

# Corporate Social Responsibility in the Performance of Multinational Enterprises

Mr. Yash Pradip Ingle<sup>1</sup> and Dr. Mangesh M. Bhople<sup>2</sup>

Student, TYBBA, BBA and BBA IB Department<sup>1</sup>

HoD and Assistant Professor, BBA and BBA IB Department<sup>2</sup>

yashingle9763@gmail.com and mmbhople@mitacse.ac.in

MIT Arts, Commerce and Science College, Alandi Devachi, Pune, India

**Abstract:** *This paper explores how corporate social responsibility (CSR) has played a role in 'n' ways in the operations of multinational enterprises (MNEs). As international organizations expand, socially responsible practices are increasingly becoming a requirement. CSR entails cross borders governance, involvement within the society, and ecological care. It influences not only the outcomes of the MNEs but also the disposition of such firms.*

*Using several case studies, the authors of the present study analyze the impact of corporate social responsibility (CSR) on key performance indicators of the company: profitability, market share, and brand equity, examining the current theories. The findings suggest that costs associating with CSR policies can be mitigated, thus enhancing the performance of such policies among global corporations if they are integrated with business strategies. Besides, CSR helps global corporations regarding adherence to international standards, the expectations of the different stakeholders, and supply chain risks..*

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