

Management of Corporate Social Responsibility (CSR): Strategies, Challenges, and Impacts

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Abstract: *Corporate Social Responsibility (CSR) has emerged as a crucial element in modern business strategy, transcending mere compliance and philanthropy to become integral to corporate identity and operations. This research paper explores the evolution of CSR from its historical roots in philanthropy to its current strategic applications, emphasizing the importance of stakeholder engagement and sustainable practices. It delves into key theoretical frameworks such as Stakeholder Theory, the Triple Bottom Line, and Carroll's Pyramid of CSR, which collectively underscore the multifaceted nature of corporate responsibilities. The paper also examines the significance of CSR in enhancing competitive advantage, supported by case studies of companies like Unilever and TOMS Shoes. Furthermore, it discusses elective CSR management practices, challenges faced by organizations, and emerging global trends that shape the future of CSR. Ultimately, this research highlights the necessity for businesses to adopt comprehensive CSR strategies that align with their mission and vision while addressing societal and environmental concerns.*

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