

Corporate Social Responsibility and Organization Behavior: Research Assessment Indian Economy from a Global Perspective

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Abstract: *This review analyzes how the organization uses CSR initiatives to impact consumer buying behavior. The research papers that focused on the key domains related to the relationship between CSR, firm market value, and different attributes of organizational behavior concerning corporate social responsibility were selected for review. The investigation was performed by analyzing 50 empirical articles found in primary journals. Taxonomy is developed based on the analysis. The current study demonstrated the role of organization strategies in assessing CSR structure. Managers should monitor various important factors in modulating the impact of consumer characteristics and purchase intentions.*

Keywords: Corporate Social Responsibility (CSR), firm's market, CSR Strategies, organization behavior