Corporate Social Responsibility

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1. Abstract
2. CSR is the concept where businesses participate in social and environmental matters.
3. There are various important and advantages of companies being socially responsible. CSR is a form of ethical promotion.
4. Customers often have positive views of a company due to its responsibility. This makes the consumers more attracted to the company's product, attracting sales and brand recognition.
5. Introduction
6. Corporate Social Responsibility(CSR) is becoming a critical aspect in today's business.
7. CSR is the concept where businesses participate in social and environmental matters.
8. Many companies have sought to play a part in ensuring sustainability and embracing philanthropic business models.
9. Discussion
10. There are various important and advantages of companies being socially responsible. Companies can gain increased sales from the adoption of CSR.
11. Customers often have positive views of a company due to its responsibility.
12. This makes the consumers more attracted to the company's product, attracting sales and brand recognition.
13. Employee Retention
14. CSR  may also promote employee retention. In the past, people and employees have mainly been motivated through monetary values.
15. However, employees are now focusing n the image of a company. They are also focused on personal value and gains in terms of social responsibility.
16. For example, many people are advocating for the adoption of green energy(HUYNH, 2020).
17. Ethic promotion
18. CSR is a form of ethical promotion. For many years, American companies have been build on the cost of the environment.
19. They have promoted to loss of biodiversity while have led to environmental pollution.
20. These have seen climate change and have affected people’s health at adverse levels. This has been criticized as unethical.
21. Critique
22. There are various critics to the adoption of corporate social responsibility.
23. This comes as a result of companies being less profitable as they try to adopt social corporate responsibility.
24. For example, companies that may adopt biodegradable packaging may require more operation costs due to the expenses of the materials used.
25. Being Socially Responsible
26. There are different ways in which companies can become socially responsible. One of these is the promotion of the environment.
27. Companies can enhance the use of green energy to curb the exacerbating environmental and climate changes.
28. Another way of a company engaging in social responsibility is giving back to society, eliminating poverty, and assisting the poor.
29. here are various ways to achieve this. One way is to sponsor children who are talented but lack financial strengths or develop programs that help alleviate poverty (Worokokinasih & Zaini, 2020).
30. Conclusion
31. Companies must engage in social responsibility. Social responsibility is a triple gain for companies that adopt them.
32. It allows for the companies to gain competitiveness and popularity from potential consumers.
33. Recommendations
34. Companies that are yet to adopt CRS should strive to do so. There are no fixed methodologies of being socially responsible.
35. Company stakeholders should be focused on profit generation; rather, they should focus on society and the environment.
36. Companies are part of the world, and although most are profit-oriented, they must focus on ethics from a social perspective.
37. References