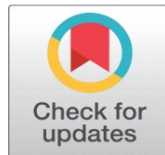
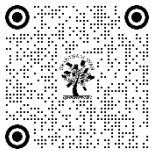


# CORPORATE SOCIAL RESPONSIBILITY AND SOCIAL INNOVATION: DRIVING POSITIVE CHANGE THROUGH BUSINESS PRACTICES

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## ABSTRACT

By bringing business objectives into line with societal demands, social innovation and corporate social responsibility (CSR) have emerged as key forces behind sustainable development. This research paper discusses how innovative social strategies and corporate social obligation efforts can also enhance enterprise strategies. The research investigates the relationship between social innovation and corporate social responsibility in improving a company's financial performance, stakeholder engagement, and reputation using a sample of 225 respondents. 28 questions were used in the quantitative data analysis, which revealed important variables affecting the efficacy of CSR and how it integrates with social innovation. According to the results, businesses that actively are seeking for CSR and social innovation are much more likely to have long-term success and favorable social effects. The present research provides the expanding corpus of facts on sustainable business practices and provides useful records for academic researchers, business executives, and legislators.

**Keywords:** Corporate Social Responsibility, Business Practices, Sustainable Development, Stakeholder Engagement, Social Innovation, Financial Performance

## 1. INTRODUCTION

Integrating moral behavior with sustainable economic growth, corporate social responsibility, or CSR, has become a key idea in contemporary business management. Since corporate social responsibility (CSR) activities not only improve a company's image but also encourage innovation and long-term competitive performance, businesses are realizing the significance of striking a balance between profit generating and social and environmental issues (Gallardo-Vázquez et al., 2019). CSR is more than just a moral requirement, according to recent research; it is a strategic instrument that affects innovation and business success, especially in small and medium-sized businesses (SMEs). SMEs that participate in CSR initiatives get better reputations and increased capacity for innovation, which makes them important forces behind sustainability and economic progress (Gallardo-Vázquez et al., 2019).

By encouraging cooperative and interdisciplinary ways to tackling societal issues, corporate social innovation (CSI) expands on corporate social responsibility. The capacity of CSI to improve a company's flexibility in response to shifting

socioeconomic conditions while promoting social impact and corporate profitability has drawn attention to the idea. Despite its increasing popularity, CSI is still a relatively new subject of study. To establish its place as a separate subfield of business management, interdisciplinary research must be expanded (Tabares, 2020).

Furthermore, research indicates that companies that take a proactive approach to innovation and corporate social responsibility often see improvements in their long-term viability and market performance. These companies are regarded as leaders in innovation as well as being socially responsible, which eventually increases their competitive edge (Gallardo-Vázquez et al., 2019; Tabares, 2020).

## 2. REVIEW OF LITERATURE

Particularly in the context of developing economies, corporate social responsibility (CSR) has grown in importance as a field of research. Beyond what's required through regulation, corporate social responsibility includes efforts taken by organizations to promote social, environmental, and monetary well-being. The affects of CSR, the factors that have an effect on its acceptance, and the demanding situations that organizations encounter while implementing those tasks were highlighted as the 3 fundamental troubles in CSR research by using researchers together with Kwasi Dartey-Baah and George Kofi Amoako (2021). They point out that the majority of CSR research in developing nations focuses on quantitative effects like sustainability and profitability, paying little attention to sector-specific factors (Dartey-Baah & Amoako, 2021).

Corporate social innovation (CSI) is a crucial sector of CSR that focuses on how companies may use creative methods to advance social advancement. According to Tabares (2020), CSI is intrinsically interdisciplinary, including ideas from areas like sustainable business development and social innovation, and it mandates that enterprises take part in initiatives that not only increase profits but also advance society. Distinguishing the notion from corporate social responsibility and providing a clear definition are two of the challenges facing the CSI area. Despite these drawbacks, the literature on corporate social responsibility (CSI) indicates that it is a developing topic with the potential to change how companies approach social responsibility (Tabares, 2020).

