

Role of Corporate Social Responsibility in Enhancing Brand Reputation of Multinational Corporations

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Abstract: *Corporate Social Responsibility has emerged as a strategic tool for multinational corporations to strengthen their brand reputation. This review explores the role of CSR initiatives in shaping public perception, consumer loyalty, and stakeholder trust in global businesses. The paper synthesizes empirical and theoretical studies, highlighting CSR's impact on brand equity and competitive advantage.*

Keywords: Multinational Corporations, Corporate Image, Brand Equity