



ROLE OF CORPORATE SOCIAL RESPONSIBILITY IN ACHIEVING SOCIAL RESPONSIBILITY

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ABSTRACT

The purpose of this research is to investigate the role that business Social Responsibility (CSR) plays in the accomplishment of larger social responsibility goals within the context of modern business frameworks. When it comes to encouraging ethical behaviour, social fairness, and long-term societal well-being, it places an emphasis on corporate social responsibility (CSR) not only as a strategic instrument but also as a basic mechanism. Using a bibliometric approach, the research examines 4,276 documents from the Scopus database (2009–2024). The primary emphasis of the investigation is on the relationship between corporate social responsibility (CSR) and its contribution to the accomplishment of social responsibility. Descriptive statistics, yearly scientific output trends, core sources (Bradford's Law), important institutional connections, contributing nations, and collaboration networks are all included in the study. The analysis of the data is performed using the R Biblioshiny program. The results shed light on a dramatic change in the rhetoric around corporate social responsibility (CSR), going from a peripheral philanthropic activity to a key component of company identity and accountability. A increasing number of companies are beginning to acknowledge the potential of corporate social responsibility (CSR) to solve urgent societal issues and perform their commitments to a wide variety of stakeholders, as shown by recent trends. On the other hand, the research also reveals that there is a deficiency in the empirical evaluation of the real influence that CSR has on the results of social responsibility. The report suggests a more comprehensive incorporation of corporate social responsibility (CSR) concepts into business strategy, as well as the creation of more rigorous measures to assess the societal impacts of CSR. In the end, this study makes a significant contribution to the development of a complete framework for understanding how corporate social responsibility (CSR) functions as an essential tool in the context of contemporary business in the modern world.

KEYWORDS: Corporate Social Responsibility (CSR), Social Responsibility, Sustainable Development, Ethical Business Practices, Stakeholder Engagement, Strategic CSR, Social Welfare, CSR Integration, Business Ethics, CSR Impact Assessment

INTRODUCTION

CSR, which stands for corporate social responsibility, is an important framework that has developed in response to the dynamic nature of the global economic environment. It makes it possible for organisations to include social, environmental, and ethical considerations into their methods of operation. The concept of corporate social responsibility (CSR) has evolved from its modest origins as a charitable initiative to become an essential component of ethical business practices. Currently, it is a multi-pronged approach that aims to satisfy a larger group of stakeholders, including as workers, consumers, communities, and governments, while simultaneously preserving a healthy economy.

The term "corporate social responsibility" (often abbreviated as "CSR") refers to the actions taken by businesses in order to better society. Examples of the kinds of things that might be included in these initiatives are programs that promote environmental sustainability, ethical labour practices, community engagement, and transparency in corporate management. Corporations in the modern period have the potential to contribute to the resolution of significant social issues such as inequality, environmental degradation, and

access concerns to healthcare and education by integrating social considerations into the choices that they make about their business strategies. CSR is being more seen by businesses as more than just a responsibility; rather, it is a way to have a positive impact on society.

From Corporate Interest to Social Interest

For a very long time, the major motivation of business activity has been the urge to make a profit, with financial returns acting as a proxy for success. However, the socioeconomic environment of the 21st century, which is marked by increasing public awareness and international issues such as social injustice and climate change, necessitates a reevaluation of this narrow viewpoint. This is because the 21st century is characterised by social injustice and climate change. A great deal of pressure is placed on contemporary businesses to act in a morally responsible manner and to have a positive impact on the world. Corporate social responsibility (CSR) may be a more effective means of communicating business goals and cultural standards. In situations when the goals of a company are congruent with societal principles, there is no longer a need to differentiate between profit and purpose. According to this point of view, social responsibility is about more than simply



the bottom line; it is about making the world a better, more equal, and more sustainable environment for all people. It is via corporate social responsibility (CSR) that businesses are able to actively seek out and fulfil their social commitments.

CSR and the Broader Notion of Social Responsibility

"Social responsibility" is a word that is used to express the ethical and moral duties that individuals and corporations have to their communities in order to make society as a whole better. When used to the context of enterprises, it refers to the act of making an attempt to assist both shareholders and the community by and large. As a result, corporate social responsibility (CSR) is not an objective in and of itself; rather, it is a tool for accomplishing social responsibility in its more general definition. There are many different aspects that contribute to the capability of corporate social responsibility (CSR) to accomplish social responsibility. Some of these aspects include environmental sustainability, responsible governance, open communication, and inclusive employment policies. Initiatives that fall under the category of corporate social responsibility (CSR) that have the objective of improving people's health, education, and economic position have a significant influence on modern society as a whole. In addition, when businesses include initiatives of this kind into their primary business objectives, they have the potential to create sustained development that goes beyond simple token efforts or reputation management activities.

Strategic Importance and Global Relevance

There are a number of international frameworks that have contributed to the rising popularity of corporate social responsibility (CSR) all over the globe. Some examples of these frameworks are ISO 26000, which is the global standard for social responsibility, and the Sustainable Development Goals (SDGs) of the United Nations. In this global scenario, corporate social responsibility (CSR) may be able to defend a company's brand, the confidence of its stakeholders, and its operational resilience. In a world that is both transparent and highly interconnected, modern firms are subject to responsibility from several sources, including the general public, activist consumers, and regulatory frameworks. The failure to behave appropriately in society may result in a number of negative consequences, including the loss of loyal clients, penalties from the government, and damage to one's reputation. On the other hand, commercial organisations that take part in corporate social responsibility (CSR) activities not only fulfil their social obligations, but they also improve the morale of their workforce, promote their productivity, and build their links with important stakeholders.

