

Corporate Social Responsibility and Its Impact on Brand Reputation: A Comparative Study

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Abstract: *In today's global market, CSR has become an essential component in the building and maintenance of brand reputation. Exploring CSR in comparison with brand reputation through a comparative analysis of various companies forms the basis of this research. The study analyzes how CSR initiatives influence consumer perception, brand loyalty, and corporate image through the analysis of secondary data. The study reveals that the companies with well-performing CSR programs possess good brand reputation; however, its poor execution can hurt the public's reputation in the company. These findings are a testament to the fact that CSR is an act not merely of compliance but a strategic approach toward brand-strengthening names as well.*

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