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THE ROLE OF CORPORATE SOCIAL RESPONSIBILITY (CSR) ON FIRMS' PERFORMANCE: THE PERSPECTIVE FROM PAKISTAN

Master's thesis

Degree thesis

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CHAPTER ONE

INTRODUCTİON TO CORPORATE SOCİAL RESPONSİBİLİTY

The aim of this chapter will be to explain the concept and theory of Corporate Social Responsibility (CSR), what is its historical background, theoretical terms about CSR, CSR models and there limitations. The four prominent Corporate social responsibility concepts will be addressed, and which one is the most relevant to CSR will be focused. Overall core of the conceptual advancements towards Corporate social responsibility has come from Europeans but also the American States. This section would highlight numerous Corporate social responsibility cases provided from various researchers, as well as the perspectives, ideas, assessments, disagreements, critiques also the recommendations these scholars have. Ideas and views discussed in this chapter may be utilized to make comparisons of corporate social responsibility globally and locally.

1.1 What is Corporate Social Responsibility: Definitions and Concepts

Corporate Social Responsibility (CSR), is a term that refers to a company's volunteer contributions in general. Volunteer contributions comprise of the activities or actions which are not obligatory and are done by businesses on their own will, to help the society in which they operate in any way that is possible and feasible for the business. Incorporating CSR in business operations can not only help a corporation gain high profits but at the same time help it achieve its long and short-term goals.

Most businesses which practice CSR tend to implement CSR practices and actions based on the problems and struggles the society is facing in which the businesses are operating. The issues, the struggles, and the problems that a society faces differs from region to region and country to country. Mainly the approach and definition of corporate social responsibility changes drastically when compared between emerging economies and developed economies. Emerging economies like Pakistan, India, Sri Lanka etc. tend to face issues way different from that of developed countries like USA, European countries, or Australia.

The second factor which significantly affects the CSR activities in a certain country also depends on the legislation and regulations implemented by the government of the host country. For instance, in countries like Australia and many European countries, CSR is obligatory for the firms by the state. Thus, the rules and regulations of a host country can affect how and how much CSR is practiced by the firms in that economy.

When it comes to the main purpose of businesses, there tends to be two viewpoints of different scholars. The first school of thought is supported by Friedman's Theory of Corporate Social responsibility. In this theory Milton Freidman presented his idea by stating that: "The social responsibility of business is to increase its profits" (Friedman, 1970). This shows that the supporters of the first viewpoint argue that the only responsibility of a business is towards its shareholders, which will be further discussed in the coming sections. While scholars like, Carrol and Buchholtz supported the second point of view which argued that social responsibility is an obligation and is more significant than company profits. This argument led to Carroll (1979), to support his point of view to the making of the initial perhaps the first, effective scientific viewpoints and beliefs regarding CSR through his Pyramid of CSR knowns as Carroll's Pyramid of Corporate Social Responsibility, that will be discussed further in the subchapter of CSR Models.

Academics have linked the notion of CSR to business socioeconomic sensitivity, business governance practices, business efficiency and business productivity. Thus, as a result, CSR definition ranged from extremely theoretical to extremely pragmatic. As an instance in this case,

"CSR refers to the obligations of businessmen to pursue those policies, to make those decisions, or to follow those lines of action which are desirable in terms of the objectives and values of our society" (Linda Lee-Davis, 2005). This shows that at that time when this definition was coined for CSR, businesses were quite dominant, hence, their activities were influencing the society on a significant level. However, this definition seems quite general as it does not specifically focus on what are the objectives of the society and what actions should a business pursue or not pursue.

Yet one other way to look at corporate social responsibility was based on the responsibility that is voluntary in nature, while some believed that CSR is a legal obligation. Again, this definition focused generally upon the power that the businesses possess socially and that they need to use this power for the betterment of the society, yet again this seems to be a general definition because it does not specify any details regarding what kind of social power does a business hold and what responsibility does a business need to fulfill to be socially responsible.

Many interpretations of CSR focus solely upon volunteer responsibilities, while many disputes over lawfully enforced responsibilities by the state. Frederick (1960) claims that: "Social responsibility in the final analysis implies a public posture toward society's economic and human resources and a willingness to see that those resources are used for broad social ends and not simply for the narrowly circumscribed interests of private persons and firms" (Linda Lee-Davis, 2005).

During 1987 and 1998, Frederick (1960) identified such a developmental change for CSR management that after him everyone began to define CSR throughout various phases and stages.

"He was aware that there was progress in CSR's relationship between business and society which was based on ethics" (Bolton S. B., 2011). Frederick (1960) additionally proposed the concept of donation, which he defined mostly as a corporation's commitment to somehow contribute towards community through charity but was not obliged to do it.

Corporate Social Responsibility is defined by the World Business Council for Sustainable Development (WBCSD) as a: "business' commitment to contribute to sustainable economic development working with employees, their families, the local community, and society at large to improve their quality of life" (Watts, 1999).

Each of above aforementioned explanations provide an overview of CSR, that is primarily concerned with businesses and its key interested parties.

1.2 Historical Background of Corporate Social Responsibility: How and Why CSR Emerged?

Corporate social responsibility has been around since, well even before 1950s. However, the concept of CSR did not emerge overnight. Throughout this period, CSR's philosophy, form, study, as well as notion evolved significantly. CSR terminologies has so far changed considerably since early 1950s, as various researchers had expressed differing perspectives regarding corporate responsibility.

Howard Rothmann Bowen published their renowned work *Social Responsibilities of the Businessman* during the1953. H.R. Bowen is therefore recognized with being the "Godfather of CSR" as he was one of the first persons to speak of it. Through his work Bowen, he taught the businessmen about how to approach social responsibility (Bowen, 1953). Bowen's work led to numerous significant scholars to contribute towards the evolution of CSR in the coming years (Carroll A. B., 1979)

Another significant work which revolutionized the approach towards CSR and led to the modernization of this concept was *Silent Spring* by Rachel Carson in 1962 which has been regarded as a groundbreaking piece of work in the field of environment writing. R. Carson through her work wanted to create awareness about how businesses adversely affect the environment which in return adversely effects the lives of humans. Through her work she proposed the idea of considering the environment factor as one of the key factors of CSR. Carson wrote in her book that because of pollution all the birds have been dead or gone in the spring and no birds could be heard during the spring season, thus making the spring season silent (Carson, 1962).

Another great work was done by William W. Behrens III, Donella H. Meadows, Jorgen Randers, through their book, *The Limit of Growth* which was published by the Club of Rome in 1972. The authors in the book presented the idea of limited resources, they claimed that the population of the world is increasing at a faster rate but there are only limited resources in the world. They argued that no matter how advanced the technology becomes, nothing can replace the natural resources and by the year 2100, it would become quite difficult for the people to survive.

In the preliminary design five parameters were investigated which were: resource depletion, pollution, food production, industrialization and most importantly world population. They believed if these parameters were altered in terms of growth rate, then a sustainable growth pattern could be achieved by the organizations. This work showed that there is also another perspective of CSR which should be considered as well.

Lester C. Thurow, during the year 1996, focused upon another element of CSR through his work by writing a book called, *The Future of Capitalism: How Today's Economic Forces Shape Tomorrow's World,* his work explained that a company has various obligations to its own investors (Thurow, 1996). Thurow's study and work has been regarded itself as a turning point in the domain of CSR research development.

The notion of CSR, on the other hand, grabbed researchers' interest during the earlier 1960s and throughout the 1970s (Majid, 2016). Scientific study about corporate social responsibility, as well as enterprise corporate citizenship, exploded throughout this time frame (Masoud, 2017). Stakeholder theory with ethical decision-making studies grew in popularity throughout late 1980s, then companies began to adopt Corporate social responsibilities during early 1990s (Nada K. Kakabadse, 2005).

Many practical studies have been conducted on the variables underlying corporate social responsibility ever since 2000. Analysts, academics, especially corporate officials are now also now investigating the incorporation of CSR into strategic planning, as well as its successful application and perhaps effects. Throughout these previous 50-70 years this Corporate social responsibility idea was being examined thoroughly.