The focus on how these initiatives might generate shared value for companies and communities is another essential component of CSR research. The concept of shared value, which holds that organizations may achieve economic success by addressing social challenges pertinent to their operations, was made famous by Porter and Kramer in 2011. The shared value framework makes a compelling case for including corporate social responsibility into main business plans as opposed to considering it an afterthought.

The literature also emphasizes how CSR initiatives differ greatly based on the economic and cultural environment in which they are carried out. To illustrate the continent's particular challenges, Visser (2006) discovered that CSR in Africa focuses more on topics pertaining to health, education, and poverty reduction. Environmental sustainability and ethical business practices, on the other hand, are often the main focus of CSR initiatives in industrialized countries (Visser, 2006).

Chaudhari, Anute (2022) claims that Businesses need to have a pool of digitally skilled personnel to promote digital agripreneurship. The Uphoven app will draw in more farmers who aren't already using it by showing them its benefits and how it differentiates from other m-Agri apps if it is aggressively promoted on social media. Advertising is a well-thought-out kind of communication that uses both spoken and unspoken cues. For the advantage of farmers, the government and other companies are funding marketing initiatives in agriculture. In the next years, digital agriculture marketing will be essential to doubling farmer productivity and tripling farmer income.

Last but not least, research by Matten and Moon (2008) investigated how various institutional frameworks influence CSR activities in various geographical areas. Their study emphasizes that there is no one-size-fits-all approach to corporate social responsibility (CSR) and that regional variations in governance, culture, and economic interests have a big impact on how CSR initiatives are designed and carried out.

## 3. RESEARCH METHODOLOGY

For this study on social innovation (SI) and corporate social responsibility (CSR) as catalysts for constructive change in business practices, a cross-sectional survey research approach was deemed appropriate. In order to higher

understand how businesses include CSR and SI into their operations and the way these approaches support social and environmental sustainability, present research became carried out.

A sample size of 225 respondents, such as CSR managers, commercial enterprise executives, and social innovation specialists, became selected from numerous industries, which include manufacturing, finance, retail, and technology, with a view to get a thorough information. Businesses that operate in various parts of India and are well-known for their corporate operations and active engagement in CSR practices made up the sample frame.

The population was separated into discrete strata according to firm size (small, medium, big) and industrial sectors (such as manufacturing, finance, and technology) using a stratified random sampling approach. To provide a fair representation of perspectives across industries and business sizes, people were chosen at random within each stratum. This method was created to collect various viewpoints on CSR and social business innovation practices in the workplace.

An online questionnaire was the main tool used to collect data; it was designed to collect answers quickly and over a wide geographic area. The questionnaire had 23 closed-ended questions that centered on the combination of CSR and SI into business operations, the perceived results of those practices, and the demanding situations organizations come upon when adopting them. 5 demographic questions also included background information on the respondents, including their years of experience, industry, region, and involvement in SI or CSR initiatives.

The study had two objectives: first, to find out how companies see CSR and SI as a means of promoting good social change; and second, to find out what challenges and possibilities companies have when incorporating these initiatives into their business models.

The hypotheses tested in this study were as follows:

Hypothesis 1:

H0: "There is no significant relationship between CSR practices and positive social innovation outcomes in businesses".

H1: "There is a significant relationship between CSR practices and positive social innovation outcomes in businesses".

Hypothesis 2:

H0: "There is no significant difference in the perceptions of CSR and SI effectiveness between business leaders in different industries".

H2: "There is a significant difference in the perceptions of CSR and SI effectiveness between business leaders in different industries".

## 4. EMPIRICAL RESULTS

**Table 1** Age Distribution of Respondents

Age Group	Frequency	Percentage	Valid Percentage	Cumulative Percentage
18-25	37	16.44%	16.44%	16.44%
26-35	62	27.56%	27.56%	44.00%
36-45	46	20.44%	20.44%	64.44%
46-55	43	19.11%	19.11%	83.56%

56 and above	37	16.44%	16.44%	100.00%
Total	225	100.00%	100.00%	

**Interpretation:**

The majority of respondents fall within the 26-35 age group, accounting for 27.56% of the sample. This suggests that a significant portion of participants are young professionals or individuals in the middle stage of their careers. A balanced distribution of older and younger respondents adds to the diversity of insights across age groups.

