporate Social Responsibility

Prof. Namita Parab and Rajpal Sanjana Umesh

Jai Bharat College of Commerce (Night), Mumbai, Maharashtra, India

Abstract: *In the past two decades, the connection between innovation and corporate social responsibility (CSR) has received a lot of attention. Despite the fact that numerous studies have investigated the impact of CSR on innovation. While a number of studies have looked at how CSR affects innovation, few have tried to use bibliometric methods to look at how CSR and innovation have changed over time. In this exploration, 1279 Scopus of Science (WoS) distributed papers on CSR and innovation were gathered and broke down utilizing VOS viewer, CiteSpace, and Bibliometrix R-bundle and the MK pattern test.*

Keywords: Analysis, co-citation clustering analysis, and research frontiers were all used in the analysis, as were the most productive journals.

REFERENCES

- [1]. Employment Commission, General Directorate of Employment and Social Affairs Advancing an European System for Corporate Social Obligation; The European Communities' Office of Official Publications: 2001, Luxembourg; Online availability:
- [2]. Nepal, N.; https://ec.europa.eu/commission/presscorner/detail/en/DOC_01_9 (accessed September 19, 2022). UNICEF. Goals for Millennium Development: A View from the Caribbean and Latin America; Publications of the United Nations 2005.
- [3]. Moratis, L. Signaling Responsibility? New York, NY, USA Applying Flagging Hypothesis to the ISO 26000 Norm for Social Obligation. Sustainability 2018,10, 4172. [CrossRef]
- [4]. R.B. Nyuur; D.F. Ofori; Amponsah, M.M. Corporate social obligation and upper hand: a viewpoint from a developing nation. Thunderbird Int. Bus. Rev. 2019,61, 551–564. [CrossRef]
- [5]. A. Lockett; Moon, J.; W. Visser. Research on corporate social responsibility: nature, prominence, and influencers' sources. Manag. J. Stud. 2006,43, 115–136. [CrossRef]
- [6]. Wagner, M. High-impact social innovation and corporate social performance: a quantitative investigation. J. Bus. Ethics, 94,581–594 (2010) [CrossRef]
- [7]. S.P. MacGregor; Fontrodona, J. Investigating the Fit among CSR and Development; Working Paper No. WP-759; The IESE Center for Business Society (CBS) at the University of Navarra: 2008, Pamplona, Spain; Accessible on the web: (Accessed on April 27, 2014) www.iese.edu/research/pdfs/DI-0759-E.pdf