Table 1. Brief History of Corporate Social Responsibility

Year	Book or Conference	Author or organizer	Publisher and Place	Main focus
1953	Social responsibilities of the businessman	Howard Rothmann Bowen	Harper, New York	Bowen is the first person who talked about social responsibility in his book
1962	Silent Spring	Rachel Carson	Houghton Miffin, US	The book is widely credited with helping launch the environmental movement
1962	Capitalism and Freedom	Milton Friedman	University of Chicago Press, United States	Social responsibility of businessmen is profit making
1972	The Limits to Growth	Donella H. Meadows Dennis L. Meadows, Jørgen Randers And William W. Behrens III	Club of Rome	Book modelling the consequences of a rapidly growing World population and finite resource supplies
1992	Rio Conference	United Nations Conference on Environment and Development (UNCED)	Host country; Brazil	The UN sought to help Governments rethink economic development and find ways to halt the destruction of irreplaceable natural resources and pollution of the planet
1995	World Business Council for Sustainable Development (WBCSD)	Followed by Rio Conference	WBCSD is based in Geneva, Switzerland with offices in Washington and Brussels, Belgium.	The WBCSD was created in a merger of the Business Council for Sustainable Development and the World Industry Council for the Environment.
1996	The Future of Capitalism: How Today's Economic Forces Shape Tomorrow's World	Lester C. Thurow	Penguin Group, USA	Business has numerous responsibilities towards its stockholders
1997	Kyoto Protocol	United Nations	Kyoto, Japan	It is legally binding for reaction of greenhouse gases.
2009	Copenhagen Summit (COP15)	United Nations	Copenhagen, Denmark	Developed a framework for climate change mitigation beyond 2012

Source: Md. Tareq Bin Hossain, 2014, Brief History Of CSR, June 11, 2021, https://core.ac.uk/download/pdf/234668602.pdf

Despite the fact that there are numerous obstacles associated with adopting responsible business practices, such as significant monetary expenditures, securing organizational support, and so forth, however if we analyze the historical background and development of CSR over the past years, we can vividly see that CSR is being understood and implemented at a growing pace as more and more businesses and corporations have understood the benefits CSR brings to the corporation such as the goodwill, the loyal customers, competitive edge in the global marketplace etc.

1.3. The Fundamental Drivers of Corporate Social Responsibility

The self-interest of corporations is a main driver of CSR, which eventually results in a globalized industry that caters to the requirements of the market, workforce, plus communities in order for them to work successfully collectively. The second factor to consider is social investment. Running a business involves both physical infrastructure and social capital. CSR is mostly driven by transparency and trust. Maintaining openness necessitates corporate review.

Businesses may use window dressing to advertise profitability when, also in reality, still no advantages exist; companies however are deceiving their consumers. Because the public has a larger anticipation of company, businesses are more likely to assist towards society's well-being. Integrating workplace, societal, and marketplace challenges into fundamental business goals is what corporate social responsibility is all about. In this dynamic period, companies are much more concerned for all aspects of sustainable development. They seem to be aware of their civil rights, their principles, their personal accountability, and several other variables. Because of this, along with this firms tend to get under a lot of pressure because of the government as well as their state agencies.

The operations of any company engage them to variety of marketplaces. Whatever aspects which impact those marketplaces such as the labor market, customers market, etc. would have an impact on a company's profit margins. As customers become more and more knowledgeable and aware of sustainability, due to this customer at an increasing rate expect the businesses and companies to incorporate CSR into their business operations and functions.

Multiple research findings had also indicated that somehow a rising number of customers desire to spend on commodities which are provided through the firms which are good corporate citizen. Customers are realizing the significance of their buying behavior and how altering their behavior can force business to change their ways of operations. Companies which fail to adhere face considerable customer retaliation through strikes and protests.

After the customers, the workforce, employees of companies are also constantly placing additional pressure on their bosses to participate and adopt CSR initiatives. Even when choosing the company to work with employees tend to check the profile of the companies to see whether a company is socially responsible or not. Thus, to attract skillful and good workers and employees' firms are careful with their actions and try to be more socially responsible.

Shareholders seek high profits with little cost, employees seek decent compensation plus labor environment, as well as public expects strong social programs including protecting the atmosphere. Corporate executives that understand just how diverse the expectations seem to utilize corporate responsibility as something of a valuable strategy somehow to moderate all its stakeholders. Executives regard corporate social responsibilities being one of businesses strategic edge, consequently whilst companies aim towards maximizing monetary development managers will never engage in any kind of ethically unacceptable behavior that endangers their organization's ultimate prosperity (Zhang D., 2015).

Even though social responsibility is historically characterized as the optional measures performed by businesses that assist towards the greater community as well as a stronger economy, several states had also launched governmental efforts throughout previous times to further support as well as encourage corporate responsibility. (Moon, 2004). As a result, corporate social responsibility is transforming into more of a distinct kind of legislative interaction among states, corporations, plus public to encourage environmentally friendly corporate operations (Albareda, 2008).

States typically encouraged corporate social responsibilities via two different methods by enacting legislation. Initially, states may assist increase consciousness about problems, advocate ethical business behavior but also create capability for corporate social responsibility involvement between firms as well as its interested parties. Secondly the state can make policies and laws which assist and help businesses to practice CSR and make them consider a wide range of its stakeholders in their operations (Steurer, 2010).

Internationalization also known as globalization widely, has led to businesses to operate and sell around the world. Although internationalization allows various emerging economies to gain entrance into advanced economies to sell its commodities, however on the other hand this has resulted towards the commercial misuse of the resources in the third-world countries by multinational companies. Process of globalization, and particularly increasing involvement of international corporations, are pushing for universal standardizing for CSR standards.

Multinationals possess considerably greater variety of stakeholders than that of any other businesses, mostly those stakeholders seem to be diverse due to the multitude of nations across which companies trades and operates. Stakeholders' perceptions of corporations' ecological as well as socioeconomic efficiency has increased at various degrees across various regions. As a result, multinational corporations (MNCs) have frequently responded through standardizing fundamental standards throughout nations since this can relatively effective there in midst of such varying preconceived notions.

According to certain studies, Multinational enterprises are much significantly concerned with corporate sustainability versus firms which only function within single economy, since such firms function across different countries and operating conditions, these also are responsive to corporate sustainability priorities of the local community. As a result, they must answer towards every host nation's particular CSR requirement, which are founded inside its distinct environment (Dirk Morschett, 2009). Increasingly businesses are also self-regulating through creating company guidelines that help evaluate its corporate responsibility throughout all numerous nations within which companies function and even across its worldwide production network (Kolk, 2005).

1.4. Defining Stakeholders of a Business

It is very significant to define stakeholder because of the stakeholder theory mentioned earlier. It's very much a collection of broad definitions derived out from and reliant upon several interpretations as well as responsibilities relating to corporate morality, CSR's position within strategy formulation, internal control, plus financial management of a business (Rasche, 2008).

A stakeholder is someone who has stake in a business, i.e., does indeed have a strong interest within a firm therefore may influence or even be influenced both by the activities and productivity of a firm. Examples of stakeholders can be the shareholder, employees, customers, suppliers, government etc. A stakeholder is different from a shareholder. A shareholder is someone who has a part ownership in a company by owning shares in a company, thus being called a shareholder. The difference is further explained in the diagram below.

Table 2. Comparison between shareholder and stakeholder

	Shareholder	Stakeholder
Definition	The person who has a share in the ownership of the business.	The person who has an interest in the business. In or are impacted by the business.
The main focus of the business	To obtain profit from the business.	To achieve longer-term performance in the business
Relation to the business	Owner	Have an interest in the business: customers, employees, community in which the business operates

Freeman invented this term *stakeholder theory* around 1984. This theory basically depicted the various interrelations among the businesses with its numerous stakeholder groups. Stakeholders can have a significant impact on a business. As different stakeholder groups have begun to realize their significance, several pressure groups have come into existence to lobby with a business. Freeman and Philips' basic description for stakeholders was: "any group or individual who can affect or is affected by the achievement of the organization's objectives" (Freeman R. E., 1984).

