

Measurement of Corporate Social Responsibility

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Abstracts

Corporate social responsibility is needed to be managed with the advanced business models. Corporate social responsibility is the basic element needed for the advanced business companies. Corporate social responsibility act as policy functions for self regulatory methods in that the companies inspect and ensure the active regulation in accordance to ethics, legal rules and international law. All the big corporations around the world are setting their corporate social responsibility tools for setting long term positive image in the mind of the time. It also raises the profits for business in long term and makes the business appealing in the eye of society and other regulatory authorities (Tim Wentling, 2007).Corporate social responsibility encourages the companies to positively impact the environment and all the relevant stakeholders of the business. The basic goal of the report is to elaborate the measuring tools of the corporate social responsibility for various National Bank and other corporations in Kuwait. It will focus on the qualitative and quantitative tools of the corporate social responsibility. We will concentrate mainly on achieving two learning outcomes in the final report. One is to describe the measuring tools and their impact with regard to corporate social responsibility and the second is to describe and inspect the quantitative and qualitative means of the examination of corporate social responsibility. Cont... (2500 words of this report)

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