**REPORT TOPIC ANALYSIS AND INTERPRETATION TEMPLATE**

**Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Student I/D\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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| **Topic-Business: “Reputation quotient”why is it important to have good standing as a corporate citizen?** |

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| **Report Title : Companies need to portray corporate social responsibility for sustainability purposes.** |

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| ***Analysis of topic, main idea and limiting ideas. Deconstruct/Analyse the report topic***   * + ***What type of topic is it? – statement***   + ***What is the main idea? It is essential for companies to portray social responsibility. It Shows more commitment to help the society. It Serves as a triple win for businesses. Also Creates an outstanding reputation. Can be demonstrated to employees, society or the environment***   + ***What are the limiting ideas?***   ***Social responsibility may contradict with the business model***   * + ***What will be your focus? I will focus on How companies can use different approaches to achieve social corporate responsibility.*** |

**Interpretation of report topic**

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| **This report will demonstrate on the importance of corporate social responsibility and how companies can achieve the same.** |

**Possible References – Correctly formatted**

**(minimum of five).**

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| **Reference 1: Agudelo, M. A. L., Jóhannsdóttir, L., & Davídsdóttir, B. (2019). A literature review of the history and evolution of corporate social responsibility. *International Journal of Corporate Social Responsibility*, *4*(1), 1-23.**  **Reference 2:Worokinasih, S., & Zaini, M. L. Z. B. M. (2020). The Mediating Role of Corporate Social Responsibility (CSR) Disclosure on Good Corporate Governance (GCG) and Firm Value. A Technical Note. *Australasian Accounting, Business and Finance Journal*, *14*(1), 88-96.**  **Reference 3:OHIO University. (2020, February 6). Why corporate social responsibility is important. Ohio University. <https://onlinemasters.ohio.edu/blog/why-corporate-social-responsibility-matters-in-todays-society/>**  **Reference 4:HUYNH, Q. L. (2020). A triple of corporate governance, social responsibility and earnings management. *The Journal of Asian Finance, Economics, and Business*, *7*(3), 29-40.**  **Reference 5:Thacker, H. (2020, April 8). What is the importance of CSR? The CSR Journal. <https://thecsrjournal.in/what-is-the-importance-of-csr/>** |

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| **Your reflection on the topic: 150 – 200 words**  **Corporate Social Responsibility or CSR is becoming more and more important. This concept allows the companies to give back to society and contribute positively as a sign of taking an active role in addressing environmental, social, and cultural issues. This topic is important to me as it allows me to understand how business managers or stakeholders could elevate their companies through the CSR ladder. It is also a novel concept, where businesses are more focused on such issues to gain competitive advantages. Companies should focus on how to incorporate CSR in the operational model. Companies should not only focus on being profitable but doing so responsibly. As people focus their interests on companies that show ethics and environmental/ social consciousness, this concept is critical to understand and integrate into daily operations. As an employee, it is also critical to follow the social responsibility of one’s company and help the company achieve its corporate citizenship via ideas and one’s efforts.** |
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