The stakeholder theory has led to the organizations to group the stakeholders and after that make the most significant decision which will define the reason for the existence of a firm, that is, which stakeholders' group should be prioritized. Most significantly which groups of stakeholders will be prioritized in case of a conflict.

1.5. Stakeholders: Who Are They?

Earlier we defined what the term stakeholder basically meant and how it came into existence, now we will focus upon who are the stakeholders and what role do they play in the success and failure of a business.

According to Kaler (2002), there are different kinds for stakeholders: claimants and influencers. Claimants are the people who have stake in the business such as the workers, suppliers etc. while the influencers are the ones who can affect the business, such as the customers, media etc. both of these can also be described as internal and external stakeholders of a business and even as primary or secondary stakeholders of a business. Due to the diverse priorities stakeholders' roles and responsibilities vary from one firm to another. (Kaler, 2002)

As the world evolved, and business environment became more global and dynamic, the idea of who is a primary or who is a secondary stakeholder changed. According to Bucholtz and Carroll the primary stakeholders tend to be: “employees, stockholders, vendors and partners of the organisations who play important roles for the organizations’ success” (Carroll and Bucholtz quoted by Thomas Donaldson, 2002).

Looking at various definitions based on different perspectives presented by many scholars, we can see that most definitions concentrated towards a single point that means that stakeholders are the individuals who can affect the business or get effected by a business. The whole purpose of discussing the stakeholders in the thesis is to focus upon the main aspects and theories related to the stakeholders of the business which in return influenced the theories about CSR over the time.

1.6. Theories and Models of Corporate Social Responsibility

The most prominent work was done by the three well known scholars, who focused upon, what is the main goal of a business and the purpose of its existence. These three major works which greatly influenced as well as fueled arguments about the validity and relevance of the CSR theories comprises of:

- *Milton Friedman's work: Making profits for the shareholders, Shareholder Theory (1970)*
- *Dr. F. Edward Freeman's work: Building stakeholders relationship, Stakeholder Theory (1984)*
- *Mark C. Suchman's Legitimacy Theory (1995)*

However, Carroll's Pyramid of CSR was a significant work in the field of CSR research and theory and is still adopted and considered by firms in emerging nations around the world. The purpose of this subsection is to analyze the three main theories and how they are related to corporate social responsibility and most significantly how Carroll's Pyramid of CSR is relevant to direct this research.

1.6.1. Milton Friedman's Shareholder Theory (1970):

According to Friedman the sole aim and responsibility of any business is to earn profits and satisfy its shareholders as the name of the theory he proposed goes. He stated that a firm is only liable towards its shareholders i.e., people who have a share in the business. Thus, its goal of the business should be to maximize its revenue and increase shareholders' wealth.

Scholars like Dr. F. Edward Freeman, strongly disagreed with Freidman's point of view and proposed his Stakeholder Theory, which stated that a firm is not only liable towards its shareholders but also different stakeholders hence, a business should operate in a way that it does not violate the right of other stakeholders. Freeman believed that Friedman's theory only supported one stakeholder of the business i.e., the shareholders and did not consider any other stakeholders who can significantly affect any business or be affected by it.

Many scholars criticized Friedman for his theory as they thought his approach only encouraged the businesses to focus on the short-term benefits and ignores the long-term welfare of the whole society. According to Shareholder Theory, CSR is approached solely based on profit maximization. Freeman’s Stakeholder Theory comprised of a completely opposite point of view and encouraged the corporations to operate by considering all its shareholders such as its employees, its customers, the government, the society etc. everyone who is indirectly and directly associated with the businesses on some level.

The key issues that Freidman focused upon are:

1. Because a company being an independent entity, it cannot be held morally accountable. The main aim of any business is to generate and increase its profit, by staying in line with the codes and rules of the society. A business is only liable towards its investors as they are the main people who invested their money in the business at the first place, hence investors are the most significant stakeholders of the business who deserve to reap any benefits and profits generated by their businesses.
2. Management is considered as the business owners' representative. Its major obligations belonged towards its proprietors. Investing the business's resources for a broad societal good may hardly remain in the advantage of the shareholders. As the shareholder’s money is at stake in the business the business executives should only focus upon activities which will increase returns for the business owners.
3. Management specializes in company operations. However, the management do not have the proper expertise to decide how to spend a business’s money for anything which is not related to the operations of a company. An

accountant of a company might very well know everything about the finance es of the company, but he might not know anything about how to practice social responsibility via its company.

According to Friedman's logic, the utmost value would be for a managing director, is to perhaps deliver as much revenue to investors as feasible. Anybody that desires to seek the social purpose can do it according to their personal schedule as well as from their personal resources. Furthermore, this study assumes also that top management is woefully unprepared to somehow effect societal transformation or developments.

1.6.2. Dr. F. Edward Freeman's Stakeholder Theory (1984)

A discussed above, Freeman's approach and theory presented those collaborative connections with all of the stakeholders is way more practical and beneficial (Bolton B. a., 2011). Freeman argued that a society consists of many groups which are affected by a business thus businesses should be considerate of them or in the long-term it will not be very good for the business nor for the society.

Due to its wide perspective and better understanding of the needs of the society and long-term welfare of the humanity so far Freeman's Stakeholder Theory has proven to be corporate social responsibility's most appropriate and applicable conceptual approach (Zhao, 2016). Sandra Lee Van der Laan (2009) stated that: "The stakeholder theory offers an explanation of accountability to stakeholders" (Laan, 2009).

The origins of stakeholder theory may be traced back to business administration and corporate principles. As a result, it regulates a corporation's beliefs, philosophies, objectives, as well as principles. Thus, the concern which stakeholder theory focuses upon is to identify the fact that a business is accountable for the activities and actions it takes (Clifton, 2011). This philosophy supports co-relationships among varied entities that provide support towards one another. One other critical moral dilemma concern is that what stakeholder groups were genuine in the eyes of the company. There tends to be a widespread misunderstanding regarding the theory that it encompasses the wide range of all the stakeholders of a business (Phillips, 2005). The idea of stakeholder was further simplified and explained as: “group that the firm needs in order to exist, specifically customers, suppliers, employees, financiers, and communities”. (Dunham, 2006)

1.6.3. Mark C. Suchman’s Legitimacy Theory (1995)

The evolving economical, societal, as well as ecological concerns need businesses but also state authorities to obey the regulations, principles, and even standards plus to willingly share environmental and social relevant details in order to verify their obedience towards the law. Mark C. Suchman believed: “Legitimacy is a generalized perception or assumption that the actions of an entity are desirable, proper, or appropriate within some socially constructed system of norms, values, beliefs, and definitions” (Suchman, 1995).

As a result, legitimacy theory serves as a justified component throughout the publication of ecological data. Corporations showcase relevant data regarding their own sustainability activities solely to fulfill societal obligations but also prevent validity problems.

Suchman’s theory analyzes corporate social responsibility efforts as just a component of ethical liability and concludes that companies were obliged towards their stakeholders regarding the operations that a company conducts. The significance of legitimacy theory lies in the fact that the theory aims to make businesses realize that they need to give worth to the other stakeholders of the business, and not just the shareholders.

The diagram illustrated below, was presented by O'Donovan to demonstrate the legitimacy of any organization (Collins, 2006)

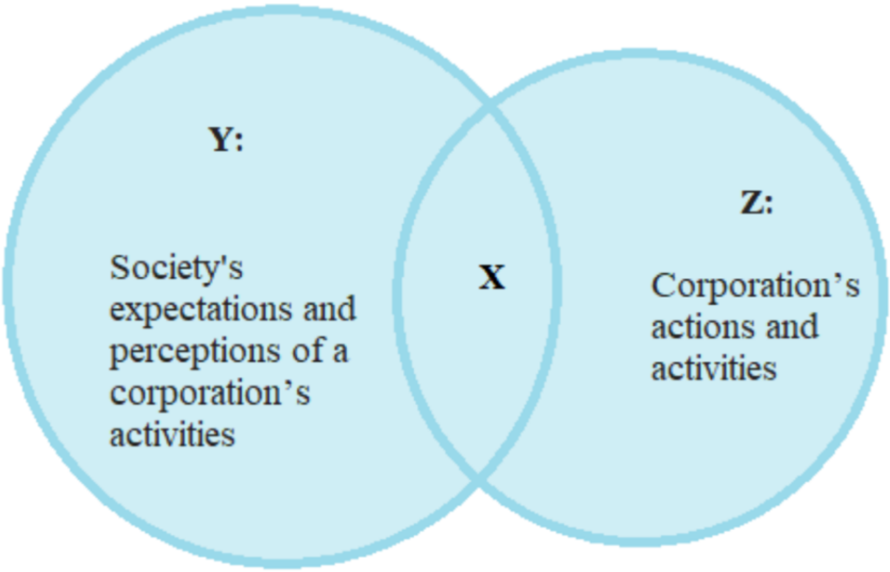


Figure 1. Organizational Legitimacy, Source: O'Donovan 2002

The diagram illustrates that Y represents the perceptions and expectations of society while the Z represents a business's activities. The X in the middle illustrates that to function in harmony with the society the corporations need to stay in this region. Hence, corporations which have been only staying in the Z zone has been accused of cheating the society through malpractices that destroys the harmony and balance of the whole society in which the business operates.