Challenges

In spite of the fact that CSR is gaining more and more impact and appeal, it is not immune to criticism and challenges. In addition to the lack of standards in CSR reporting, the ambiguity that surrounds the measuring of the actual societal impact of corporate social responsibility is a significant obstacle. Despite the fact that they do not really include CSR into their essential plan, many businesses utilise it as a public relations weapon. Another problem is that there is a dearth of information from studies that explicitly link corporate social responsibility (CSR) programs with favourable societal

outcomes. It is possible that corporate social responsibility (CSR) may only function as a driving force behind social responsibility if it is inherent to the mission, values, and manner of conducting business of a firm. Instead of making hollow promises, businesses should start implementing improvements that are not just beneficial to society but also to themselves. In the future, the major emphasis of research should be on developing comprehensive frameworks and methods to assess the effectiveness of corporate social responsibility (CSR) in achieving true societal change.

Companies have the opportunity to make a substantial contribution to social responsibility via the implementation of corporate social responsibility, which is a powerful method. As the world progresses towards sustainable development and fair growth, the concept of corporate social responsibility (CSR) is transitioning from the domain of philanthropy to that of a strategic requirement. The fact that it assists in bringing the activities of companies into alignment with the expectations of the general public is the primary reason for its significance in the contemporary, complex economic and social environment. In order for businesses to demonstrate true social responsibility, they need to include corporate social responsibility (CSR) into their overall business plan. Then and only then will they be able to support ethical corporate practices, social growth, and the holistic well-being of society over the long term.

OBJECTIVES

1. To investigate how, in the context of contemporary corporate practices, Corporate societal Responsibility (CSR) activities help to satisfy larger societal duties.
2. To evaluate how well CSR tactics advance sustainable development and improve the well-being of society.

METHODOLOGY

The process of bibliometric analysis, which is a technique that is based on the statistical assessment of academic literature and was first proposed by Garfield (1955), offers a solid framework for the examination of scholarly works. When compared to the use of qualitative evaluations alone, this analytical approach is far more effective at processing enormous datasets over lengthy periods of time, so deftly shedding light on the shifting intellectual contours of a certain subject matter. The strength of bibliometric analysis, in comparison to other analytical approaches, is in the impartiality it brings to the table by meticulously presenting the intellectual architecture of a certain field. Because of its comprehensiveness and rigorousness, bibliometric analysis has garnered significant support from a wide variety of management departments and subfields. The applicability and significance of this idea has been shown via extensive study in a broad variety of sectors, such as green manufacturing, sustainable consumption, lean concept integration, logistics management, and the rising fields of green economy, green innovation, and sustainable development.

In addition to this, it has a broad variety of applications in domains such as mainstream manufacturing, sustainability, finance, and tourism, which exemplifies its versatility and provides evidence of its substantial effect on academic research. Consequently, bibliometric analysis is used in this study in order to carry out an exhaustive evaluation of the role



that corporate social responsibility plays in the achievement of social welfare and sustainable development. In addition to shedding light on the history, organisation, and present condition of a certain field of study, bibliometric analysis is a statistical tool that is used to evaluate the quality of scientific publications. Through the use of this bibliometric analysis, the purpose of this study is to give a complete evaluation of the research environment on corporate social responsibility (CSR) in relation to sustainable development and social welfare. The insights that it gives may be of considerable use to academics, practitioners, and policymakers since it sheds light on significant trends, major authors, significant research topics, and gaps in the current body of literature. In this methodology section, a systematic and comprehensive plan for conducting bibliometric research on the topic of the role that CSR plays in social welfare and sustainable development is presented. This section ensures that the assessment of the subject matter is objective and based on evidence.

Data Collection

The bibliometric research was carried out by retrieving data from the Scopus database in order to satisfy the requirements. Because of its large coverage, concentration on high-quality and peer-reviewed journals, powerful analytical tools, user-friendliness, and international reputation as a trustworthy source of academic data, Scopus is the tool of choice for bibliometric analysis. "Corporate Social Responsibility," "Sustainable Development," and "Social Welfare" were some of the keywords that were used in the research project in order to target certain publications. The incorporation of CSR into academic research had a role in the selection of a time frame for the literature search. This time window included more recent studies that were published between the years 2009 and 2024. The articles were selected for inclusion based on their publication in journals that were subjected to peer review, their relevance to the subject matter, and the frequency with which they were cited. Published works that do not comply to the English language standard, do not go through the process of peer review, and do not focus primarily on the link between corporate social responsibility (CSR), sustainable development (SD), and social welfare are all excluded from consideration. This research adopts a bibliometric approach to examine a vast body of literature (a total of 4,276 documents collected from Scopus) in order to investigate the link between corporate social responsibility (CSR), sustainable development (SD), and social welfare (SWS). The primary emphasis of this investigation is on the interaction between these phenomena.

Analysis Procedures

R Biblioshiny was used to evaluate the data using a descriptive analysis that included looking at publication distribution across time, discovering research activity peaks, and evaluating research geography. Citation analysis assesses the field's most cited authors, publications, and articles. It helps understand how different works and academics have influenced CSR. Additionally, co-citation and co-word studies examine the frequency of citations between two publications to identify important works and emerging trends. We may identify topic development by looking at "co-word analysis," or how frequently keywords occur in a piece of literature. However, network analysis applications like CiteSpace and VOSviewer can display and evaluate author, institution, country, and keyword linkages. The most important researchers and their work may be best classified this manner. Studying the Text: This study will identify the most popular themes and concepts in titles, abstracts, and keywords to identify research gaps and requirements. Trend Analysis: This would entail following research patterns throughout time to show how CSR promotes social welfare and sustainable development. The analysis is validated and reliable by following stringent methodological requirements and using well-established bibliometric tools and procedures. Databases, search terms, and inclusion/exclusion criteria are carefully selected to assemble a comprehensive and relevant literature.

