

# The Impact of Corporate Social Responsibility (CSR) on Business Sustainability

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**Abstract:** *Corporate social responsibility (CSR) is a self-regulating business model that helps a company be socially accountable to itself, its stakeholders, and the public. By practicing corporate social responsibility, also called corporate citizenship, companies can be conscious of the kind of impact they are having on all aspects of society, including economic, social, and environmental. To engage in CSR means that, in the ordinary course of business, a company is operating in ways that enhance society and the environment instead of contributing negatively to them. Corporate social responsibility is a business model by which companies make a concerted effort to operate in ways that enhance rather than degrade society and the environment. CSR helps both improve various aspects of society as well as promote a positive brand image of companies. This research article looks into the available literature about Corporate Social Responsibility with the aim of analyzing the impact of CSR on the business and its sustainability with the objective that is be useful for CSR practitioners and those who are interested in the topic of Corporate Social Responsibility.*

**Keywords:** Corporate Social Responsibility, Business, Sustainability