A. Omran and Ahmed M. El-Galfy believed that firms based in first-world countries like Australia, America etc. can most appropriately use the legitimacy theory (El-Galfy, 2014). This is because people in developed countries tend to be more sensitive towards the ethical running of a business thus through this kind of transparency a business connects with its stakeholders in a better way to gain their trust.

Figure 2. Pyramid of Corporate Social Responsibility by Archie Carroll (1979): Carroll's Pyramid of CSR (1979)

Source: (Thacker, 2019)

The diagram above shows Archie Carroll's Pyramid of CSR, it was this work of Carroll's through which the concept of CSR became popular as this model simplified the idea of CSR which became more understandable. Carroll proposed that if a company wants to be socially responsible, it must be responsible on four levels, Carroll divided those four levels on the base of their significance from bottom to top as the diagram shows.

Carroll's work managed to do what other scholars through their work could not do, as discussed above in Stakeholder, Shareholder and Legitimacy Theory. Carroll argued that to be a good corporate citizen, a firm should satisfy one level of the responsibility before moving on to the next.

Carroll's CSR concept shown in the figure above can also be presented in the form of an equation as below:

Corporate Social Responsibility = legal responsibilities + economic responsibilities +philanthropic responsibilities. + ethical responsibilities

These four CSR elements listed above are concentrated upon several other stakeholders in the organization. The economic and legal burden generally centers around the company's owners. The emphasis of economic duty has been on maximizing benefit and gaining a comparative edge in the industry. Since most of the companies are highly motivated by the need to breakeven, make a profit and survive in the industry, thus economic factors become an integral part of business practices and operations.

1.6.3.1. Economic Responsibility

According to Carroll, the first and the basic responsibility of any business is to earn profits. The reason for this is that if a business is not able to make profits it will be hard for the business to exist in the long term. Profit ensures that a business keeps functioning, and pays its numerous stakeholders such as its employees, shareholders, suppliers etc. A productive and profitable business contributes towards the society by providing commodities and jobs, this helps the whole economy.

1.6.3.2. Legal Responsibility

This level is extremely crucial as it defines how a business conducts its business according to the laws and regulations set by the government of the country in which the business is operating. If any business fails to do so can harm the business and even force it to shut down. Thus, to exist in the society in which it operates, the business needs to abbey by the laws of the local state. Being motivated to earn profit in business organizations should not be considered a terrible intention however trying to remain within the boundaries by simply following government laws and regulations to operate a company is referred to as constitutional compulsion. The constitutional compulsion of the company represents activities of the company in compliance with applicable laws and regulation.

1.6.3.3. Ethical Responsibility

The term "ethical obligation" refers to the principles or norms that affect customers, shareholders, and stakeholders while maintaining reverence, regard, and consideration for ethical values. As through technical innovation, ethical principles help to establish new rules and are associated with moral obligation and shifting societal situations such as human rights, environmental regulations, and the understanding of ethical norms, which results in a widening of the legal obligation classification.

It is important that a business conducts its operations ethical i.e. it does not harm anyone and be fair in its dealings. Even though a business is not obliged to be ethical, but it is the first step towards pursuing CSR. This will give the business a competitive edge and more stakeholder confidence.

1.6.3.4. Philanthropic Responsibility

Carroll argued that if the businesses were taking so much from the society it also needed to give back. More charitable actions can make a business more socially responsible. The philanthropic obligation of a corporate enterprise entails volunteer action. It is a corporate donation to charities or a voluntary welfare scheme. If an agency does not offer charity or charitable assistance to the community, this does not imply that a company is not acting ethically.

In order for a business to be a socially responsible citizen of its society, the business focuses upon philanthropic efforts, which causes the business to be much more committed towards their clients, customers and entails the profit of not only the business itself but in the end the whole society wins as the interests of every stakeholder is significantly taken into considerations.

According to research and studies conduscting in the field of corporate social resposibility, the corporation's charitable effort can boost the welfare of the business and its workers. It is known that when moral and charitable activities are combined, people see them as corporate social responsibility. In a realistic or managerial context, a socially conscious corporation seeks to maximize benefit while still acting ethically in the community, adhering to law and order, and claiming to be a decent responsible business.Under such a case the business is not only profit motivated and not only looks toward to benefitingitself financially, but it becomes more focused on non-monetary factors which not only affects the business but also different parts of the society it operates in.

Carroll prioritizes economic responsibility amongst all other responsibilities (Carroll, 2003), however there seemed to be certain flaws with this pyramid. At the time when the model was introduced there was no theoretical framework presented for it, only the diagram was proposed, due to this many scholars critiqued the model to lack some sort of explanation which could have not only helped to explain the purpose of each component but also help to analyze the diagram. The style of model confused some people as it showed philanthropy on top of the pyramid making it look like the most significant factor of the pyramid, however Carroll proposed a completely different approach to the model.

Due to these critics, Carroll realized that the model needed some alterations, thus, along with Mark S. Schwartz, in 2003 Carroll revised the model and proposed another model which consisted of only 3 levels, excluding the philanthropy from the new model, and named it *The Three-Domain Model of CSR,* as shown in the diagram below, they further added more theoretical content to explain each component more and clear the confusions which existed before. Again in 2016 Carroll, wrote an article further elaborating all four components.

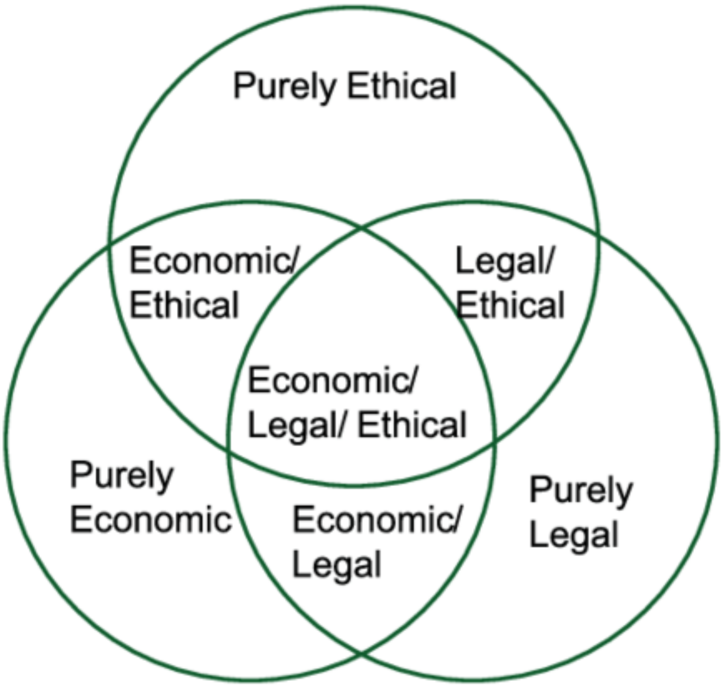


Figure 3: The Three-Domain Model of CSR

Source: Building Blocks for Alternative Four-Dimensional Pyramids of Corporate Social Responsibilities (Timo Meynhardt, 2016)

1.7. The Limitations of CSR Models and Theories

Here exist several arguments mostly on dispute among corporate social responsibility's societal goals and a business's goals about its profitability and about how to find a balance between both the goals. The Stakeholder Theory, according to Preston and Donaldson (1995) presented three aspects, aspects that are informative, functional plus regulatory (Fontaine, 2021).

