Integrated Ethical Governance: Bridging Strategic Control and Corporate Social Responsibility in the Age of Automation

Revathi P[1], Aarthi D[2], Aravindsing S[3], Thenmugi S R[4]

Assistant Professor, Department of MBA[1]

Department of MBA[2,3,4]

Knowledge Institute of Technology, Salem, India

revathiperu121@gmail.com

ORCID ID: 0009-0003-4136-6076

Abstract: *Modern corporate governance has changed a lot from the old model that mainly focused on making shareholders as wealthy as possible. Today, companies are expected to have governance systems that include ethical behavior, social responsibility, and smart oversight. This paper looks at how corporate social responsibility (CSR), algorithm-based governance, and financial success are connected, especially looking at measures like Return on Assets (ROA) and Tobin's Q. While previous studies display that strong governance helps improve financial results, there's still a big gap in making sure ethical standards are properly followed when decisions are made by automated systems and algorithms. To fix this, the study introduces an "Integrated Ethical-Strategic Governance Framework" (IESG). This framework brings together different kinds of board members, focuses on oversight from various stakeholders, and uses ethical checks for algorithms. It highlights the need for board members with different kinds of expertise to review both financial plans and technology systems. It also uses tools like natural language processing (NLP) and automated monitoring to spot possible ethical issues in company messages and decision-making. By making sure that algorithmic transparency matches corporate goals and public expectations, the IESG framework helps create more long-term value and keeps stakeholder trust. This research adds to the field of governance by providing a clear way to balance financial success, technological progress, and ethical practices in the digital age*

Keywords: Corporate Governance, Corporate Social Responsibility (CSR), Financial Performance, Return on Assets (ROA), Tobin's Q, Ethical Auditing, Natural Language Processing (NLP), Stakeholder Theory, Board Diversity, Digital Ethics, Strategic Governance Framework