

CSR Boost: Empowering Employees as Brand Ambassadors

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Abstract: *This paper examines the advanced implications of Corporate Social Responsibility (CSR) in cultivating employees into potent brand ambassadors. While CSR is commonly associated with enhancing external corporate image, this study redefines its role as a critical driver of profound internal employee engagement. By aligning corporate CSR strategies with individual values and aspirations, organizations can cultivate a deep sense of purpose among employees, transforming them into dedicated advocates of the brand.*

The research delves into how targeted CSR initiatives can foster an elevated sense of pride and ownership among employees, thereby motivating them to actively support and amplify the brand's mission. Through a thorough analysis of innovative case studies and emerging practices, this study highlights how CSR can enhance organizational culture and develop a committed network of internal brand champions. This approach not only strengthens brand loyalty but also elevates brand visibility from within the organization. Advancing beyond existing research, this paper offers a nuanced perspective on leveraging CSR as a strategic tool for building a highly engaged, purpose-driven workforce. The findings provide valuable insights into how CSR can drive long-term corporate success and establish a competitive edge through a motivated and mission-aligned employee base.

Keywords: Employee Engagement, Corporate Social Responsibility, Brand Advocacy, Organizational Culture.