RESULT AND DISCUSSION

Assuming "Evaluating Corporate Social Responsibility in Achieving Sustainable Development and Social Welfare," the following annual Scientific Production Table shows the total number of articles on the topic. From 2009 to 2019, the Table indicates a growing number of papers, suggesting more academics are researching CSR, sustainable development, and social welfare. The rising interest in corporate social responsibility (CSR) and sustainability in popular culture and academics may have increased the emphasis on corporations' beneficial societal effect. As demonstrated by the sharp peak in 2021, a single event, publication, or trend may have caused a research output increase like COVID-19. It would be helpful to investigate what prompted this rise, such as a large conference, journal special issue, or funding or policy change. The peak is followed by a significant decline in 2022 and 2023. Internal reasons may include academic budget cutbacks or global events like the COVID-19 epidemic that prompted economic slump that changed publishing patterns. Topic saturation or research emphasis shifts may also contribute to this reduction. To discuss CSR and sustainability in research, one should consider the publications' context, the journals' publishing context, citation counts to indicate influence, and related events or trends. The papers' substance may also reveal changes in discourse, method, or conclusions throughout time.



Table 1 : Approximate Annual Scientific Production

Year	Articles (Approx.)
2009	50
2010	100
2011	110
2012	120
2013	130
2014	150
2015	170
2016	200
2017	250
2018	450
2019	500
2020	470
2021	460
2022	530
2023	100

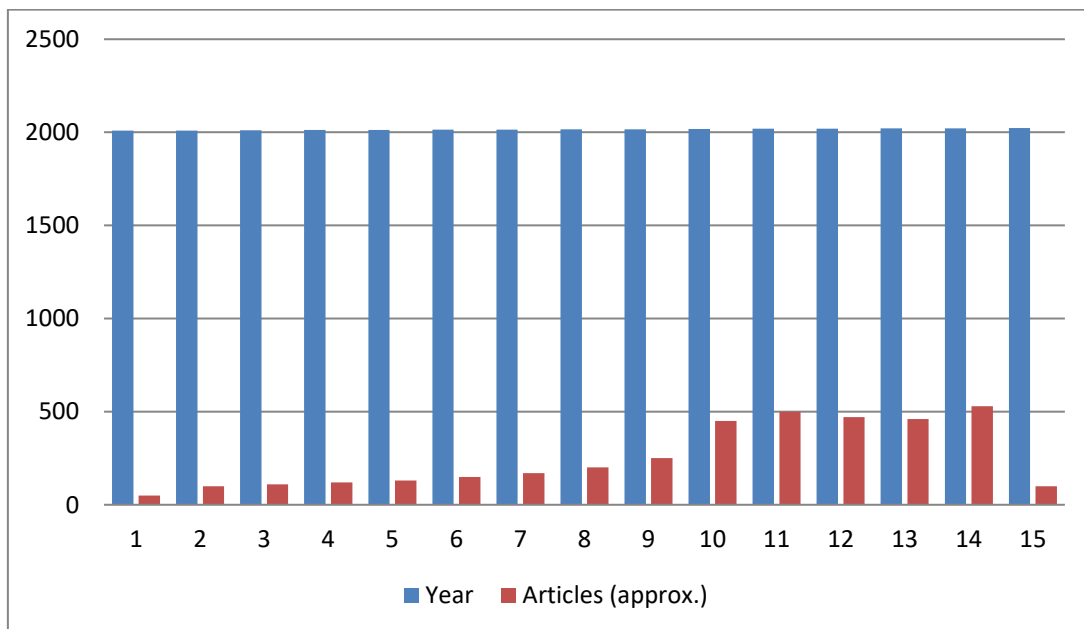


Figure 1. Approximate Annual Scientific Production

Most Relevant Sources

After conducting an analysis of the sources that were deemed to be the most relevant, Table 2 presents the distribution of papers that correspond to the topic of "Evaluating Corporate Social Responsibility in Achieving Sustainable Development and Social Welfare" across a variety of academic journals and conference series. The sources that are mentioned along the vertical axis are considered to be scholarly publications and conference proceedings. Within these websites, you could discover research that has been published on the topic. On the horizontal axis, the number of published documents is quantified. This quantity indicates the amount of research output that is produced by each source.

The size of the bubbles, which correspond to the number of articles published in each source, provides a visual representation of the quantity of research that comes from each source. There are 366 articles on corporate social responsibility (CSR) in connection to sustainable development and social welfare that can be found in the journal "Sustainability

(Switzerland)," making it the most prolific source of research of this sort. Consequently, it is conceivable that the magazine publishes often, covers a wide range of topics, or is very relevant to the current events. "Corporate Social Responsibility and Environmental Management" (235 documents) and "CSR, Sustainability, Ethics and Governance" (210 papers) are two other sources that are of great significance. Due to the fact that they centre on a specific speciality, these publications provide significant contributions to the academic debate on corporate social responsibility and sustainability.

There are important contributions to the subject matter that are made by both the "Journal of Cleaner Production" (which has 101 articles) and the "Business Strategy and the Environment" (which contains 97 articles). With this information, we are able to identify the journals that publish the greatest number of papers on corporate social responsibility and sustainable development. These journals might be the first place that researchers in the field go to when they are trying to publish their work or locate additional studies to support the work that



they have already done. Given the magnitude of these sources, it is quite likely that they will have a significant amount of impact on the field, shaping not just theoretical conversations but also activities in the real world that are associated with corporate social responsibility and sustainability. In addition, you can use this chart to examine the development of the topic over time as well as the publications that have been the most popular over the course of the years. A breakdown of these statistics on a year-by-year basis may illustrate shifts in focus among the different sources, as well as the appearance of new

conferences and journals in a particular topic. When doing a more in-depth investigation, it is important to take into consideration a number of factors, including the journal impact factor, the number of citations for documents, and the quality and relevance of published research. Although all of these journals are concerned with corporate social responsibility and sustainability, they may approach the topic from a range of perspectives or concentrate on different areas of the problem. This may make the diversity of topics that they cover appealing.