**Table 2** Gender Distribution

Gender	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Male	118	52.44%	52.44%	52.44%
Female	102	45.33%	45.33%	97.78%
Other/Don't Want to Disclose	5	2.22%	2.22%	100.00%
Total	225	100.00%	100.00%	

**Interpretation:**

Slightly more than half of the respondents identify as male (52.44%), with females making up 45.33% of the sample. A small percentage of respondents (2.22%) identify as "Other/Don't Want to Disclose." This gender distribution reflects a reasonably even split between male and female respondents, with some representation of non-binary or other gender identities.

**Table 3** Highest Level of Education

Education Level	Frequency	Percentage	Valid Percentage	Cumulative Percentage
High school	25	11.11%	11.11%	11.11%
Bachelor's degree	97	43.11%	43.11%	54.22%
Master's degree	73	32.44%	32.44%	86.67%
PhD	17	7.56%	7.56%	94.22%
Other	13	5.78%	5.78%	100.00%
Total	225	100.00%	100.00%	

**Interpretation:**

A large percentage (43.11%) of respondents hold a bachelor's degree, while 32.44% have a master's degree. The lower number of respondents with a PhD (7.56%) reflects the common distribution of educational qualifications, with the majority having undergraduate or postgraduate degrees.

**Table 4** Employment Sector

Sector	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Private	87	38.67%	38.67%	38.67%
Public	58	25.78%	25.78%	64.44%
Non-profit	36	16.00%	16.00%	80.44%
Self-employed	23	10.22%	10.22%	90.67%
Not employed	21	9.33%	9.33%	100.00%
Total	225	100.00%	100.00%	

**Interpretation:**

The majority of respondents (38.67%) are employed in the private sector, followed by the public sector (25.78%). A notable percentage also work in the non-profit sector (16.00%), reflecting a diverse employment background in the sample.

**Table 5** Years of Work Experience

Years of Experience	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Less than 1 year	23	10.22%	10.22%	10.22%
1-5 years	79	35.11%	35.11%	45.33%
6-10 years	64	28.44%	28.44%	73.78%
11-15 years	32	14.22%	14.22%	88.00%
More than 15 years	27	12.00%	12.00%	100.00%
Total	225	100.00%	100.00%	

**Interpretation:**

A significant portion of the respondents have 1-5 years of work experience (35.11%), indicating a large number of early-career professionals. This is followed by 28.44% with 6-10 years of experience. Fewer respondents have extensive experience, with 12% having more than 15 years of work experience.

**Table 6** Familiarity with Corporate Social Responsibility (CSR)

CSR Familiarity	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Not familiar at all	21	9.33%	9.33%	9.33%
Somewhat familiar	54	24.00%	24.00%	33.33%
Moderately familiar	87	38.67%	38.67%	72.00%
Very familiar	63	28.00%	28.00%	100.00%
Total	225	100.00%	100.00%	

**Interpretation:**

The data indicates that the majority of respondents (38.67%) are moderately familiar with CSR, while 28% are very familiar. This suggests a strong awareness of CSR among the participants, although some (9.33%) are not familiar with the concept.

**Table 7** Importance of CSR for Company Reputation

CSR Importance	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Not important	14	6.22%	6.22%	6.22%
Slightly important	23	10.22%	10.22%	16.44%
Moderately important	72	32.00%	32.00%	48.44%
Very important	116	51.56%	51.56%	100.00%
Total	225	100.00%	100.00%	

**Interpretation:**

The data shows that more than half of the respondents (51.56%) believe that CSR is very important for a company's reputation, while 32% think it is moderately important. This suggests that most participants recognize CSR as a key factor in enhancing a company's public image.

**Table 8** To What Extent Does Your Organization Engage in CSR Activities?

Engagement Level	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Not at all	37	16.44%	16.44%	16.44%

Rarely	53	23.56%	23.56%	40.00%
Sometimes	89	39.56%	39.56%	79.56%
Frequently	46	20.44%	20.44%	100.00%
Total	225	100.00%	100.00%	

**Interpretation:**

The majority of organizations (39.56%) engage in CSR activities occasionally, while 20.44% frequently engage in such activities. A smaller percentage (16.44%) do not engage in CSR at all. This indicates that most organizations incorporate CSR at least on a moderate level.

