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OPERATIONALIZATION OF CORPORATE SOCIAL RESPONSIBILITY IN MULTI NATIONAL ENTERPRISES

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Abstract

To improve competitive advantages, reputation, customer relations and to improve financial and nonfinancial performance in the long term firms today engage Corporate Social Responsibility (CSR) with a strategic intent. This paper is studied on multi-national enterprises (MNE's) in India and the focus of this paper is on the operationalization of firm specific external and internal strategic orientation, these orientations via the lens of the Market Orientation theory by using qualitative and quantitative research. It is found that Internal Orientation-the degree of strategic orientation, the timing and design of CSR communication, and Firm Performance displayed significant positive relationships with CSR. In summary, this paper aid practitioner to execute the CSR practices in order to gain from it; investors and market analysts' ability to assess firm level CSR efforts.

Keywords: CSR; External Orientation; Internal Orientation; Strategic Intent; Firm