

**IMPACT OF CORPORATE SOCIAL RESPONSIBILITY TOWARDS  
FINANCIAL PERFORMANCE OF FIRMS**

**By**

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A thesis presented to Bahria University, Islamabad in partial fulfillment of the  
requirements for the degree of MS FINANCE

**January 16, 2018**

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## **ABSTRACT**

At present, the issue of Corporate Social Responsibility (CSR) turns out to be progressively essential. The developing pattern of Corporate Social Responsibility turns into an intrigued challenge for organizations and their administration. There is a combination of uplifting mentalities, practices, or projects into organization's business technique at the best administration level. For organizations and their administration, it is imperative to know whether Corporate Social Responsibility exercises prompt money related advantages. The motivation behind this exploration is to research influences of corporate social duty towards money related execution of the IT companies recorded in Pakistan Stock Exchange. The diverse speculations were inspected which bolster a conceivable linkage between corporate social duty and monetary execution. At that point showcase based and bookkeeping based measures were utilized to quantify the budgetary execution of the chose test organizations. Return on asset, debt to equity and total assets was used to measure financial performance. Probit analysis was utilized to remove the data about the revelation of corporate social duty by the organizations.

**Keywords:** corporate social responsibilities (CSR), financial performance (FP), return on assets (ROA), debt to equity ratio (DTE).