

## THE LINK BETWEEN COMPETITIVE ADVANTAGE & CORPORATE SOCIAL RESPONSIBILITY-INDIAN CONTEXT

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### **ABSTRACT**

This empirical paper deals with the CSR space in Indian industry in the backdrop of Clause 135 in Companies Act 2013 which mandates minimum 2% CSR spend for specific category of companies in pre defined domains so as to leverage corporate profitability towards addressing social, environmental and humanitarian needs.

This author dwells on the conceptual foundations of CSR through literature review and attempts to flesh out an operational framework for companies at different stages of their CSR journey.

The framework outlined underscores the need to look at the outcomes of business value chain activities and the drivers of competitive context in the environment so as to address the social issues which are most suited to the resources of the company.

A clear strategic path starting from philanthropy to reengineering the value chain to transforming the business ecosystem is laid out so as to create “shared value” and drive economic value through societal value creation.

The business cases for CSR is reinforced through society-industry inter dependence so that companies do not look at corporate success and social welfare as a zero sum game. This alone will motivate companies to embed their CSR strategy into business strategy and drive sustainable competitive advantage.

**KEY WORDS:** business strategy, CSR, competitive advantage, sustainability, shared value.

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