The time when Freeman proposed the Stakeholder Theory, he did not present the exact definition of a stakeholder, even his interpretation of stakeholder evolved through the years. Freeman argued that a corporation should be considerate of all his stakeholders, but scholars argued that it is not possible for any business to satisfy all its stakeholders (McGew, 2021). Significant issues arises when the priority of stakeholders is discussed, such as which stakeholders are the most important to the firm and which are least especially at the times of irreconcilable differences which stakeholder which the firm choose to give priority.

Shareholder Theory in this sense stands firm on its stance that the most important stakeholder is the shareholder, and the most important business objective is profitability. Scholars who were in the favor of this theory also shared the belief that a firm also has limited resources and capital, and it needs to use them in order to run the business in the long-term, thus Government should be the one held responsible for the practice of CSR not businesses (Bolton and Benn, 2011).

While stakeholder theory only focused upon certain groups of a society, Shuman's Legitimacy Theory considered the overall society. Transparency and legitimacy are something which is sought by the whole society but not just any stakeholder group. Even though both the theories are relevant in their own way and complement each other, legitimacy theory proposed certain depth with regards to stakeholder theory.

After reviewing the literation above the model and theories discussed tend to be more applicable and suitable for large corporations and that stakeholders lie in two categories, external stakeholders which are not directly related to the business such as media etc., and internal stakeholders who are directly related to the business such as the workforce etc. However, overall primary emphasis for the research will be upon the growth in corporate social responsibility in businesses throughout Pakistan.

1.8. Understanding the Significance of Stakeholder Theory in Corporate Social Responsibility

While discussing corporate responsibility – whether in regards with academia, a subject offered at academic institutions, or cultural factors used in businesses – corporate social responsibility and Stakeholder Theory are two key ideas which are often looked at. Over the past years both concepts have developed significantly and has become more and more popular among the scholars.

Both these concepts share certain similarities but at the same time both these concepts examine identical corporate problems through distinct perspectives. Where CSR, tends to have an ethical approach towards the business operations, Stakeholder Theory gives a more detailed structure about both the company's responsibilities towards its stakeholders as well as stakeholder's responsibility towards the company.

Even though corporate social responsibility and stakeholder concept frequently examine the very same managerial challenges, researchers assume that perhaps the terminologies about both these notions could equally be beneficial from many points of view, there use is determined upon any specific issue we wish to tackle. Stakeholder Theory may become a valuable instrument that focus on providing direction about how the business might run entirely provided we examine at the firm comprehensively, bearing in mind its entire aim goal, ideals, efficiency, profitability, as well as influence across overall corporate stakeholders.

The theory lays the foundation of a business's obligations towards all the groups of stakeholders it has. Thus, keeping in mind, the corporate responsibilities, the best way to manage any business overall is by considering the fact that each and every of its stakeholder is significant at the same level, no one group being more important than the other. A firm must try its best to not create any differences among its stakeholders, and it is even better if the managers try their best to keep the interests of all its stakeholders towards a same goal.

Corporate social responsibility and Stakeholder Theory, each emphasize on relevance for corporate accountability towards the societies and communities. Both the concepts present the idea regarding how businesses can create value for the society as a whole if they are ethical towards different stakeholders and communities. Even though CSR tends to have a wider approach including the whole communities and societies, stakeholder theory focuses upon significant stakeholders. The image below further elaborates the relationship between both the concepts.

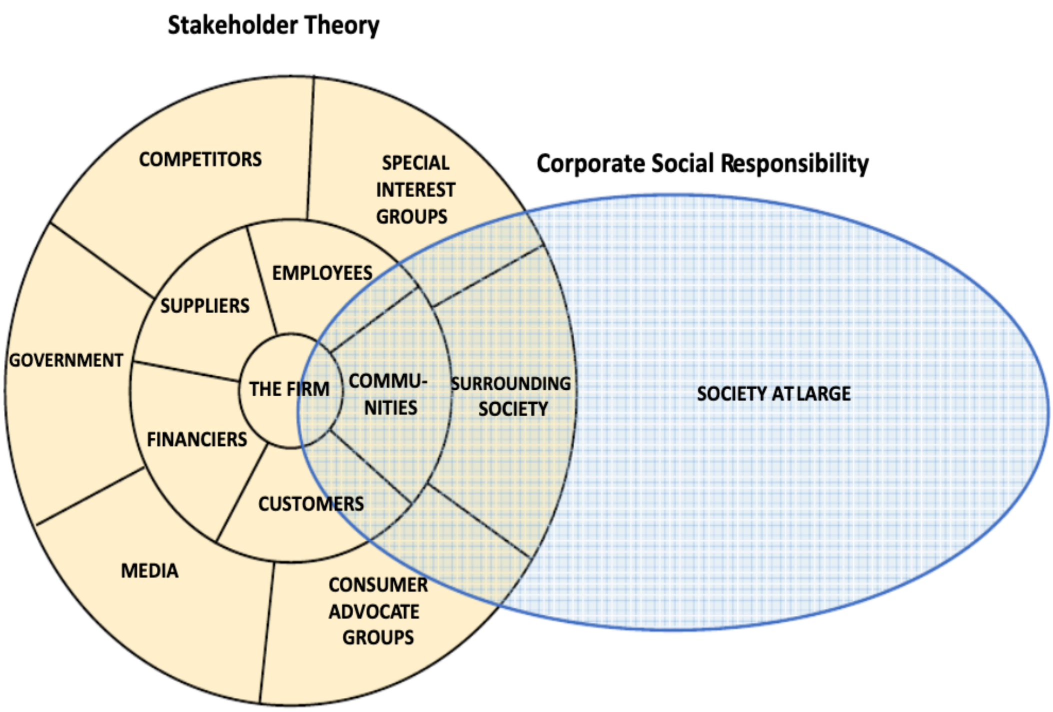


Figure 4: Relationship Between CSR and Stakeholder Theory

Source: Freeman, R., & Dmytriyev, S. (2017). Corporate Social Responsibility and Stakeholder Theory: Learning From Each Other. (Freeman, 2017)

Corporate social responsibility seems to be an inclusive term encompassing a corporation 's operations aimed at targeting the community as a whole as illustrated by the diagram above, such as philanthropy, volunteerism, ecological initiatives, including fair working conditions. However, Stakeholder Theory gives first priority to the primary stakeholders thus keeping them in the inner circle of the diagram, and later gives priority to secondary stakeholders thus keeping them in the outer circle. However, both the concepts play a major role in enabling the understating of CSR by the corporations (Freeman, 2017).

Stakeholders' terminology is proven essential towards assisting corporate social responsibility academics also in identifying and specifying company's "public" duties, both philosophically and practically. Nonetheless, both principle but also competences underlying corporate social responsibility, that depend upon the division of corporate with society objectives, but further corporate with morality, lose sight of solving however the three obstacles which Stakeholder Theory seeks to tackle.

This issue involving creation of value as well as commerce somehow doesn't come under the purview of corporate responsibility until how a firm produces value has a detrimental impact upon community. Corporate social responsibility does not take into consideration the process of value addition as it only focuses upon the ethical aspect which is looked upon afterwards. CSR does not focus upon the financial aspect of a firm thus stakeholder theory plays a significant role to fill this gap.

1.9. Integrating Corporate Social Responsibilities with Stakeholder Philosophy

A business's obligations comprise of a lot of elements such as corporate social responsibility, stakeholder theory, legitimacy theory etc. however, CSR and corporate responsibility are also very closely interrelated based on some similar aspects. These three aspects consist of, Purpose and Creating Value and Stakeholders Interdependence.

The Purpose: The question about why a firm came into existence is answered through what the purpose of that firm is. This purpose should always be in the center of the business's operation and must never be forgotten. The purpose provides a business with a sense of direction, everyone in the firm knows what they are working towards and what their actions should achieve in terms of the goals of a business in the short as well as long-term. On its way to achieve its goals a company should adapt certain actions and initiatives that help them to fulfil its obligations. It is of immense significance that the purpose of any business should be based upon moral grounds. Any business whose purpose is ethically justifiable is likely to succeed in today's dynamic business environment.