Table 2 : Most Relevant Sources by Number of Documents

Source Title	Number of Documents (Approx.)
Sustainability (Switzerland)	360
Journal of Cleaner Production	280
Corporate Social Responsibility and Environmental Management	240
CSR, Sustainability, Ethics and Governance	180
Business Strategy and the Environment	160
IOP Conference Series: Earth and Environmental Science	130
Sustainable Development	100
E3S Web of Conferences	90
Social Responsibility Journal	85
Resources Policy	75

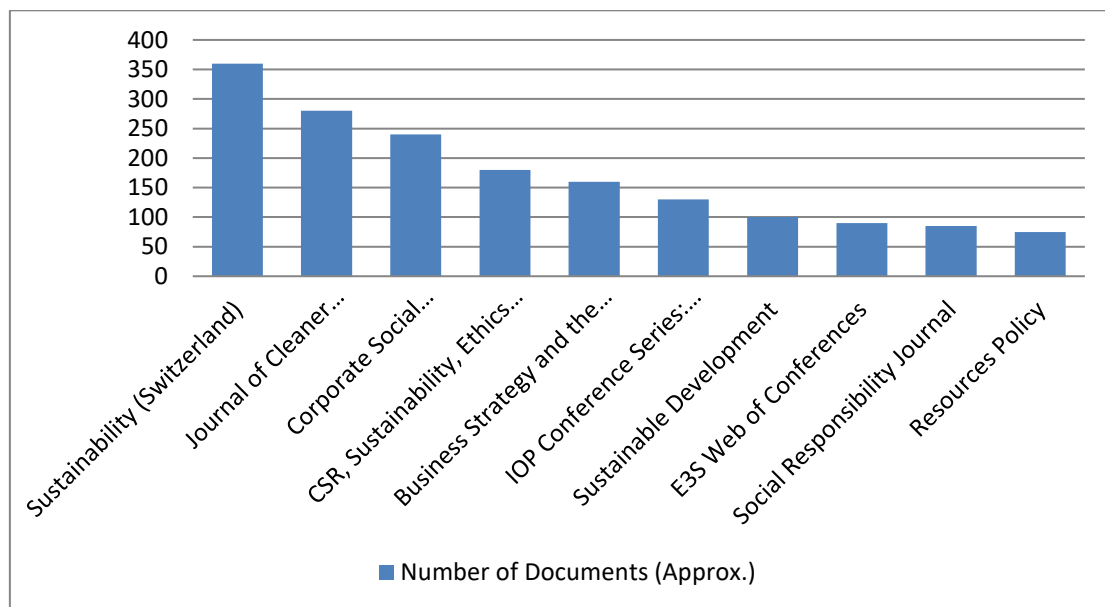


Figure 2. Most Relevant Sources by Number of Documents

Table 3: Core Sources Based on Bradford's Law

Source Title	Approx. No. of Articles
Sustainability (Switzerland)	360
Journal of Cleaner Production	280
Corporate Social Responsibility and Environmental Management	240
CSR, Sustainability, Ethics and Governance	180
Business Strategy and the Environment	160
IOP Conference Series: Earth and Environmental Science	130
Sustainable Development	100
E3S Web of Conferences	90
Social Responsibility Journal	85
Resources Policy	75

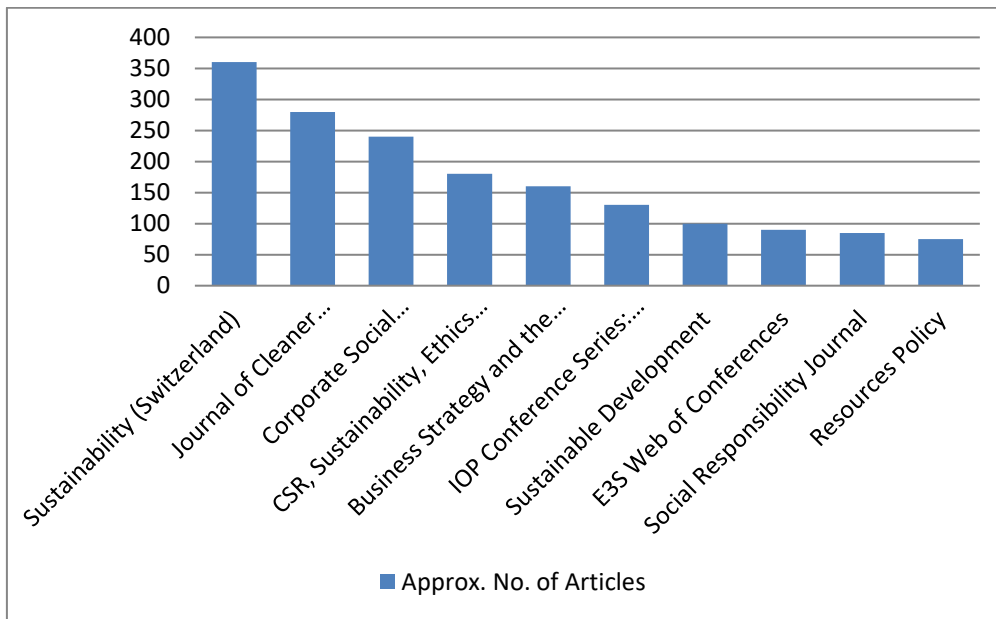


Figure 3. Core Sources Based on Bradford's Law

The distribution of publications on the topic of "Evaluating Corporate Social Responsibility in Achieving Sustainable Development and Social Welfare" is shown in Table 3, which is named Core Sources by Bradford's Law. The table is arranged in accordance with Bradford's Law of Scattering, which governs the order in which publications are presented. One of the most prominent trends in bibliometrics is known as Bradford's Law, which states that a relatively small number of sources contain the bulk of the literature on a certain topic under consideration. According to this rule, the distribution of scientific publications is such that a small number of journals include the great majority of articles that are published (the core), while the number of papers that are published by the other journals falls as one moves farther away from the core. The logarithmic rank of the sources is shown along the horizontal axis of the graph, while the number of articles is displayed along the vertical axis using numbers. The "Core Sources" column, which is tinted grey, illustrates the areas in which Bradford's Law is applicable to the most significant journals or publications.

