

The Role of Corporate Social Responsibility (CSR) in Combating Global Warming

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Abstract: *Global warming is one of the most pressing environmental challenges of the 21st century, with industries playing a crucial role in its mitigation. Corporate Social Responsibility (CSR) has emerged as a strategic approach for businesses to contribute to environmental sustainability. This research explores how CSR initiatives can help combat global warming by reducing carbon footprints, promoting sustainable practices, and influencing consumer behaviour.*

A survey conducted among 81 participants provided insights into public awareness, corporate efforts, and consumer preferences regarding CSR initiatives for environmental sustainability. The findings indicate that while many people recognize the importance of CSR, there is a gap between awareness and active participation. Additionally, industries such as manufacturing, transportation, and energy production were identified as major contributors to climate change.

This study highlights the effectiveness of CSR strategies like renewable energy adoption, waste reduction, and eco-friendly product development. It also discusses the role of governments in enforcing CSR regulations. The paper concludes with recommendations for businesses to integrate CSR more effectively into their operations, emphasizing the need for collaborative efforts to combat global warming.

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