Creating Value: A firm should be responsible for creating value for its different stakeholder groups, as proposed by the stakeholder theory. Because of this the motivation towards the creation of a certain business tends to become more practical and more of a reality. When the business is highly focused upon the notion of creating value for its stakeholders, it is more authentic in its operations, it is more legitimate and very less often such businesses have immoral practices which would adversely affects not only the reputation of the business but also harm it stakeholders. Such firms incorporate ethics into its decision-making agenda and criteria and focuses upon integrating the economic goals of the business with ethical, social and ecological goals as well.

Stakeholders Interdependence: In a world with finite resources, businesses have to focus upon the opportunity cost of choosing one alternative over the other. Opportunity cost is a significant concept in the business world or even in the general world, the term basically states when making any decision, what is the value of the alternative which we do not choose. In other words, the cost of not choosing a specific alternative. For instance, look at the diagram below

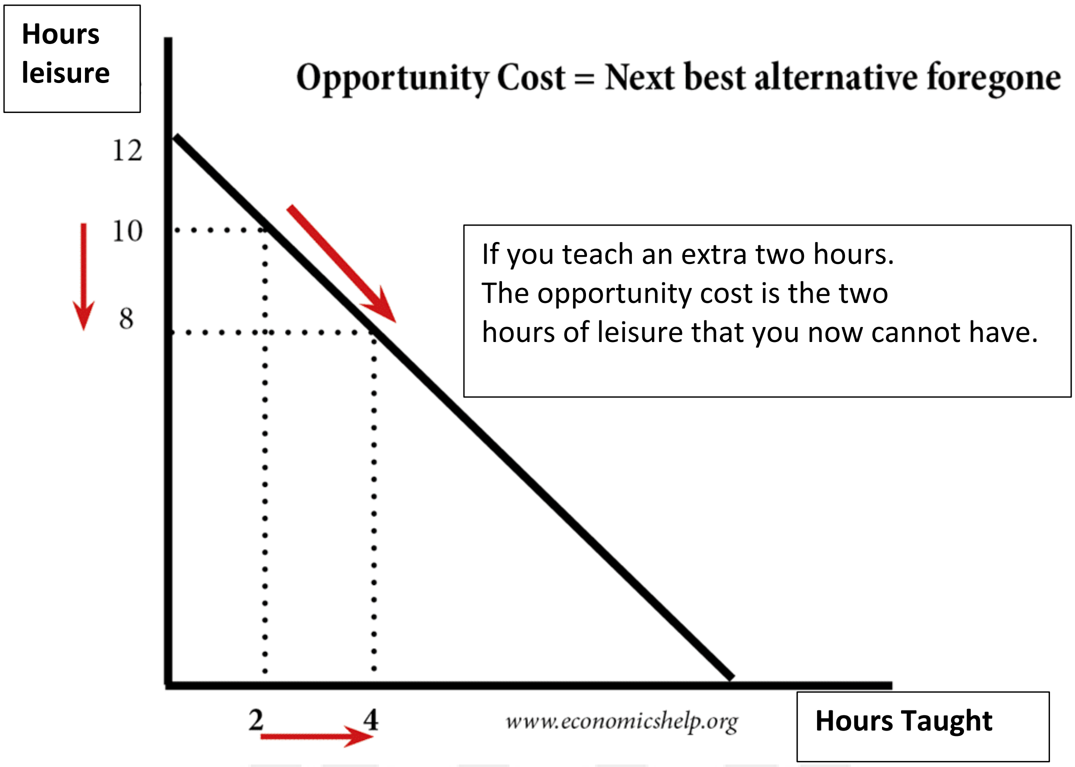


Figure 5. Opportunity Cost of a Professor

Source: 29 March 2019 by Tejvan Pettinger

The diagram above illustrates the concept of Opportunity Cost of a Professor. The horizontal axis shows the hours that the professor teaches, the vertical axis shows the hours of leisure. Now the relationship between both the axis is that the professor can either choose to teach or he can either choose leisure ιme. However, for every hour he chooses to teach he has to forgo that hour of leisure and vice versa, thus the professor's opportunity cost of teaching 1 hour is letting go of 1 hour of leisure time. And it keeps increasing or decreasing based on the professor's decisions. The professor only has limited hours each day to utilize, between these limited 24 hours he needs to decide how many hours to teach and how many hours he should keep for leisure time. Time being the finite or limited factor puts a certain pressure on the professor to decide very carefully as the time will not come back.

The same concept is used to describe the resources of the world. There are only finite or limited resources in the world and on almost daily basis businesses need to make decision based on the opportunity cost of choosing each decision. Businesses often believe that due to limited resources the business needs to carefully chose between what is more important than the other and what to let go. Businesses believe, using the limited resources to help develop society and community would not be very feasible as it would be difficult to give more to its investors. However, this mindset is not liable, as the idea of stakeholder interdependence argues. Businesses often overlook this notion. What the businesses do not focus upon is that all the stakeholders reside in the same society and are somehow interrelated or interconnected. Thus, benefiting and the process of value creation for other stakeholders than only the shareholders benefit the business itself. Shareholders and significant investors of any business can reap great benefits by assisting, helping and supporting the society.

The purpose of choosing these theories and models was to discuss how and why the concept of CSR emerged and how over the time it evolved throughout South Asia and especially Pakistan, as the concept of CSR began to be understood by more and more corporations, this understanding led to the businesses operating in a country like Pakistan to incorporate the CSR concept and on what levels they practice CSR will also be discussed in chapter 2. The main theories which will be used to measure the level and kind of CSR that is practiced in South Asia and Pakistan would be Carroll’s Pyramid of CSR, Stakeholder Theory and at some points the Legitimacy Theory.

The reason for choosing these theories is because CSR is still at its initial stages in Pakistan, and these are the theories through which we can effectively measure the type and level of CSR in Pakistan. These theories provide us with the qualitative database which we will use to assess how well the concept of CSR is understood in Pakistan and South Asia and the evaluation made from this analysis will provide us the basis for outlining the gaps between developed and undeveloped economies in terms of CSR and how this gap may be filled in the future. As a result, to establish CSR activities throughout Pakistan, this whole study integrates stakeholder theory, legitimacy theory, and Carroll's CSR model.

Chapter Two

CSR in Pakistan and South Asia

The aim of this chapter will be to explain with respect to CSR in emerging and emerged economies along with South Asian perspective of CSR and how CSR is interpreted in Pakistan, its issues, the objective of the study and the discrepancies faced.

2.1 Corporate Social Responsibility (CSR) across Emerging and Emerged Economies

Corporate social responsibility tends to provide a doorway enabling the firms to really incorporate the corporation's operations with morality and ethics, because that is required to broaden the business's emphasis outside of their corporate bottom margin and profitability. Corporate social responsibility has just increasingly been involved with and integrated throughout company plans as well as corporate practices within advanced economies, as well as this extends past donating, philanthropy activities, and just about any other media-attracting actions. It symbolizes a company's objective as well as purpose, whereby firms must cope with customer satisfaction but also community affairs with press control excellence i.e., the media.

The most critical concern in most industrialized economies seems to be the control and reduction of global ecological destruction. As a consequence, organizations are therefore emphasizing a lot upon analysing as well as disclosing the ecological footprints of the business and doing everything possible that improve business manufacturing making it more sustainable, better and nicer to the earth.

In Germany, as an example in this case, the autonomous vehicle sector remained rigorously monitored concerning reducing the carbon pollution generated from automobiles. The investigators additionally analysed overall usage for energy sources by automobiles. As a reaction, commencing in 2018, motor manufacturers including Bayerische Motoren Werke (BMW) launched certain sustainability practices helping reduce pollution therefore preserve our environment against catastrophic degradation (BMW Group Sustainable Value Report 2018, 2021). Experts furthermore claimed also that vast majority of individuals in industrialized nations are aware about their ethical and moral obligations (Mirshak, 2007). However, businesses across emerging economies tend to accept funding from the well renowned multinational businesses in the country, in order to engage with socially responsible operations but also create genuine transformation among local community. Corporations from underdeveloped nations carry out sustainability initiatives by combining the customs and values of the society.