Due to the fact that they publish the most articles on the topic, these publications are considered to be required reading for anybody doing research in this area. According to the graph, the most important sources of literature seem to be publications such as "Sustainability (Switzerland)," "Journal of Cleaner Production," "Corporate Social Responsibility and Environmental Management," and a few more publications. Because they publish the greatest number of articles on the subject, these journals are considered to be the most significant in the field, as stated by Bradford's Law. When can be observed by the high beginning slope of the line, a small number of sources include a very large number of articles. However, when one moves on to sources that contain fewer articles, the slope of the line quickly flattens out. This is a pattern that is often seen in a Bradford distribution, which is distinguished by a small number of journals publishing an increasing quantity of publications. The application of Bradford's Law to source analysis may be of considerable use to researchers and librarians when conducting literature searches, constructing

collections, or reviewing research. This can be accomplished by determining which journals represent the most significant contributions to a certain field. Additionally, it is helpful in determining how the publications in a certain topic function, such as the amount of material that is dispersed among the many journals and the degree to which research is focused. Based on this graph, those who are evaluating the influence that corporate social responsibility (CSR) has on social welfare and sustainable development would be wise to read the major journals in the field in order to get the most recent and most significant studies and discussions. Furthermore, it seems to imply that only a very small percentage of the articles that address this topic make a meaningful contribution to the body of research that already exists.

Most Relevant Affiliations

Table 4 shows the number of publications related to various academic institutions for the research "Evaluating Corporate Social Responsibility in Achieving Sustainable Development and Social Welfare," to illustrate its reach. Vertically, there are many universities and maybe research centres, and horizontally, the number of articles. Each bubble shows an institution's field influence and its size reflects its professors' publications. Two relationships, marked "Not Reported," had the most articles, 30. We believe the database that gave this information does not record the author's institutional affiliations for many works. This may depend on the publication, the authors' tastes, or data collection limits. More article-rich universities include the University of Salamanca (24 articles) and the University of South Australia (23 articles). Since these institutions are interested in sustainable development and corporate social responsibility, this may indicate a research specialisation or speciality in these areas.

Curtin University, Hong Kong Polytechnic University, University of Zaragoza, and others show a global academic interest in CSR and social welfare and sustainable development with papers ranging from 18 to 22. This geographically diverse representation may reflect regional CSR and sustainability viewpoints. Consider the research atmosphere, funding, and



strategic goals of the institutions indicated to contextualise this conclusion. It seems sense that university institutions with CSR or sustainability research centres will produce more innovative research. Institutional collaboration with renowned academics and intellectuals may promote these institutions' publications. The table in Fig.6.4 may assist CSR and sustainable

development researchers identify collaborations, academic programs, and expert opinions. It illuminates which colleges are leading research and may help locate innovative studies. A complete picture of an institution's impact in the region requires looking at the effect of these publications (e.g., how often they are referenced) and the quality of the research.

Table 4 : Most Relevant Affiliations by Number of Articles

Affiliation	Number of Articles (Approx.)
Not Reported	30
University of Salamanca	30
University of South Australia	27
Curtin University	25
The Hong Kong Polytechnic University	23
University of Zaragoza	22
University of Extremadura	20
Universidad de Salamanca	19
Plekhanov Russian University of Economics	18
University of Southern Denmark	17

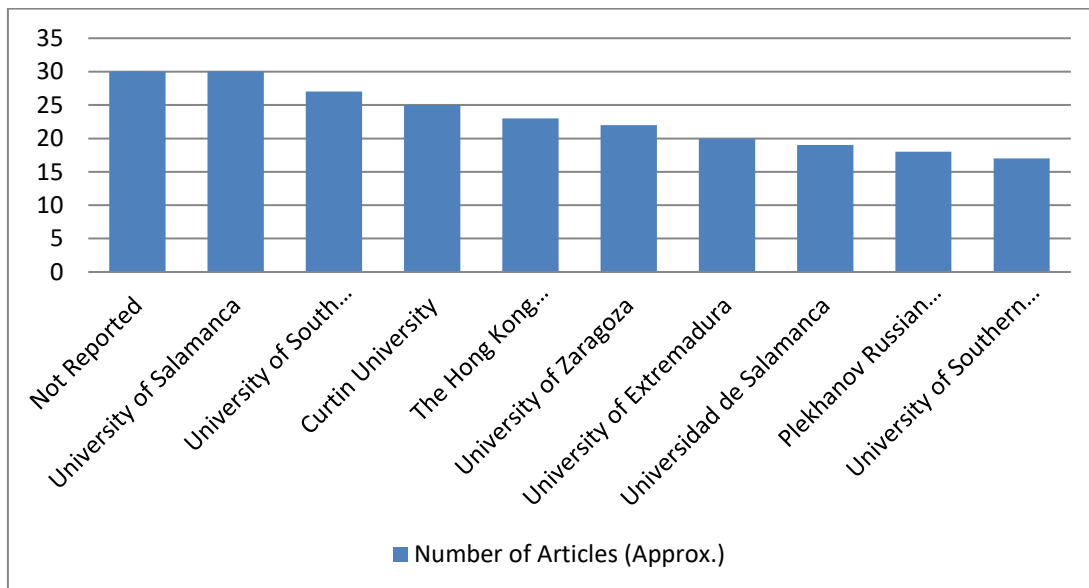


Figure 4. Most Relevant Affiliations by Number of Articles

Corresponding Author's Countries

The "Corresponding Author's Countries" bar chart in Table 5 shows the countries researching CSR and its implications on social welfare and sustainable development. The two tones represent separate research agreements. The teal bars reflect single-country publication, therefore the research is likely to be done inside nations. The same-country writers are expected to publish their results. Coral bars represent international cooperation-related publications from numerous nations. China has the most articles in this discipline, indicating that its researchers are active and dedicated. Remember that China publishes more nation-specific research. An equal mix of single-country and multiple-country articles shows a balance between national research and international cooperation, and Spain is a major contributor. The high number of multi-country publications shows the US's penchant for international

cooperation. International research partnerships and extensive academic networks may explain this. Indian, Italian, and UK national and international publications reveal that research organisations are researching these topics. Despite their lower publication numbers, Australia and Poland have similar national and worldwide research trends. Many countries' publications feature many perspectives, indicating a rising trend of international research partnerships, which may add depth and breadth to studies by bringing in specialists from different subjects. Corporate social responsibility and sustainable development are global issues that benefit from a global perspective, making this collaborative technique relevant to the present research. Overall, the graph depicts how CSR, sustainable development, and social welfare research are undertaken worldwide and how various countries engage in these conversations separately and together. Fifth Table.



