

PAYBACK CSR MODELS: UNLOCKING SUSTAINABILITY AT BOTTOM OF THE PYRAMID

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ABSTRACT:

Sustainable development was the term first coined by the Brundtland Commission which states that it is the development that meets the needs of the present without compromising the ability of future generations to meet their own needs (UN Report, 1987).

So the aim of study is to explore the advantage of CSR so that companies should take CSR as a big window of opportunity for strengthening their brand value and thus their business through means of the sustainable development by improving the life of needy people.

KEY WORDS: Payback, CSR models, pyramids.

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