

Corporations and businesses need to focus on being competitive, profitable and sustainable in order to survive. Corporate Social Responsibility is a management concept whereby companies integrate social and environmental concerns in their business operations and interactions with their stakeholders (UNDIO, 2021). Although it may not always be possible for every business to focus on CSR due to financial limitations, it should be a top priority for SMEs and large corporations if they want to improve their reputation, attract investment and maximise profitability. This essay will discuss the key reasons for implementing CSR and conclude that CSR is a sustainable business plan.