2.2. Perception and Practice of CSR in Advanced Nations:

The concept of CSR seems to be in the initial stages of growth around the world however it is growing at a faster rate as more and more people become sustainability conscious. We may see a growing pattern in the incorporation of environmental and social concerns into the strategies of various leading firms in developing countries. This convergence of economic and societal issues is similar to what the European Commission have identified. Corporations in developing nation tend to be much more adamant about incorporating CSR frameworks into its long-term strategies, and one of the key reasons for this is mandatory CSR monitoring mandated by regulation in certain advanced nations (Sands, 2012).

Another cause might also be an uptick in the strategic capacity as a result of different corporations implementing social reporting. As a result, businesses in developing countries are much more dedicated to CSR and are increasingly concerned about the climate and societal sustainability.

The triple bottom line (TBL) definition explains the CSR concept (Carol Adams, 2004). It defines three distinct roles (environmental, economic, and social) that, when combined, constitute the three pillars of WBCSD-defined sustainable growth. The CSR definition in developed countries continues to focus on (TBL) putting a strong focus on environmental management activities, which contributes to the development of environmental sustainability consciousness, involving stakeholder engagement in adopting sustainable practices, and creating well-articulated customer expectations about environment.

There is a strong concern in the private sector for charitable engagement that transforms corporate engagement and policies beyond charities or philanthropic work. Companies in some countries are implementing efficient practices in its supply chain, hence, leading to a growing pattern in private-public partnerships that support both parties.

Companies in advanced nations are striving to recognize and close holes in corporate social responsibility processes, as well as to establish universal standards for supply chains manufacturing that is environmentally friendly. Improving socioeconomic efficiency itself has emerged from the contribution to social responsibility and has given rise to the principle of corporate governance, as illustrated in the following equation (Carroll, 2000).

Corporate Social Responsibility ——— emphasis obligation, accountability

$\Downarrow$

Corporate Social Responsiveness ——— emphasis action, activity

$\Downarrow$

Corporate Social Performance ——— emphasis outcomes, results

Focusing on such concepts, an organizational structure may provide long-term stability as well as ease within enterprises and communities. Above description given shows how to really achieve corporate citizenship success to be a corporate ethical resident. The preceding term illustrates the effect of industry on society.

Companies assess their social success as they begin to understand their effect, such as the influence of industry on basic business principles and policies such as civil rights, rules of ethics, labor relations, value chain, and charitable programs. The greater the contribution to social justice, the better the social success would show corporate citizenship of a certain corporation.

There are two schools of thought on the CSR and corporate citizenship concepts. One school of thought holds that whether a corporation acts ethically or morally conscious, it becomes a decent responsible business and is referred to as a corporate citizen, while another holds that corporate citizenship is not really a modern idea and is identical in definition to corporate social responsibility. At first glance, the concept of organizational responsibility appears to be particularly centered on corporate and community wellness, and as well as effectiveness assessment.

Not every corporation is willing to act as a corporate citizen; perceptions differ from one company to the next. In general, all points of view reflect the need to make a positive contribution to community. In brief, the CSR definition in developed countries includes integrated approaches to TBL.

In developed nations, market responses to environmental, fiscal, and social issues vary. The researcher attempts to investigate corporate social responsibility in underdeveloped nations in the subsequent section.

2.3. Perception and Practice of CSR in Emerging Nations:

Corporate social responsibility really is as essential among emerging economies as in other advanced nations. The emerging countries' economies are expanding, and they have a sizable demand for global trade (IMF / World Economic Outlook April 2021 Forecast, 2021). Significant instabilities are also occurring in the society and the environmental elements of life in emerging nations like Pakistan.

However, now if only the basic necessities (food and water, clothing, and medical care) are included, there really are 1.1 billion individuals that live on less than $1 a day. The very same number of people have been denied access to nutritious food and safe drinking water (IUCN World Conservation Congress, 2021). CSR in such nations is limited to the following operations, outlined as follows (Visser, 2008).

- CSR is pursued by a small number of businesses with aspirations of expanding their market and achieving international prominence.
- CSR is often implemented by adhering to codes and legislation for particular businesses connected to agriculture, sanitation, and so on, such as fair trade, HIV, and so on.
- CSR is concerned with charity, economic building programs, and philanthropy in undeveloped nations.
- In some situations, a quandary exists, making it impossible to implement the CSR definition, as in developed nations.

Various businesses are focusing their efforts on incorporating CSR into their business strategies. In developing countries, the CSR concept entails relatively brief commitments in corporate donations and humanitarian activities by numerous international companies which imitate these other firms in implementing a CSR strategy.

As a result, the developed world's CSR situation differs from that of emerging countries companies, in developed countries are focusing on Triple Bottom Line (TBL) and taking company commitment on a long-term consistent way, as described through World Business Council for Sustainable development (WBCSD).

In recent years, major businesses in oil-rich nations such as the Kingdom of Saudi Arabia, Emirates, and Qatar, among others, have incorporated CSR into their business strategies in order to implement more competitive business practices (Syed, 2009). Nevertheless, advancement towards CSR understanding and acceptance in emerging economies has been sluggish (Visser, 2008).

As a result of the tradition of organizational charity or philanthropy initiatives by various major companies. CSR becomes an integral part of corporate policy in developed nations because of these community building projects and health measures. Furthermore, the present analysis reveals a plethora of development initiatives, social welfare, and philanthropy development in different Pakistani organizations. In Pakistan CSR is not dissimilar to that practiced in other underdeveloped nations the analytical results of CSR in Pakistan by different companies are presented in chapter 3.

2.4 South Asian Perspective of Corporate Social Responsibility

All around globe, corporate social responsibility is witnessing significant changes. Corporate social responsibility is becoming a fundamental aspect of organizations in a number of countries They're figuring out how to keep their business growing by gaining the interest and attention of its clients as well as customers. When the company grows, it's really vital for it to focus past relatively short earnings but also find strategies to maintain long-term success. Authorities should advocate as well as assist firms to also engage in local developmental projects, however Corporate social responsibility cannot be enforced.

Several developed nations have reaped significant benefits through sustainability initiatives implemented through its main corporations. International corporations have garnered several gains from social welfare or even developmental activities, as well as assistance and funding for education, scholarship, news reporting, and protection of the environment activities. Throughout the developed world, effective sustainability projects have indeed drawn societies closer. It also reinforced people's personal devotion for their nations' common progress.

The legal, political, as well as infrastructural environments in which businesses operate within South Asian countries has changed rapidly but also frequently dramatically during these previous 15-20 years. This region has been widely viewed as simultaneously a source for world socioeconomic progress and a hindrance towards long-term advancement.

In this region perhaps the major factors that harvested change was by the state to bring economic deregulation, which further led to quicker and better movement of labour, data and finances among the economies in South Asia and around the globe. This as a result has, worldwide ecological and societal issues progressively push judicial as well as business planning and running procedures throughout South Asian companies. Companies increasingly started actively altering plus rethink its operations, systems, including methods yet in response towards such new problems, along with include the concept of sustainable development throughout business plans. (Touche, 1992).

In South Asia, effective CSR centred upon brand-associated charitable philanthropy has advanced at such a quicker pace even than moral CSR. Corporate proprietors' mindsets have proven to have been a severe barrier. Numerous businesses have a narrow-minded perspective and therefore only concentrate on simple sales revenue due to the inadequacy of consciousness, understanding, as well as suitable assistance. Although many among these largest corporations remain unprepared for corporate responsibility but also tend to regard this simply a nuisance (Touche, 1992).

For businesses it is way easier to just donate or giveaway money in charity rather than develop, plan and implement corporate responsibility in their business operations as they find it time consuming and hard work. Due to such mentality the progress of CSR in South Asian nations has been quite sluggish. The reason for this is lack of interest combined with lack of knowledge. There tends to be more philanthropic approach adapted then following and adapting proper CSR elements.

