



BHARATHIDASAN UNIVERSITY

**Tiruchirappalli- 620024,
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Programme: M.A.,HUMAN RESOURCE MANAGEMENT

Course Title : corporate social responsibility

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**Unit-VI
Current trending CSR**

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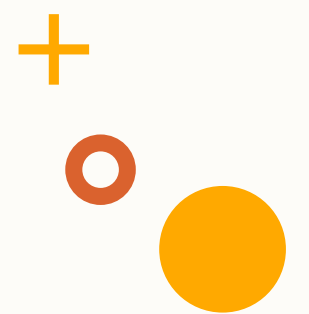
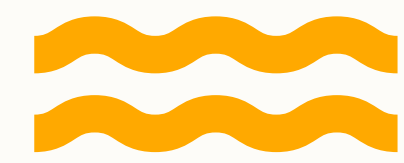
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Introduction to CSR

Corporate Social Responsibility (CSR) is a vital component for modern businesses. This presentation explores current trends and opportunities in CSR, providing strategic insights for sustainable development while addressing the challenges organizations face in implementation.



Review current trends and opportunities in CSR:

Current Trends in CSR:

- **Increased Transparency and Accountability:** Stakeholders, including consumers, investors, and employees, are increasingly demanding transparency and accountability in CSR efforts. Companies are expected to clearly communicate their CSR goals, track their progress, and report on their social and environmental impact.
- **Focus on ESG (Environmental, Social, and Governance):** ESG factors are becoming increasingly important for investors and stakeholders. Companies are integrating ESG considerations into their business strategies and reporting on their ESG performance.
- **Emphasis on Stakeholder Capitalism:** There's a growing recognition that companies have a responsibility to all stakeholders, not just shareholders. This includes employees, customers, suppliers, communities, and the environment.
- **Technology and Innovation:** Technology is playing an increasingly important role in CSR, enabling companies to track their environmental impact, engage with stakeholders, and measure the effectiveness of their CSR initiatives.
- **Employee Engagement:** Companies are increasingly involving employees in their CSR efforts, creating opportunities for them to volunteer, participate in charitable giving, and contribute to social and environmental causes.

Opportunities in CSR:

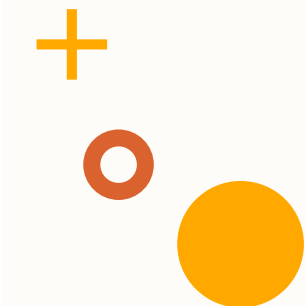
- **Addressing Global Challenges:** CSR can play a critical role in addressing global challenges such as climate change, poverty, and inequality.
- **Driving Innovation:** CSR can drive innovation and create new business opportunities, such as developing sustainable products and services, creating new markets for green technologies, and developing innovative solutions to social problems.
- **Building Brand Reputation:** Strong CSR initiatives can enhance a company's brand reputation, attract and retain customers, and build trust with stakeholders.
- **Improving Employee Morale and Engagement:** Engaging employees in CSR activities can boost morale, increase employee engagement, and foster a positive work environment.
- **Creating Shared Value:** CSR initiatives can create shared value for both the company and society, by addressing social and environmental challenges while also generating economic benefits.

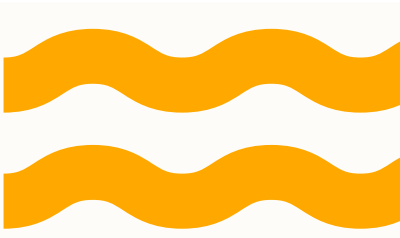
By embracing these trends and opportunities, companies can not only fulfill their social and environmental responsibilities but also enhance their long-term sustainability and competitiveness.



Understanding CSR Trends

Recent trends in CSR highlight the increasing importance of sustainability, ethical sourcing, and community involvement. Companies are now expected to actively contribute to social and environmental causes, reflecting a shift in consumer expectations and corporate accountability.





