

BUSINESS SUSTAINABILITY THROUGH CORPORATE SOCIAL RESPONSIBILITY MODEL: A KEY TO SUCCESS

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ABSTRACT

"The future belongs to those who understand that doing more with less is compassionate, prosperous, and enduring, and thus more intelligent, even competitive."

- Paul Hawken

"Dig the well before you are thirsty"

- Chinese proverb

The world around us has changed but good values remained unchanged. Everybody has to give respect to human values and have to follow ethics in their operations. Gradually, according to company the concept has deviated from Corporate Citizenship to Social Citizenship. This paper is going to reveals that the expectations of CSR increased and can understand through the number of research undertaken which is supporting positive impact of CSR in long term perspectives and sustainability. The study shows that there is a positive relation between CSR Model and business sustainability. However, corporate social responsibility initiatives have to be tightly linked to core business goals and leads strategically.

KEY WORDS: Business Sustainability, Corporate Social Responsibility, Corporate Citizenship, Social Citizenship and Strategy.