Corporate Social Responsibility (CSR) and Financial Performance: A Study of Indian Companies

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Abstract

The objective of this paper is to analyze and identify the empirical link between Corporate Social Responsibility (CSR) in form of Corporate Social Performance (CSP) and Corporate Financial Performance (CFP) that has been steadily investigated for the last 20 years. In addition, the study conducted a study of literature reviews across all regions and especially focusing on the Indian context. The study found that across more than 100 literatures there are no more than 3 studies that has the Indian context. The study explored the gap on Indian context and efforts are taken to develop the linkage and the relationship between CSP and CFP. Efforts are also taken to explore which of the financial and the non-financial variables are linked and if the results are similar to the already existing studies.

Keywords
Corporate Social Responsibility (CSR); Social Media Networks; Social Network Analysis (SNA); Meta-Analysis; Systematic Review of Literatures

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