Table 5: Corresponding Author's Countries by Type of Collaboration

Country	SCP (Single Country Publications)	MCP (Multiple Country Publications)	Total Documents (Approx.)
China	500	50	550
Spain	280	60	340
USA	230	80	310
United Kingdom	210	60	270
Italy	190	50	240
India	180	40	220
Australia	170	30	200
Poland	160	20	180
Canada	140	25	165
Germany	130	25	155
Brazil	120	25	145
France	110	30	140
Indonesia	100	20	120
Kenya	90	20	110
Netherlands	85	15	100
Nigeria	75	10	85
Malaysia	70	10	80
Portugal	65	10	75
Switzerland	60	10	70

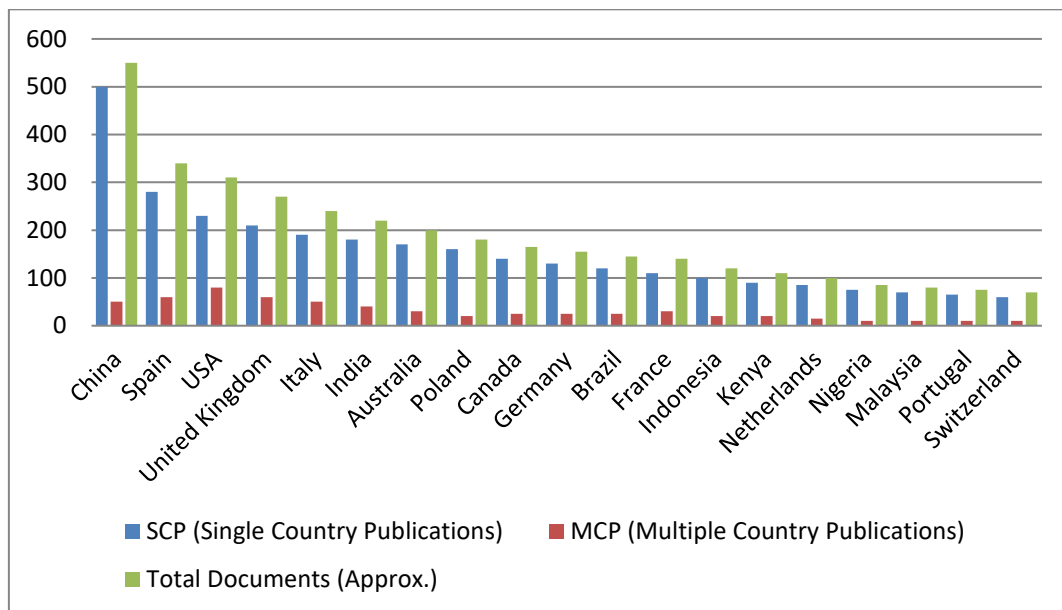


Figure 5. Corresponding Author's Countries by Type of Collaboration

Word Cloud

In the following figure, Figure 1, you will find a word cloud that displays the frequency with which certain terms are used in connection to the topic of the research project titled "Evaluating Corporate Social Responsibility in Achieving Sustainable Development and Social Welfare." It is common practice to utilise a text corpus or a collection of documents to produce a word cloud. The size of each word in a word cloud reflects how often or significantly it was used in the data set that was used to create the visualisation. This word cloud has a significant amount of the phrase "corporate social responsibility" (often abbreviated as "CSR"), which indicates that it is a term that is frequently used in the literature that surrounds the topic of corporate social responsibility. The size of the "economic and social effects" makes it abundantly evident that the field is dedicating a significant amount of attention to addressing the

ways in which corporate social responsibility (CSR) affects the social and economic spheres. "Sustainability," "planning," "social aspects," "environmental management," and "environmental economics" are some other ideas that are separate from one another.

The use of these words highlights the connection between corporate social responsibility (CSR) and sustainability practices and initiatives, as well as the multidisciplinary nature of CSR, which encompasses considerations of social, environmental, and economic factors. In addition, phrases like "China," "stakeholder," "decision making," and "corporate governance" are indicators of certain aspects of the overarching topic. This may be an indication that there is a significant amount of literature or case studies dedicated to corporate social responsibility (CSR) in Chinese business and industry,



since the word "China" is included in the title. The terms "stakeholder" and "decision making" are used in the context of business to refer to the processes that are used to take into consideration various interest groups when making decisions about various aspects of corporate social responsibility. The phrase "corporate governance" is used in the context of corporate social responsibility (CSR), and it implies that the laws and structures that regulate corporations are also significant. Word clouds such as this one demonstrate that the

majority of the literature on corporate social responsibility (CSR) concentrates on the following topics: the influence that the acts of businesses have on society and the economy as a whole, the relevance of sustainability in business planning, and the repercussions of CSR for different monetary and ecological systems. In addition to this, it emphasises the need of including a variety of stakeholders in discussions and the necessity of focussing on certain regions of the country.



