

Exploratory Study on the Relationship Between E-Commerce and Management Sectors with respect to the Trending Mode of Corporate Social Responsibility (CSR)

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Abstract: *The article aims to evaluate the impact of Corporate Social Responsibility (CSR) and innovation strategies on an organization's financial performance. This connection's hypothetical and experimental assertion aims to emphasize the significance of these crucial decisions for the board and public policy. Directors will be motivated to make improved strategic decisions if they become aware of the financial rewards associated with these practices. The test question was addressed using data from Thomson Reuters Eikon Datastream, which includes information on the world's 1,000 largest public firms. The economic results were then obtained using hierarchical linear regressions. Participating in corporate social responsibility (CSR) initiatives incurs additional expenses that, although not adequately supported by public policies, might adversely impact the financial performance of the organization. Organizations seeking to improve their financial performance while also being socially responsible should consider integrating corporate social responsibility (CSR) and innovation. This study has three main objectives. Firstly, it examines the top 1000 global companies. Secondly, it presents econometric results that demonstrate a positive impact on financial performance when combining corporate social responsibility (CSR) with development. Lastly, it reveals a slow but positive progress in the adoption of CSR over time. The paper provides chiefs and policymakers with a practical perspective to approach and promote support in these activities.*

Keywords: Corporate Social Responsibility; innovation; financial performance; hierarchical regression; Datastream