

The Impact of COVID-19 on Corporate Social Responsibility

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Abstract: *The COVID-19 pandemic has widely transformed the corporate social responsibility policy in terms of the social and ethical responsibilities it addresses. In this paper, the impact of the COVID-19 pandemic on CSR strategies through various industries is discussed. Through reviewing some case studies and literature reviews, this study identifies the significant changes CSR priorities by increased healthcare and safety, widening support to communities, and transparency. This pandemic has brought trends toward more immediate, responsive CSR practice, characterized by greater concern with steps taken to alleviate the pandemic and assist employees and increased transparency in communication. The findings are that, while doing so for emergency needs, businesses are also building groundwork for long-term sustainability. This study provides useful information on the trends in the CSR landscape and suggests that business activities should be in consonance with the new expectations of society, and businesses have to maximize their positive social impact following the COVID-19 pandemic and related crises. Comprehending these shifts will allow companies to navigate future crises even more effectively and to maintain better relationships with stakeholders.*

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