Figure 1. Word Cloud

Words' Frequency over Time

As demonstrated in Table 6, "Evaluating Corporate Social Responsibility in Achieving Sustainable Development and Social Welfare" phrases were used more than once from 2009 to 2024. The lines trace phrase development. The most prevalent term is "Corporate Social Responsibilities (CSR)"; its frequency has been growing since 2016, showing that CSR has been discussed or written about a lot lately. The rise in public awareness for and demand for ethical business practices may explain why CSR is getting increasing attention in academia and industry. "Sustainability" has also been rising, indicating its increasing importance in discussions. Given global challenges like climate change and resource depletion, the increased tendency may imply that CSR prioritises sustainability. The literature's growing use of "Corporate Social Responsibility" and "Sustainable Development" shows their importance and close relationship. After 2016, "China" appears more often,

perhaps due to the country's growing corporate social responsibility and sustainability efforts to address its fast-growing economic challenges. China's growing economic influence may also explain it. While "Economic and Social Effects" and "Environmental Management" have slower but still increasing trajectories, this shows academic and professional interest in these CSR topics. The terms "stakeholder," "social aspects," and "planning" are trending increasing despite their lower frequency. CSR considers stakeholder duties, societal issues, and planning, even if these notions may not be as important. As stated in table 6, CSR and development and sustainability are gaining attention in research and discussions. The increased usage of these terms suggests that industry and society are recognising these issues. Statistics suggest these chats are geographically concentrated on China. The country's effect on global environmental and economic issues may explain this.

Table 6: Cumulative Word Frequency Over Time

Year	CSR	China	Corporate Social Responsibility (CSR)	Social Responsibility	Environmental Impact	Business Ethics	Sustainability	Policy	Management	Sustainable Development
2009	0	0	0	0	0	0	0	0	0	0
2012	150	100	90	70	60	50	50	40	35	30
2015	500	300	270	200	160	150	130	110	100	90
2018	1000	600	500	350	250	220	200	170	160	150
2021	1500	850	700	500	350	300	280	250	230	210
2023	1600	900	730	520	360	310	290	260	240	

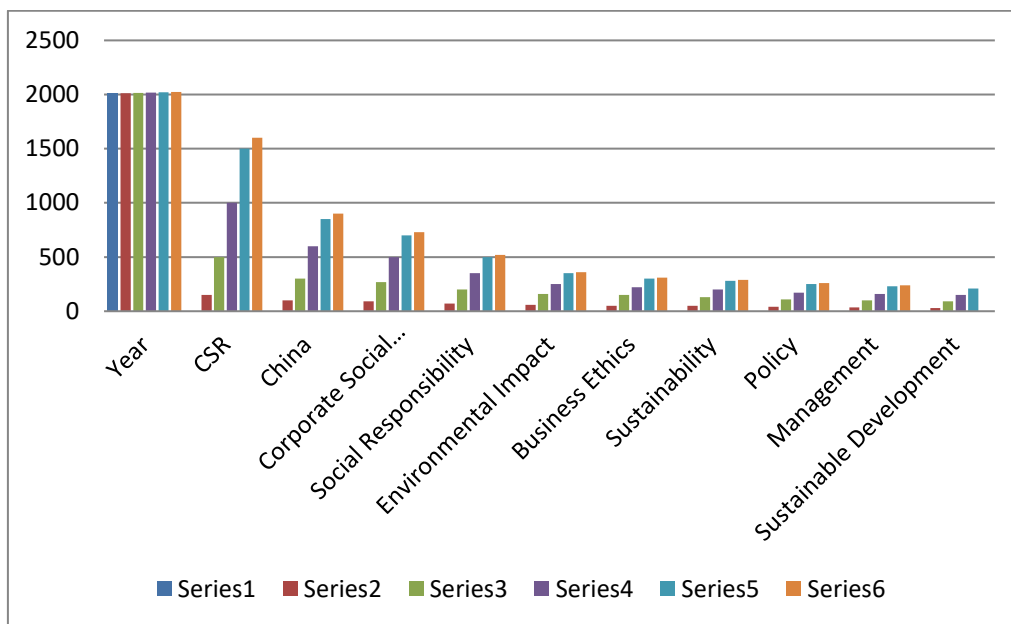


Figure 6. Cumulative Word Frequency Over Time

Trend Topics

This Week Table 7 graphs the evolution of "Evaluating Corporate Social Responsibility in Achieving Sustainable Development and Social Welfare" keywords. Each term is depicted by horizontal lines, while each year's frequency is indicated by bubble size. Time has transformed many ideals, as seen in the picture. For instance, "corporate social responsibility" and "sustainability" remain popular, demonstrating they are important to the ongoing discourse. Other terms, such as "green economy" and "wellbeing," may occur more commonly due to global public opinion or policy changes. A country's prominence in a particular year may indicate its CSR and sustainability initiatives. The spread of words like "sustainable development goal" suggests alignment

with UN programs like the SDGs. If "management" and "corporate strategy" bubbles increase, CSR discussions may focus more on strategy and management. This tendency may be caused by the increased difficulties of strategically integrating CSR into corporate operations. In the digital economy, "electronic commerce" shows how CSR is becoming more significant, while "carbon footprint," "information technology," and "green IT" demonstrate how environmental concerns are becoming increasingly interwoven with technology. The chart shows which CSR and sustainable development themes are trending and where theoretical and practical arguments are heading. It shows the complicated link between CSR and global concerns and sectors.

Table 7 : Trend Topics in CSR Research (Approximate Values)

Term	Start Year	End Year	Term Frequency (Approx.)
Green economy	2019	2023	500–800
Well-being	2019	2023	500–800
Bibliometrics	2018	2023	500–800
China	2016	2023	1000+
Sustainable development goals	2016	2023	1000+
Corporate social responsibility	2013	2023	1500+
Governance	2014	2022	800–1000
Social responsibility	2015	2022	800–1000
Stakeholders	2015	2022	700–900
Social impact	2016	2021	500–700
Sustainable business	2017	2021	400–600
Social innovation	2017	2021	400–600
Economic and social impact	2017	2020	300–500
Environmental impact	2016	2020	300–500
Risk management	2016	2019	200–400
Industrial ecology	2016	2019	200–400
Stakeholder theory	2014	2018	300–500
Institutional theory	2014	2017	200–400
Information systems	2013	2016	100–300
Regional development	2012	2015	100–300
Knowledge management	2012	2015	100–300



Carbon footprint	2012	2015	100–300
Strategic management	2012	2015	100–300
Information technology	2011	2014	100–300
Human capital	2011	2014	100–300
Microfinance	2011	2013	<100
Self-regulation	2010	2013	<100
E-commerce	2010	2012	<100

