

The Impact of CSR Disclosure on Corporate Reputation: A Study of Social Media and Public Perception

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Abstract: *This paper explores the impact of Corporate Social Responsibility (CSR) disclosures on corporate reputation, with a focus on how social media influences public perception. Using a mixed-methods approach, including content analysis of social media platforms and surveys of consumer opinions, this study aims to understand the relationship between CSR disclosures and corporate reputation. The findings reveal that CSR disclosures significantly affect corporate reputation, and social media acts as a crucial mediator in shaping public perception. The study highlights the importance of strategic CSR communication and offers insights into effective engagement practices on social media. These insights provide actionable recommendations for companies seeking to enhance their reputations through CSR.*

Keywords: Corporate Social Responsibility