



The Importance of Corporate Social Responsibility on Business Reputation and Company Activities Today

OPEN ACCESS

SUBMITTED 31 May 2025

ACCEPTED 29 June 2025

PUBLISHED 31 July 2025

VOLUME Vol.05 Issue07 2025

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Musabaev Rasuljon

Tashkent State University of Economics, 2nd year master's student,
Uzbekistan

Abstract: In today's globalization and competition, corporate social responsibility has become not only a social duty for companies, but also a strategic advantage. Corporate social responsibility is a company's focus on factors such as environmental, social and human rights in its activities, which reflects its responsibility to customers, investors and society. This study analyzes the role of CSR in shaping a company's reputation, its importance in strengthening customer trust and its impact on the effectiveness of the company's activities. It is also emphasized that a positive Corporate Social Responsibility policy increases the company's brand value, expands its loyal customer base and serves long-term financial stability. Especially against the backdrop of today's environmental and social problems, corporate responsibility is in the public eye. Based on the results of the study, recommendations are given for companies to form an effective strategy.

Keywords: Corporate social responsibility, business reputation, company performance, sustainable development, customer trust, social responsibility, strategy, brand value, external image, corporate governance, sustainability policy.

Introduction: In recent years, enterprises on a global scale have been forced to consider not only their profit, but also their responsibilities to society. Corporate social responsibility, as one of today's modern

management concepts, not only shapes the external image of the company, but also has a positive impact on the efficiency of internal activities. This article will highlight the essence of the concept of Corporate Social Responsibility, its impact on the reputation and effectiveness of the company, and the trends observed in its implementation.

The role of corporate social responsibility in achieving success in business is becoming increasingly important. The number of companies implementing social and environmental policies and standards, trying to obtain a number of international certificates and passing audit systems, and issuing annual Corporate Social Responsibility reports is increasing day by day.

It should be noted that there is no clear template for the Corporate Social Responsibility strategy that would be equally suitable for everyone. The corporate social responsibility strategy should be developed in accordance with the company's own development strategy, be effective both for society and for the company, and not be a copy of the policies of other enterprises. Companies should develop the principles of Corporate Social Responsibility with a deep understanding of their goals and objectives, values, and the needs of all stakeholders, as well as existing problems in society.[2]

No company can be 100% "green", but at the same time, each company should have its own goals for reducing environmental damage and social responsibility. For example, you can choose a path of sustainable development, protect human rights, women's rights, or help integrate people with disabilities into society, carry out charity work aimed at a specific goal. However, it is important to emphasize that all these strategies should be permanent and sustainable. Corporate social responsibility should not be a one-time help, but a long-term strategy with a clearly defined and goal-oriented nature.

Corporate social responsibility and ensuring the rights of local residents have become an integral part of the effectiveness and sustainability of investments today. International experience shows that policies based on openness, honesty and cooperation produce long-term positive results. Due to the favorable business environment and active foreign policy in our country, the volume of investments is increasing. According to statistics, the volume of investments has increased by 20 percent compared to last year. Large projects with the participation of foreign and local investments implemented on a global scale contribute to economic growth, and can also have social and environmental consequences. International experience has developed effective approaches in this direction, which are worth

studying and applying in practice.

Corporate social responsibility is the fact that companies, in addition to obtaining economic benefits in their activities, make decisions taking into account their responsibility to society. In particular, environmental protection, ensuring workers' rights, and supporting local communities are among the main areas of corporate social responsibility. International companies pay special attention to the application of corporate social responsibility principles in order to maintain their brand image and ensure sustainable development. Criteria developed by international organizations, including the UN, the World Bank and the International Finance Corporation (IFC), encourage enterprises to adhere to the principles of corporate social responsibility and respect the rights of local populations. Corporate social responsibility involves not only supporting charitable or social projects, but also environmental sustainability, transparency, respect for human rights, dialogue with local populations and accountability in the main activities of the enterprise.

Corporate social responsibility is understood as the fact that a company makes decisions in its activities taking into account not only economic interests, but also social and environmental factors. This includes practical actions such as creating decent conditions for employees, protecting the environment, providing assistance to the population and supporting local communities. Today, enterprises are striving to develop socially responsible strategies in order to remain competitive.

Corporate social responsibility is one of the important factors of a company's reputation. Companies that are beneficial to society gain trust among customers, investors, and partners. For example, companies that protect the environment, care for their employees, or participate in social projects are more likely to receive positive attention. This increases their brand value and strengthens their position in the market.

Corporate social responsibility also has a positive impact on the internal activities of the company. Firstly, employees' attitude to work improves - they appreciate the social values of the company and feel important. Secondly, socially responsible companies are more supported by investors and financial institutions. The third aspect is that Corporate Social Responsibility increases the competitiveness of the company, because the modern consumer also pays attention to the social position of the company when choosing a product or service.[3]

The current era is full of environmental, social and economic problems. Against the background of

problems such as global climate change, poverty, unemployment, companies are forced to understand social responsibility in their activities more deeply and put it into practice. Corporate social responsibility is becoming not only recommended, but also expected, that is, required. International organizations are also evaluating companies based on their level of Corporate Social Responsibility.

Today, many companies have started preparing social reports. The ESG (Environmental, Social and Governance) assessment system is expanding. Through this, companies are trying to prove the effectiveness of their activities not only through financial, but also through social indicators. In the near future, Corporate Social Responsibility will develop comprehensively as an integral part of the company's strategy.

To succeed in the global market, companies and organizations need to develop strong CSR policies and improve their economic, social and environmental standards. For example, the reason why the largest investment companies are afraid to enter developing countries is that they are afraid that their investments will be used for unethical business activities, as this will damage their reputation.

At the same time, Corporate Social Responsibility should not be used as a policy to improve their reputation or simply differentiate themselves from competitors, but should be implemented as a real value and the main goal of business. CSR should be a development tool to solve issues such as poverty, human rights, health, education, and the elimination of forced labor. Corporate Social Responsibility policies of enterprises and organizations should be based on local values, problems and development issues.

Why is it important for companies and organizations operating in Uzbekistan to think about corporate social responsibility and develop strategies that are

appropriate for them? Why is it necessary for stakeholders to take on such responsibility, even if they do not bother organizations or demand transparency? Why should enterprises report on the fact that they do not violate the rights of their employees, do not violate the laws during production (in the supply chain), do not harm the environment, and at the same time carry out charitable work?

CONCLUSION

In conclusion, Corporate Social Responsibility is becoming one of the important areas of business today. It brings not only social attention to the company, but also economic benefits. Through corporate social responsibility, the company increases its reputation, strengthens its internal culture and achieves sustainable development. Therefore, modern companies should accept social responsibility as a priority area of management policy.

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