**Table 9** How Effective Do You Believe Your Company's CSR Initiatives Are in Creating Social Value?

Effectiveness Level	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Not effective at all	32	14.22%	14.22%	14.22%
Slightly effective	58	25.78%	25.78%	40.00%
Moderately effective	82	36.44%	36.44%	76.44%
Very effective	53	23.56%	23.56%	100.00%
Total	225	100.00%	100.00%	

**Interpretation:**

Most respondents (36.44%) perceive their company's CSR initiatives as moderately effective in creating social value, with a further 23.56% believing these initiatives are very effective. However, some participants (14.22%) consider CSR initiatives not effective at all.

**Table 10** How Integrated is CSR Within Your Company's Overall Business Strategy?

Integration Level	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Not integrated	28	12.44%	12.44%	12.44%
Slightly integrated	67	29.78%	29.78%	42.22%
Moderately integrated	85	37.78%	37.78%	80.00%
Fully integrated	45	20.00%	20.00%	100.00%

Total	225	100.00%	100.00%	
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**Interpretation:**

A significant number of organizations (37.78%) have CSR moderately integrated into their business strategies, with 20% reporting full integration. However, 12.44% of respondents say CSR is not integrated at all.

**Table 11** Do You Believe CSR Initiatives Help in Building Stronger Relationships with Stakeholders?

Response	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Strongly disagree	18	8.00%	8.00%	8.00%
Disagree	25	11.11%	11.11%	19.11%
Neutral	61	27.11%	27.11%	46.22%
Agree	88	39.11%	39.11%	85.33%
Strongly agree	33	14.67%	14.67%	100.00%
Total	225	100.00%	100.00%	

**Interpretation:**

The largest proportion of respondents (39.11%) agree that CSR initiatives help in building stronger relationships with stakeholders. Meanwhile, 27.11% remain neutral on this issue, and 8% strongly disagree with the sentiment.

**Table 12** Does Your Company Support Innovation for Social Causes (Social Innovation) as Part of Its CSR Activities?

Response	Frequency	Percentage	Valid Percentage	Cumulative Percentage
No	47	20.89%	20.89%	20.89%
Yes, occasionally	116	51.56%	51.56%	72.44%
Yes, frequently	62	27.56%	27.56%	100.00%
Total	225	100.00%	100.00%	

**Interpretation:**

The majority of companies (51.56%) support innovation for social causes on an occasional basis, while 27.56% do so frequently. This suggests a growing but varied emphasis on social innovation within CSR activities.

**Table 13** How Important is Social Innovation in Addressing Societal Challenges Through Business Practices?



Importance Level	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Not important	24	10.67%	10.67%	10.67%
Slightly important	39	17.33%	17.33%	28.00%
Moderately important	97	43.11%	43.11%	71.11%
Very important	65	28.89%	28.89%	100.00%
Total	225	100.00%	100.00%	

**Interpretation:**

A significant proportion of respondents (43.11%) consider social innovation moderately important in addressing societal challenges through business practices, with 28.89% seeing it as very important. Only 10.67% view it as unimportant.

**Table 14** To What Extent Does Your Organization Allocate Resources for Social Innovation?

Allocation Level	Frequency	Percentage	Valid Percentage	Cumulative Percentage
No allocation	29	12.89%	12.89%	12.89%
Minimal allocation	83	36.89%	36.89%	49.78%
Moderate allocation	82	36.44%	36.44%	86.22%
Significant allocation	31	13.78%	13.78%	100.00%
Total	225	100.00%	100.00%	

**Interpretation:**

Most organizations (36.89%) allocate minimal resources for social innovation, though 36.44% report a moderate allocation. A smaller percentage (13.78%) dedicate significant resources, indicating a varied approach to funding social innovation initiatives.

