

Corporate Social Responsibility and Environment Sustainability

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Abstract: *This paper aims at investigating the relationship that exists between the concept of Corporate Social Responsibility (CSR) and the broader environmental agenda: corporate environmental measures that are used in CSR initiatives that firms undertake and the impact it has to the environment, the society, and the organization. Therefore, big-picture environmental CSR trends are examined in relation to the case studies presented in the literature, the overall effectiveness rate of these programs is assessed, and the challenges experienced by the companies that have adopted sustainability programs are discussed according to the literature. The findings therefore indicate that CSR has some potency in promoting better standards in environmental quality; however the fields of compliance/conformity offer marvelous prospects. At the end of the document, some recommendations are made as to how to increase the impact of the CSR on environmental issues and how it is necessary to work on the reporting regimen and legal responsibility on the CSR move.*

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