

# CORPORATE SOCIAL RESPONSIBILITY: A VITAL ROLE IN ENVIRONMENTAL SUSTAINABILITY

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## ABSTRACT:

*In today's industrial landscape, companies encounter various pressures from both internal and external environmental factors, such as competition and resource constraints. These factors impose obligations on corporations to contribute positively to society.*

*Corporate social responsibility (CSR) reflects a fundamental shift in which emphasizes the firmness of integrating CSR with environmental sustainability, forging a path that acknowledges the interdependence of business success and the well-being of our planet. Corporate Social Responsibility involves companies being responsible to customers, employees, stakeholders, and the community. Corporate social responsibility generates complex ethics of living, with the proper integration of the environment.*

*Companies can create a profit but they should be aware of contribute to sustainable management by improving their procedures to boost financial development and competitiveness while also safeguarding the environment and encouraging social obligation, including customer interests.*

**KEYWORDS:** *Customer, Responsibility, Environment.*