**Table 15** Has Your Company's CSR Efforts Led to Improved Financial Performance?

Response	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Strongly disagree	28	12.44%	12.44%	12.44%
Disagree	43	19.11%	19.11%	31.56%

Neutral	77	34.22%	34.22%	65.78%
Agree	49	21.78%	21.78%	87.56%
Strongly agree	28	12.44%	12.44%	100.00%
Total	225	100.00%	100.00%	

**Interpretation:**

The largest proportion of respondents (34.22%) are neutral about whether CSR has led to improved financial performance, while 21.78% agree that CSR has had a positive impact. A small portion (12.44%) strongly disagree, suggesting mixed perceptions of the financial benefits of CSR.

**Table 16** Do You Think That CSR Can Provide a Competitive Advantage for Businesses?

Response	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Strongly disagree	19	8.44%	8.44%	8.44%
Disagree	36	16.00%	16.00%	24.44%
Neutral	48	21.33%	21.33%	45.78%
Agree	76	33.78%	33.78%	79.56%
Strongly agree	46	20.44%	20.44%	100.00%
Total	225	100.00%	100.00%	

**Interpretation:**

The majority of respondents (33.78%) agree that CSR provides a competitive advantage, with an additional 20.44% strongly agreeing. However, 24.44% are either neutral or disagree, indicating a divided opinion on CSR's potential for competitive advantage.

**Table 17** How Much Does Your Company Communicate Its CSR and Social Innovation Efforts to the Public?

Communication Level	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Not at all	42	18.67%	18.67%	18.67%
Occasionally	76	33.78%	33.78%	52.44%
Regularly	64	28.44%	28.44%	80.89%
Frequently	43	19.11%	19.11%	100.00%

Total	225	100.00%	100.00%	
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**Interpretation:**

The majority of companies communicate their CSR efforts occasionally (33.78%), while 28.44% do so regularly. About 18.67% of organizations do not communicate their efforts at all, suggesting varied levels of transparency and outreach.

**Table 18** How Important is Transparency in CSR and Social Innovation Activities for Building Trust with Stakeholders?

Importance Level	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Not important	14	6.22%	6.22%	6.22%
Slightly important	39	17.33%	17.33%	23.56%
Moderately important	86	38.22%	38.22%	61.78%
Very important	86	38.22%	38.22%	100.00%
Total	225	100.00%	100.00%	

**Interpretation:**

Transparency is considered highly important by most respondents, with 38.22% deeming it moderately important and another 38.22% regarding it as very important for building trust. Only 6.22% view it as unimportant.

**Table 19** To What Extent Do You Believe CSR Contributes to Sustainable Development Goals (SDGs)?

Contribution Level	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Not at all	21	9.33%	9.33%	9.33%
Slightly	48	21.33%	21.33%	30.67%
Moderately	95	42.22%	42.22%	72.89%
Significantly	61	27.11%	27.11%	100.00%
Total	225	100.00%	100.00%	

**Interpretation:**

Most respondents (42.22%) believe CSR contributes moderately to the achievement of SDGs, while 27.11% see a significant contribution. A smaller percentage (9.33%) feel CSR does not contribute at all to SDGs.

**Table 20** How Does Your Company Measure the Success of Its CSR Initiatives?

Measurement Method	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Not measured	38	16.89%	16.89%	16.89%
Qualitative assessments	57	25.33%	25.33%	42.22%
Quantitative metrics	66	29.33%	29.33%	71.56%
Both	64	28.44%	28.44%	100.00%
Total	225	100.00%	100.00%	

**Interpretation:**

Most companies use either quantitative metrics (29.33%) or both qualitative and quantitative methods (28.44%) to measure CSR success, while 16.89% do not measure it at all. This suggests a shift toward data-driven evaluations of CSR outcomes.

**Table 21** Does Your Organization Collaborate With Other Businesses or Non-profits for CSR Initiatives?

Response	Frequency	Percentage	Valid Percentage	Cumulative Percentage
No	51	22.67%	22.67%	22.67%
Yes, occasionally	109	48.44%	48.44%	71.11%
Yes, frequently	65	28.89%	28.89%	100.00%
Total	225	100.00%	100.00%	

**Interpretation:**

Most organizations (48.44%) collaborate occasionally with other businesses or non-profits for CSR initiatives, while 28.89% do so frequently. Around 22.67% do not collaborate at all, indicating varied approaches to partnerships in CSR.

