

# CSR as a Tool for Effective Crisis Management in Society

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**Abstract:** *Corporate Social Responsibility (CSR) has evolved beyond its traditional role of ethical business practices and community engagement to become a vital component of crisis management. This paper explores how companies can leverage CSR strategies to mitigate the impact of crises, enhance stakeholder trust, and rebuild reputation. By examining case studies of businesses that successfully integrated CSR in their crisis responses, this study highlights the effectiveness of proactive communication, community support, and responsible decision-making in navigating challenges such as environmental disasters, financial downturns, and public relations crises. The findings suggest that CSR can not only reduce immediate damage but also contribute to long-term resilience and sustainability. This research underscores the importance of embedding CSR into the core of business strategy to foster stronger stakeholder relationships and ensure organizational continuity in times of crisis.*

**Keywords:** CSR