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THE BUSINESS VALUE OF CONTRIBUTION THROUGH CORPORATE SOCIAL RESPONSIBILITY (CSR)

Abstract:

In the framework of CSR- Corporate Social Responsibility, organizations and firms give to the community, environment, and economy. It is clear that an act like this, of giving, enriches the society on the receiving end. That being said, organizations and companies today increasingly understand that the act of giving to another also has a business value for the contributing organization.

Volunteer activities and contributions to the community generally have a positive influence on the men's business reputation. Empathy and compassion is the path to contribution Help the community realm by creating a more harmonious and ethical environment. The concept of empathy and compassion is mainly expressed through activities for the sake of the community. These activities can also sharpen the person's sense of justice and morality, and advance his ethical outlook.

Keywords:

CSR, contribution, government, giving, CSR report, environment, community, economy, business ethics