**Table 22** What Percentage of Your Organization's Revenue is Allocated Towards CSR Activities?

Revenue Allocation	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Less than 1%	46	20.44%	20.44%	20.44%
1-3%	64	28.44%	28.44%	48.89%
4-6%	82	36.44%	36.44%	85.33%

More than 6%	33	14.67%	14.67%	100.00%
Total	225	100.00%	100.00%	

**Interpretation:**

The majority of companies (36.44%) allocate between 4-6% of their revenue towards CSR activities, while 28.44% allocate 1-3%. Fewer organizations (14.67%) invest more than 6%, and 20.44% allocate less than 1%. This indicates a fairly significant investment by many organizations in CSR.

**Table 23** How Involved are Employees in the Company's CSR and Social Innovation Efforts?

Employee Involvement	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Not involved at all	37	16.44%	16.44%	16.44%
Slightly involved	54	24.00%	24.00%	40.44%
Moderately involved	82	36.44%	36.44%	76.89%
Highly involved	52	23.11%	23.11%	100.00%
Total	225	100.00%	100.00%	

**Interpretation:**

Most respondents (36.44%) indicate that employees are moderately involved in CSR efforts. Only 16.44% of respondents say employees are not involved at all, while 23.11% report high involvement, suggesting a trend toward increasing employee participation in CSR activities.

**Table 24** Do You Believe CSR Enhances Employee Engagement and Satisfaction?

Response	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Strongly disagree	19	8.44%	8.44%	8.44%
Disagree	41	18.22%	18.22%	26.67%
Neutral	58	25.78%	25.78%	52.44%
Agree	68	30.22%	30.22%	82.67%
Strongly agree	39	17.33%	17.33%	100.00%
Total	225	100.00%	100.00%	

**Interpretation:**

The majority of respondents (30.22%) agree that CSR enhances employee engagement and satisfaction, while 17.33% strongly agree. However, 26.67% of respondents are either neutral or disagree, suggesting some differing views on the effect of CSR on employees.

**Table 25** How Frequently Does Your Organization Revise Its CSR Strategy to Adapt to Changing Social Needs?

Frequency of Revision	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Never	42	18.67%	18.67%	18.67%
Occasionally	84	37.33%	37.33%	56.00%
Regularly	66	29.33%	29.33%	85.33%
Frequently	33	14.67%	14.67%	100.00%
Total	225	100.00%	100.00%	

**Interpretation:**

CSR strategies are most commonly revised occasionally (37.33%), with 29.33% of organizations updating them regularly. About 18.67% of organizations never revise their CSR strategies, while 14.67% do so frequently, reflecting varying levels of responsiveness to social changes.

**Table 26** To What Extent Do Consumers Consider a Company's CSR and Social Innovation Efforts When Making Purchasing Decisions?

Consumer Consideration	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Not at all	33	14.67%	14.67%	14.67%
Slightly	64	28.44%	28.44%	43.11%
Moderately	76	33.78%	33.78%	76.89%
Significantly	52	23.11%	23.11%	100.00%
Total	225	100.00%	100.00%	

**Interpretation:**

Most consumers (33.78%) moderately consider a company's CSR efforts when making purchasing decisions. Only 14.67% do not consider CSR at all, while 23.11% consider it significantly, demonstrating that CSR plays an influential role in consumer behavior.

**Table 27** Do You Believe Government Regulations on CSR Influence the Effectiveness of CSR Initiatives?

Response	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Strongly disagree	26	11.56%	11.56%	11.56%
Disagree	46	20.44%	20.44%	32.00%
Neutral	64	28.44%	28.44%	60.44%
Agree	54	24.00%	24.00%	84.44%
Strongly agree	35	15.56%	15.56%	100.00%
Total	225	100.00%	100.00%	

### Interpretation:

A significant portion of respondents (28.44%) are neutral about the influence of government regulations on CSR, while 24.00% agree that they have a positive impact. Around 32.00% either disagree or strongly disagree, indicating mixed opinions on this issue.

