**Social Or Business Impact**

Social Impact: This project can help job seekers make more informed decisions about their careers and negotiate for better compensation and working conditions. This can ultimately contribute to greater economic mobility and reduce income inequality.  
  
Business Model/Impact: It can help to improve retention rates, reduce turnover costs, and increase productivity. An analysis of Glassdoor jobs can provide insights into what employees value most, helping employers to create a better work environment that attracts and retains top talent.

* Social responsibility means that businesses, in addition to maximizing [shareholder](https://www.investopedia.com/terms/s/shareholder.asp) value, must act in a manner benefiting society, not just the bottom line. Social responsibility has become increasingly important to investors and consumers who seek investments that not only are profitable but also contribute to the welfare of society and the environment. While critics have traditionally argued that the basic nature of business does not consider society as a [stakeholder](https://www.investopedia.com/terms/s/stakeholder.asp), younger generations are embracing social responsibility and driving change. Social responsibility means that besides maximizing shareholder value, businesses should operate in a way that benefits society.
* Socially responsible companies should adopt policies that promote the well-being of society and the environment while lessening negative impacts on them.
* Companies can act responsibly in many ways, such as by promoting volunteering, making changes that benefit the environment, engaging in ethical labor practices, and engaging in charitable giving.
* Consumers are more actively looking to buy goods and services from socially responsible companies, hence impacting their profitability.
* Critics assert that practicing social responsibility is the opposite of why businesses exist.
* Additionally, more investors and consumers are factoring in a company’s commitment to socially responsible practices [before making an investment](https://www.investopedia.com/invest-in-socially-responsible-roth-ira-5220521) or purchase.3 As such, embracing social responsibility can benefit the prime directive: maximization of shareholder value.
* There is a moral imperative as well. Actions—or the lack thereof—will affect future generations. Put simply, social responsibility is just good business practice, and a failure to do so can have a deleterious effect on the balance sheet.
* Social responsibility can also boost company morale, especially when a company can engage employees with its social causes.