

## A/ Assessment Recap:

Write a **1,500-word report** in which you:

- **Define CSR in your own words** and explain that it is complex, with many different sides to it. Use research articles to support your definition.
- **Explain how CSR helps companies**, using examples from research articles. Show how CSR can be part of a company's business strategy.
- **Pick one large global company** and use information from its websites and reports to **explain how it benefits from CSR**.
- **Use at least 5 academic peer-reviewed references** for objective perspective

### Suggested Structure:

- I. **Executive Summary (Suggested 100 words)**
- II. **CSR Definition (Suggested 550 words)**
- III. **CSR Benefits**
  - A. **Section 1 (Suggested 400 words)**
  - B. **Section 2 (Suggested 250 words)**
- IV. **Conclusion (Suggested 200 words)**
- V. **References**

## B/ Keywords Explanation:

**1. Corporate Social Responsibility (CSR):** CSR means companies doing good things beyond making money, like helping the environment or supporting communities. For example, a company might recycle a lot to be more environmentally friendly.

**2. Reputation and Brand Image:** This is about how people see a company. If a company does nice things like donating to charities or being eco-friendly, people think it's a good company. For instance, a company using recycled materials gets known as an Earth-friendly brand.

**3. Employee Recruitment and Retention:** This is about getting and keeping good workers. When a company does things like volunteering or supporting good causes, it attracts and keeps talented employees. For example, a company offering volunteer programs keeps its employees happy and engaged.

**4. Risk Management:** Companies use CSR to handle problems. If a company cares about the environment or treats workers well, it's less likely to have big issues. For instance, a company that uses eco-friendly materials avoids problems with laws about pollution.

**5. Competitive Advantage:** This means being better than other companies. If a company is known for doing good things, it stands out. For example, a company saying it uses clean energy stands out from others in the market.

**6. Sustainability Reports:** These are papers companies write about the good things they're doing. For example, a company might write a report about how it's reducing waste or using materials that don't harm the planet.

**7. Stakeholder Communications:** This is about talking to everyone involved with the company. For example, a company might use social media to tell customers about the good things it's doing and ask for their opinions.

**8. Impact Assessment:** This is about checking if the good things a company is doing are really making a difference. For example, a company might measure how much less pollution it's making because of its good practices.

-