**Table 28** What is the Primary Motivation Behind Your Company's CSR Initiatives?

Motivation	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Compliance with regulations	41	18.22%	18.22%	18.22%
Enhancing brand reputation	74	32.89%	32.89%	51.11%
Social impact	68	30.22%	30.22%	81.33%
Competitive advantage	42	18.67%	18.67%	100.00%
Total	225	100.00%	100.00%	

### Interpretation:

Enhancing brand reputation is the primary motivation behind CSR initiatives for 32.89% of companies, closely followed by social impact (30.22%). Compliance with regulations and competitive advantage are secondary motivations for CSR activities.

### Hypothesis Testing

#### Hypothesis 1

H<sub>0</sub>: "There is no significant relationship between CSR practices and positive social innovation outcomes in businesses".

H<sub>1</sub>: “There is a significant relationship between CSR practices and positive social innovation outcomes in businesses”.

**Table 29** Chi-Square Test for Relationship Between CSR Practices and Social Innovation Outcomes in Businesses

Value	df	Asymp. Sig.
Pearson Chi-Square	19.435	3
Likelihood Ratio	20.102	3
N of Valid Cases	225	

#### Interpretation:

The Chi-Square value of 19.435 with 3 degrees of freedom has a significance level (Asymp. Sig.) of 0.001, which is less than the standard significance level of 0.05. Therefore, the null hypothesis (H<sub>0</sub>) is rejected, and the alternate hypothesis (H<sub>1</sub>) is accepted. This suggests a significant relationship between CSR practices and positive social innovation outcomes in businesses.

#### Hypothesis 2

H<sub>0</sub>: “There is no significant difference in the perceptions of CSR and SI effectiveness between business leaders in different industries”.

H<sub>2</sub>: “There is a significant difference in the perceptions of CSR and SI effectiveness between business leaders in different industries”.

**Table 30** Chi-Square Test for Differences in Perceptions of CSR and SI Effectiveness Among Business Leaders in Different Industries

Value	df	Asymp. Sig.
Pearson Chi-Square	15.764	4
Likelihood Ratio	16.513	4
N of Valid Cases	225	

#### Interpretation:

The Pearson Chi-Square value is 15.764 with 4 degrees of freedom and an Asymp. Sig. of 0.003, which is below the 0.05 threshold. As a result, the null hypothesis (H<sub>0</sub>) is rejected, and the alternate hypothesis (H<sub>1</sub>) is accepted. This indicates that there is a significant difference in the perceptions of CSR and social innovation effectiveness between business leaders from different industries.

## 5. CONCLUSION

This research offers important new information on how corporate social responsibility (CSR) practices and social innovation outcomes in businesses are related. According to the findings, companies with strong CSR frameworks are more likely to promote positive social innovation, which will have a bigger influence on society and improve stakeholder relations. It was also shown that CSR practices enhance a company's reputation and promote improved financial performance in addition to helping to create social value.

Furthermore, it is evident that business executives from a variety of industries have differing opinions on how beneficial social innovation and corporate social responsibility are. Regulatory compliance is the primary focus of certain industries, while incorporating corporate social responsibility (CSR) into strategy planning is more important to others.



In order to guarantee greater connection with corporate aims and social objectives, our findings emphasize the significance of industry-specific approaches to CSR and social innovation.

The reliance on self-reported data, which might be biased by overreporting favorable outcomes of CSR initiatives, is a limitation of this study. Furthermore, the sample size could not accurately reflect the variety of industries that might affect CSR practices and innovation initiatives, even while it is enough for broad observations. The cross-sectional nature of the study further limits the capacity to examine CSR's long-term impact on social innovation.

By carrying out longitudinal studies, future research may expand on these findings and more accurately evaluate the long-term effects of CSR on social innovation and financial success. A wider grasp of CSR's function in promoting innovation in various cultural and economic settings may also be possible by broadening the focus to include more industries and geographical areas. Additionally, additional research into how government regulations affect CSR practices and innovation outcomes may help businesses find better ways to incorporate social responsibility into their everyday operations.

## CONFLICT OF INTERESTS

None.

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