

Corporate Social Responsibility and Brand Image

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Abstract. This article analyzes the impact of corporate social responsibility (CSR) initiatives on brand image and consumer perception. Through a review of recent studies and case analyses, the article discusses how CSR can enhance brand reputation and customer loyalty. It provides insights into effective CSR strategies that align with corporate objectives and consumer expectations.

Keywords: Corporate Social Responsibility, Brand Image, Consumer Perception, Brand Loyalty, CSR Strategies

Introduction

In an era where consumers are increasingly aware of corporate practices, the role of corporate social responsibility (CSR) in shaping brand image has gained significant attention. This article explores how CSR initiatives influence consumer perception and brand reputation. By reviewing recent studies and case analyses, the article highlights the ways in which CSR can enhance brand loyalty and align with corporate objectives. Managers seeking to strengthen their brand image must consider integrating effective CSR strategies that resonate with consumer expectations and contribute to a positive brand narrative.

This is a preliminary version. To read the full version of the article, please purchase a subscription.

References

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