The Role of Stakeholders

Stakeholders play a crucial role in shaping CSR strategies. Engaging with employees, customers, and communities ensures that CSR initiatives align with their values and expectations, fostering a sense of ownership and collaboration in sustainable development.





Sustainable Development Goals

Aligning CSR initiatives with the United Nations Sustainable Development Goals (SDGs) provides a framework for businesses to contribute positively to global challenges. Companies can leverage these goals to enhance their brand reputation and drive innovation.

innovation

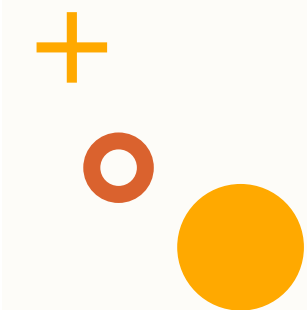




Digital Transformation in CSR

The integration of **technology** in CSR initiatives is transforming how companies engage with stakeholders. Digital **technology** facilitates transparency, enhance communication, and enable real-time tracking of CSR efforts, driving greater accountability and impact.

accountability

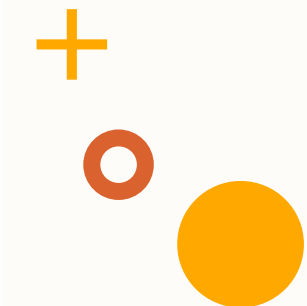




Challenges in CSR Implementation

Despite the benefits, organizations face challenges in CSR implementation, including resource allocation, measuring impact, and overcoming skepticism. Addressing these challenges requires a strategic approach and commitment from all levels of the organization.

resource allocation



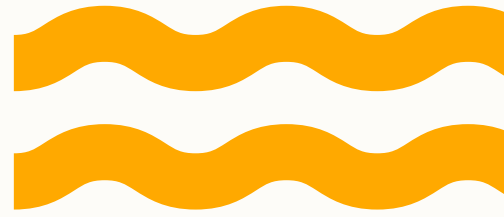


Case Studies of Success

Examining successful CSR case studies can provide valuable **insights** and inspiration. Companies that have effectively integrated CSR into their core strategies demonstrate how commitment to social responsibility can lead to **tangible** business benefits.

tangible





Measuring CSR Impact

Measuring the impact of CSR initiatives is essential for demonstrating effectiveness. Utilizing metrics and key performance indicators (KPIs) enables organizations to assess their contributions and refine their strategies for greater success.

metrics




success





Future of CSR

The future of CSR is likely to be shaped by evolving consumer expectations, regulatory changes, and global challenges. Companies that proactively adapt to these changes will not only enhance their reputation but also drive sustainable growth.





Engaging Employees in CSR

Employee engagement is critical for successful CSR initiatives. Involving staff in decision-making and implementation fosters a culture of **responsibility** and encourages a deeper commitment to the organization's social goals.

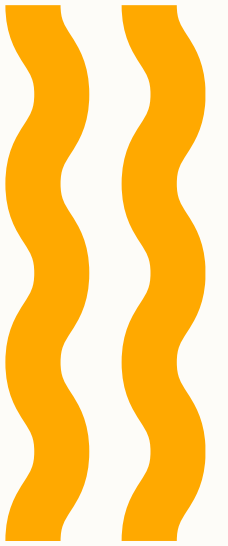
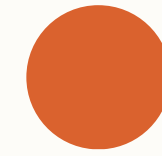




Collaboration for Impact

Collaboration between businesses, NGOs, and government entities can amplify the impact of CSR initiatives. By working together, organizations can leverage each other's **strengths** and resources to tackle complex social and environmental challenges more effectively.





Conclusion and Key Takeaways

In conclusion, navigating current trends in CSR requires strategic insights and a commitment to sustainable development. By addressing challenges and leveraging opportunities, businesses can create a **positive** impact on society while achieving their corporate objectives.

