

# **THE IMPACT OF CORPORATE SOCIAL RESPONSIBILITY ON CORPORATE FINANCIAL PERFORMANCE**

**BY**

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**BUSINESS STUDIES DEPARTMENT**

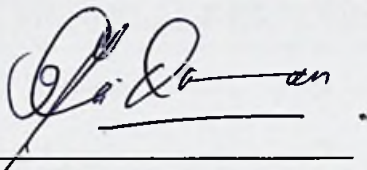
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## **Abstract**

### **Purpose**

This studies examine turned into undertaken to research and contemplate over the connection among CSR (company social responsibility) practices and company economic performance. For this cause we've accrued the statistics from a couple of exceptional establishments which are positioned in exceptional business regions of Karachi, especially consisting of S.I.T.E area, Business zone, and West Wharf business area, EPZ, Port Qasim business zone, and Korangi .We made certain that the statistics is accrued from the ones businesses who're engaged in Corporate Social Responsibility Activities with inside the metropolis or country,

### **Methodology & Design**

The research has been conducted by utilization of data based on primary sources and the quantitative data is used to conduct the research. A questionnaire was floated to 384 People who belong to field of different professions that has been selected to conduct the research based on convenience sampling. Since we will be working on primary data, therefore we will be using PLS-SEM for testing the data

### **Findings**

After testing the data, the findings and results show that EL is highly relevant in CSR operations, which essentially demonstrates that ethical leaders have good ethics and the capacity to implement CSR practices inside and outside organizations. Additional studies show that CSR activities contribute to improved business results.

### **Limitations**

Few limitations were faced during the research as the sample size was large and the time constraint regarding the responses from that sample size as because those 384 people belong to different fields.

**Recommendations**

To end research, recommendations have been also provided. This study would be helping to the corporate leaders, senior executives, entrepreneurs to understand the relevance and importance of CSR activities in firm's performance.

**Keywords**

Corporate Financial Performance, CSR Activities



## TABLE OF CONTENTS

CHAPTER 1 .....	1
INTRODUCTION .....	1
1.1 Introduction .....	1
1.2 Background .....	3
1.3 Problem Statement .....	3
1.4 Research Objectives .....	4
1.5 Research Questions .....	4
1.6 Significance of the Study .....	4
1.7 Scope of the Research .....	5
1.8 Organization of the Thesis .....	5
CHAPTER 2 .....	7
LITERATURE REVIEW .....	7
2.1 Ethical Leadership .....	7
2.2 Corporate Social Responsibility .....	8
2.3 Corporate Financial Performance.....	9
2.4.1 Building Schools and Health Care.....	10
2.4.2 Eco-Friendly Product Design.....	11
2.4.3 Environmental Protection Program.....	12
2.5 Relationship between Ethical Leadership and Eco-Friendly design Product.....	13
2.6 Relationship between Ethical Leadership and Environmental Protection Program	13
2.7 Relationship between Ethical Leadership and Establishing Schools/Health care...14	14
2.8 Relationship between Eco-Friendly design Product and Corporate Financial Performance.....	14
2.9 Relationship between Environmental Protection Program and Corporate Financial Performance.....	15
2.10 Relationship between Establishing Schools and Health Care System & Corporate Financial Performance.....	15
2.11 Summary of Literature Review .....	16

2.12 Research Hypotheses.....17

2.13 Conceptual Framework .....18

CHAPTER 3 .....19

Research Methodology .....19

3.1 Research Approach & Type .....19

3.2 Research Design .....19

3.3 Research Population .....19

3.4 Sample Size & Sampling Technique.....20

3.5 Research Instrument.....20

3.6 Data Collection.....20

3.7 Data Analyses Method .....21

CHAPTER 4 .....22

Results.....22

4.1 Respondent Profile .....22

4.2 Reliability Analyses and Validity.....22

4.2.1 Measurement Model Assessment ..... 22

4.3 Assessment of Structural Model.....24

4.4 Structural Model Equation .....27

4.5 Hypothesis Testing.....28

4.5.1 Hypothesis 1a..... 28

4.5.2 Hypothesis 1b..... 28

4.5.3 Hypothesis 1c..... 28

4.5.4 Hypothesis 2..... 28

4.5.5 Hypothesis 3..... 29

4.5.6 Hypothesis 4..... 29

4.6 Summary of Hypotheses Testing .....29

CHAPTER 5 .....30

Discussion.....30

5.1 Discussion .....30



5.1.1 Hypothesis 1 Discussion ..... 30

5.1.2 Hypothesis 1a Discussion ..... 30

5.1.3 Hypothesis 1b Discussion ..... 32

5.1.4 Hypothesis 1c Discussion ..... 33

5.1.5 Hypothesis 2 Discussion ..... 33

5.1.6 Hypothesis 3 Discussion ..... 34

5.1.7 Hypothesis 4 Discussion ..... 34

CHAPTER 6 .....35

Recommendations and Conclusion.....35

6.1 Recommendations .....35

6.2 Limitations of the Research.....35

6.3 Future Research .....36

6.4 Conclusion.....36

References .....37

APPENDIX.....41