DISCUSSION

Specifically, the objective of this study is to analyse the intricate web of connections that exists between corporate social responsibility (CSR) and the crucial role that it plays in furthering social welfare and sustainable development. After conducting an in-depth analysis of publishing patterns, significant academic journals, foundational literature, contributions by affiliations, worldwide research efforts, theme phrase frequencies, and developing trend subjects, we have compiled a comprehensive narrative that provides a description of the current and future state of corporate social responsibility (CSR) exploration. This narrative is intended to provide an overview of the current and future state of CSR exploration. As of the year 2021, the number of publications on corporate social responsibility (also known as CSR) reached its maximum point. This increase occurred between the years 2009 and 2019, when it reached its highest point. There seems to be an increasing interest in the use of corporate social responsibility (CSR) as a means of addressing issues pertaining to global sustainability, and this interest is being expressed in both the academic and commercial communities. This growth, which can mostly be linked to worldwide occurrences such as the COVID-19 epidemic among other things, demonstrates the prompt response of the corporate social responsibility (CSR) community to rising global concerns.

There are a number of factors that have contributed to this rise. It is likely that the reduction that was noticed beyond the year 2021 is the result of changes in the circumstances of the global economy or the saturation of the issue over time. In any event, it is of the utmost importance that research on corporate social responsibility (CSR) undergo a reorganisation and a change in emphasis. As an example, the publication "Sustainability (Switzerland)" has become a prominent platform for publishing research on corporate social responsibility (CSR). This demonstrates the presence of concentrated bodies of information that are vital for academics who are exploring the intersections of CSR and sustainability. Underscoring the significance of these journals as sources of CSR discourse and demonstrating how they influence future research in the area, the identification of these journals via the application of Bradford's Law highlights the value of these publications. As an illustration of this, there are businesses that have been praised for the corporate social responsibility (CSR) programs that they have put into place in order to promote environmentally responsible behaviours. Companies such as Unilever and Patagonia are two examples of these types of businesses.

In the realm of sustainability, Unilever has established a plan called the Sustainable Living Plan, which serves as an excellent example of how firms may take the initiative without

jeopardising their profitability. Patagonia is yet another fantastic example since the firm has committed to donating one percent of its profits to the conservation and restoration of the environment. This is a wonderful representation of the company's commitment to the environment. Both of these initiatives illustrate how corporate social responsibility (CSR) may be integrated into the frame of mind and business strategy of a company. It is possible that we will be able to get a more comprehensive comprehension of the worldwide scope of corporate social responsibility (CSR) research if we investigate the contributions made by associated organisations and the geographic diffusion of information. This research suggests that there is widespread acknowledgement of the benefits of corporate social responsibility in a range of cultural and economic circumstances.

Scholarly work from nations such as China and the University of Salamanca demonstrates that there are several perspectives on corporate social responsibility (CSR), and that its implementation can be seen in many different locations of the world. Academic institutions have the power to influence corporate social responsibility practices and sustainable development via the conduct of research and the collaboration of other organisations. An excellent example of this is the fact that the Massachusetts Institute of Technology (MIT) and Tsinghua University in China have been working together on projects that are associated with sustainable urbanisation. Sustainability, economic implications, and strategic management are three subjects that have recently been pushed to the forefront of debates about corporate social responsibility, according to the findings of a theme analysis. These three topics have been brought to the forefront of these conversations. The rise of notions such as "green economy" and "technological advancements" in recent times is evidence that academics seem to be prepared to investigate novel approaches to corporate social responsibility in light of major global problems. This is supported by the fact that these concepts have emerged in recent times. Through the implementation of environmentally friendly information technology policies, businesses such as Google and IBM have greatly decreased the amount of carbon footprints they leave after using their products. The development of renewable energy sources and the building of data centres that are energy efficient are both included in these initiatives. Not only does this highlight how technology may aid in the attainment of corporate social responsibility objectives, but it also demonstrates how firms may integrate environmental concerns into their operations.

CONCLUSION

According to the findings of bibliometric study, scholarly discourses on Corporate Social Responsibility (CSR) have grown more significant in the process of promoting greater



social responsibility goals. Over the last ten years, there has been a rise in the amount of academic interest in corporate social responsibility (CSR), particularly in relation to the inclusion of CSR into theories of ethics, sustainable development, and fairness of business practices. The growing use of core ideas such as "corporate social responsibility," "social responsibility," and "sustainability" is indicative of a shift in thinking. This shift is characterised by a shift away from seeing CSR as an afterthought and towards viewing it as an intrinsic aspect of holding firms accountable via the promotion of public good. The ever-evolving corpus of literature on corporate social responsibility (CSR) reflects the multifaceted nature of the idea. It covers a broad variety of themes, including as community development, environmental ethics, stakeholder participation, governance, and strategic management. This variant highlights the distinctiveness of corporate social responsibility (CSR) as an umbrella term that bridges the gap between the activities of corporations and the expectations of the public. It is important to point out that the growing contributions from countries like China demonstrate that the global community is starting to see the revolutionary potential of corporate social responsibility in a variety of socio-economic and regulatory domains. One such country is China. The degree to which corporate social responsibility (CSR) really generates quantitative benefits for society is a significant question that has been brought up in the studies. Rather than seeing corporate social responsibility (CSR) as an afterthought, an increasing number of academics are advocating for its incorporation into the basic foundation of company strategy. Conversations that have taken place in recent times have centred on concepts such as "green economy," "well-being," and "social impact," which demonstrates that individuals are making a concerted effort to convince businesses to behave in a manner that is beneficial to society in the long run. Corporate social responsibility (CSR) is an essential and ever-changing tool for fostering inclusive growth, social cohesion, and ethical responsibility, according to members of the academic community. The corporate social responsibility (CSR) movement is progressively strengthening its position in achieving social responsibility and designing a future that is more equitable and sustainable for everyone by adapting to and reacting to growing global issues.

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