

The Impact of Corporate Social Responsibility on Corporate Sustainability

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ABSTRACT

Why there are so many companies suggesting and implementing Corporate Social Responsibility (CSR)? As we knew, corporations are self-interest, all they want is maximizing their profits. Why there are more and more companies participate in CSR? In this study, I explained what is the reason of a business is willing to implement CSR and defined what factors will affect the effectiveness of CSR.

This study used linear regression, and used case study as supplement, to find out the relationship between CSR and corporate sustainability.

Hypotheses of this study are analyzed in the way of SPSS regression analysis. The results indicate that (1) investment of Corporate Social Responsibility has a positive impact to Corporate Sustainability (2) large company invest on Corporate Social Responsibility has significantly benefit for its sustainability; small company do not have significantly benefit of investing additional money on Corporate Social Responsibility (3) when a business implements Corporate Social Responsibility well which will increase its reputation to achieve Corporate Sustainability.

Key words: corporate social responsibility, corporate sustainability