

# The Role of CSR in Crisis Management: A Study on Corporate Responses to Environmental and Social Disasters

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**Abstract:** *Corporate Social Responsibility (CSR) plays a pivotal role in managing crises, particularly when companies face environmental and social disasters. This paper explores how businesses utilize CSR strategies to mitigate the effects of crises and recover their reputation. By examining various case studies of corporate responses to environmental and social disasters, this study identifies key CSR practices that enhance corporate resilience and stakeholder trust. The research employs a mixed-method approach, combining qualitative analysis of corporate actions with quantitative surveys from stakeholders. Findings suggest that proactive CSR measures can significantly reduce reputational damage and enhance corporate recovery. However, CSR is often reactive and lacks preemptive strategies. The paper concludes by highlighting the need for a more integrative and proactive approach to CSR in crisis management*

**Keywords:** Corporate Social Responsibility (CSR), Crisis Management, Environmental Disasters, Social Disasters, Stakeholder Engagement, Reputation Management, Sustainability