

A Study on Role of Corporate Social Responsibility in Enhancing Corporate Reputation

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Abstract: *Corporate Social Responsibility (CSR) has gained significant importance in recent years as stakeholders increasingly demand that companies operate ethically and contribute positively to society. This paper investigates the role of CSR in enhancing corporate reputation, focusing on how CSR initiatives influence stakeholder perceptions and corporate image. By examining various dimensions of CSR, including environmental sustainability, social equity, and economic responsibility, the study aims to provide a comprehensive understanding of how CSR activities contribute to building a favorable corporate reputation.*

Despite the growing emphasis on CSR, there are challenges in measuring its impact on corporate reputation. This study addresses these challenges by exploring different metrics and methodologies used to assess the effectiveness of CSR initiatives. Through a detailed review of literature and empirical analysis, the paper aims to offer insights into best practices for integrating CSR into corporate strategy to maximize reputational benefits.

Keywords: Corporate Social Responsibility