

# The Review on Strategies Employed in Corporate Social Responsibility within the Field of E-Commerce and Management

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**Abstract:** *The article aims to assess the role of Corporate Social Responsibility (CSR) and technology strategy as factors affecting a company's financial performance. The purpose of this link is to highlight the importance of these strategic options for management and public policy, based on both theoretical and empirical evidence. Enhancing managers' understanding of the economic advantages of these activities will enable them to make more informed and effective strategic decisions. Strategy producers will also get the essential evidence to incorporate CSR in policy packages. The research topic was addressed by collecting data from the Thomson Reuters Eikon Data stream, which encompasses the top 1,000 publicly traded firms worldwide. The economic results were generated through the application of hierarchical linear regressions. The examination of time-space trends involved a comparison of two specific time frames, namely 2015 to 2019. Engaging in corporate social responsibility (CSR) initiatives results in extra expenses that, without sufficient backing from public policy, can have a negative impact on the financial success of the company. Companies seeking to enhance their financial performance while also fulfilling their social responsibilities should consider integrating corporate social responsibility (CSR) with innovation. This investigation provides three contributions: The study focuses on analyzing the top thousand firms globally. The econometric results demonstrate that integrating corporate social responsibility (CSR) with growth has a significant beneficial impact on financial performance. Lastly, the comparison over time shows a slow but positive growth in the adoption of CSR. The paper offers managers and policymakers a pragmatic viewpoint on how to approach and encourage engagement in such activities.*

**Keywords:** corporate social obligation; innovation; financial execution; hierarchical regression; Data stream