

MAKING A CASE FOR CORPORATE SOCIAL RESPONSIBILITY: A REVIEW OF LITERATURE

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Abstract

Making a case for Corporate Social Responsibility (CSR) requires explaining the philosophical and pragmatic rationale underlining its provisioning. It is not surprising that both the corporate world, the society and other critical stakeholders accept the existential reality of CSR. It is an endeavour that benefits all. This paper reviewed and explained factors that underscore the crucial nature of CSR. It principally isolates such factors as shrinking role of government, demands for disclosure, customer interests, investor pressure, competitive labour markets, supplier relations, etc. as the driving logic for CSR. The paper argues that the success of any CSR must be predicated under relevant contextually defined business ethics and societal norms.

Keywords: *Corporate Social Responsibility, Corporate world, Business ethics, Community*