

Abstract

This research explores the role of Corporate Social Responsibility (CSR) in shaping international business practices through a multi-method approach, combining both qualitative and quantitative data. The study examines how CSR strategies are developed and implemented by multinational corporations (MNCs) and their impact on business operations, stakeholder relationships, and global competitiveness. By conducting case studies and surveys across multiple industries, this research seeks to understand how CSR initiatives influence corporate reputation, financial performance, and long-term sustainability in the international arena.

The findings suggest that CSR is increasingly viewed as a strategic tool that enhances brand value and builds stronger connections with consumers, employees, and local communities. However, the adoption and execution of CSR practices vary significantly across regions, with cultural, regulatory, and economic factors playing critical roles in shaping their effectiveness. The study reveals that companies that integrate CSR into their core business strategies tend to experience higher levels of stakeholder trust and improved market positioning.

Despite the growing emphasis on CSR, challenges remain, particularly in balancing profit generation with social and environmental responsibilities. This research highlights the complexities of measuring CSR outcomes and the potential for conflicts between short-term financial goals and long-term sustainability objectives. The findings offer valuable insights for international businesses seeking to refine their CSR strategies and enhance their global operations while contributing to societal well-being.