

Challenges and Opportunities Faced by Organizations in Corporate Social Responsibility (CSR)

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Abstract: *CSR today has come up as a crucial facet for organization's business regimen in the contemporary world. There lie a series of challenges and numerous prospects for businesses at the same time in today's business world. This paper investigates this dual nature of CSR among businesses by following the challenges they face in making viable efforts of CSR while also focusing on the approach to core business values, overcoming constraints associated with resources and stakeholder expectations. In the same breath, it shows that CSR has its benefits for brand reputation, customer loyalty, and attracting the best talent. The research merges the literature review and a case study of how organizations overcome the CSR challenges through a mixed methodology approach. This depicts that, though CSR is resource-intensive and complicated, it affords huge windows of shared values to organizations and making it possible to record sustainable growth. At the end of the discussion, the paper provides some recommendations on how organizations can make CSR play the role of a strategic tool effectively.*

Keywords: Corporate Social Responsibility (CSR), Sustainability, Stakeholder Engagement, Ethical Business Practices, Shared Value, Brand Reputation etc