

CRITICAL REVIEW OF CORPORATE SOCIAL RESPONSIBILITY INITIATIVES OF SELECTED INDIAN AUTOMOBILE COMPANIES

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ABSTRACT

Corporate social responsibility focuses on the wealth creation for the optimal benefit of all stakeholders – including shareholders, employees, customers, environment and society. Corporate social responsibility has generated a great deal of debate in business as well as in corporate circles in recent times. Corporate social responsibility has to be carefully devised keeping in mind the specifics of the organisation and the kinds of demands that can be made upon it as a corporate citizen by all its relevant stakeholders. the present study has attempted to critically review the Corporate Social Responsibility Initiatives of Selected Indian Automobile Companies.

KEYWORDS: Automobile Companies, Corporate Social Responsibility, Corporate CSR, CSR Models.