The regional CSR agenda places a low priority on students with disabilities, technical programs, scholarship, and programs aiming at raising understanding and altering the attitudes and actions of unwell groups. Additional issue is that even the lines among sustainable development versus business charity are blurred. Companies persist to ignore the fact that corporate social responsibility contributes to greater revenue, more consumers and marketplaces, as well as a greater degree of societal consciousness within the corporation as well as its staff. (Schuster, 2016)

South Asian Region had also emerged among the fastest expanding economies yet rapidly developing areas, with numerous international corporations viewing this region as being the critical key booming industry contributing to its operations, spending on domestic manufacturing units while incorporating local firms within its economic activities. A growing focus for corporate sustainability throughout the subcontinent also is premised upon a particular organizational framework for countries throughout South Asian which vary from Western countries. As practical terms, all industrialized as well as establishing nations' organizational contexts have very significant influence mostly in creation or even execution for corporate social responsibility (D. Matten, 2008).

Westerners' corporate social responsibility techniques, as an instance, will maybe perform poorly mostly in South Asia market that is because the businesses operating in this region view corporate social responsibilities as a kind of socioeconomic but also ethnic colonialism (Lund-Thomsen, 2011). Due to this, some scholars believed that there is a need for a view from a perspective of Asian mentality towards CSR so that can help countries in this region to succeed in socioeconomic sustainability (Jeremy Moon, 2007).

The lasting background with English colonization throughout the Indian subcontinent also had an impact upon South Asia. Factually, British East India Company (BEIC) ruled and controlled the Indian subcontinent. During 1857 because of the World War 1 the British Crown took complete control over this whole region of subcontinent. In 1947 the Britishers left the subcontinent and this region devised into separate countries i.e., Pakistan, India, Nepal, Bangladesh, Afghanistan and Sri Lanka. After the independence all these nations developed differently.

Due to this diversity of development the approach towards CSR in different nations of South Asia also varies to some extent. As an example, in this case, although India established as the biggest democratic government in the world, alongside legal advocacy for Corporate social responsibility, on the other hand, Pakistan has always been dealing from the consequences of weak political administrations including recurrent army coups (Arora, 2006).

Despite this fact that Sri Lanka has frequently been cited as the example for their liberal employment regulations, Bangladesh has been occasionally recognized for being nothing more than a prominent illustration for its drive towards the lowest on terms with employment conditions. Lastly, the rising majority with corporate executives including scholars understand here believed Corporate social responsibility must become embedded inside a country's contextual roots since morally accountable habits were heavily influenced by spiritual principles views, including ideologies like the Christianity, Islam, as well as Hinduism (Muniapan, 2014).

We already have considerable grasp about corporate social responsibility in the perspective of South Asia within scholarly research (Moon C. a., 2005). This growing research about corporate social responsibility throughout South Asia gives understanding regarding particular socially accountable activities by both international corporations as well as domestic businesses, and also its influence upon the reduction of poverty (Bimal Arora, 2012), breaches of civil rights (Gupta S, 2010), racism ethnicity based (Newman, 2007) , insufficient employment regulations (Nadvi, 2010), as well as an absence for job security within both its official or unofficial sectors (Pingle, 2012), increasing pervasiveness of underage slavery (Crane, 2010).

Bimal Arora and Ravi Puranik demonstrated in the context of India regarding how corporate sustainability activities by businesses throughout India were hardly integrated into the primary corporate operation rather mainly were humanitarian collaborations (Puranik, 2004). Recent research in Pakistan have looked as to how national communal organizations, including primarily industrial unions have the significant part for defining communal reactions towards outside produced corporate sustainability demands (Lund Thomsen, 2011).

Michael E. Nielsen, focused upon child labor in Bangladesh's garment sector, he also addressed if that Harkin Act as well as its ensuing risk for the protest resulted on its anticipated objectives (Nielsen, 2005). Kabeer, furthermore, emphasized potential beneficial influence that non-governmental organizations (NGOs) upon different policy objectives inside this lack or of an appropriate legislative framework within Bangladesh (Naila Kabeer, 2010). Don Messerschmidt and Stephen Biggs, in 2005 researched about Nepal's handcrafted paper sector, demonstrating the ethical behavior stems through all variety of interconnected factors, including community involvement, ethical trading code of ethics upon that the societal businesses comply, even corporate sustainability standards of practices developing inside this business domain (Biggs, 2005).

Ultimately, numerous specific problems addressing sustainability concerns throughout Asia (along with South Asia) were being printed by publications along with corporate social responsibility and the Sustainable Development, Magazine on Social Development, Management & Community, including as Asian Business administration Quarterly, and were the focus for published volumes.

2.4.1. Bangladesh

During 1971, as the result of the liberation war, Bangladesh gained its independence against Pakistan. Like other third-world countries, Bangladesh after its independence faced several hardships because of corruption, famine, poverty, military coups, drought etc. However, during the 1990's it started to become a bit stable and had positive economic growth. (Porag, 2014)

This primarily agricultural country became liberalized around 1991, however its economic environment primarily proved challenging, due to issues like as insufficient facilities, weak administrations, with bribery. Industry within Bangladesh has been mainly comprised by SME's which are small to medium firms, with many for whom being involved in a supplier network for international and big corporations from developed economies.

Historically, social and spiritual motivations drove regional businesses to not only donate towards their societies through carefully establishing houses of worship, academies, even universities, and making money towards social programs as well as environmental catastrophes. Such actions ultimately allowed the companies to retain control within certain areas of societies.

However, perhaps the Harkin Bill (The law will restrict the importing of items made using underage manpower as well as will impose fines and jail time upon offenders.) provided a push towards comprehensive corporate social responsibility, United States which is the top importing country for Bangladesh’s commodities, started to boycott Bangladesh due to claims that child slavery and labor was involved in the production process, especially in the textile sector of the economy. This further led to customers boycotting the commodities as well. Because of this International corporations started to indulge in local CSR to improve their image among customers as well as avoided child labor. This made the local business owners also realize the importance of practicing CSR, as it would give them a higher chance of being chosen by multinationals in their supply chain. It became a survival game, and the concept of CSR became very famous and significant all-around Bangladesh during the 2000s. (Porag, 2014)

While no mandatory laws are present in Bangladesh, however, unofficial benefits have been provided in order to encourage medium and small sized enterprises to practice corporate social responsibility. During the year of 2008, the State of Bangladesh proposed for 10 percent taxation exemption on private enterprise’s corporate social responsibility expenditure towards socioeconomic, ecological, and humanitarian initiatives with specific sectors below each heading which will be acceptable.

The ‘social improvement' initiatives particularly addressed the issue of the rights of women. Companies having corporate social responsibility competence had also emerged just to offer and give advisory offerings organize workshops, as well to assist Businesses with understanding but also implementing corporate social responsibilities throughout respective regions.

2.4.2. India

Since the time of early Indus civilization, India has served as a crossroads of commercial activity. English imperial control elevated it to its status as main commercial center for its dominion, dubbed it “gem of its crown”. During 1947, post - independence India possessed solid commercial foundation now to rely back upon, including also with the robust commerce as well as commercial enterprise sector comprised from many ethnocultural groups.

After, freedom there followed the period under ‘Nehruvian socialism' focused upon centralization, communization, accelerated industrialization, as well as tremendous burst for country development. (Ruhela, 2021)

India during the 1998, entered into the league for nuclear-weapons states, enhancing India’s international standing. The business environment of India also appears highly varied. India additionally boasts some of the best management institutions throughout the nation. Previously, big corporations controlled under Marwari and Parsi clans, very much like as Birla’s and Tatas, had provided generous investments towards socioeconomic as well as basic welfare. On even a huge magnitude they construct academic centers shrines, clinics, even perhaps communities surrounding these facilities. This same Tata corporation established foundations that provide funds for groups that focus upon humanitarian concerns. Mr Ratan Tata Foundation and Mr Dorabji Tata Foundation were 2 among India 's biggest grant-making institutions supported with business funding till today. (Kaushik, 2018)

However there exists much considerable thinking about Corporate social responsibility amongst business giants along with research institutes as well as professionals in common, plus they have several prizes recognizing ‘business ethics' but also ‘responsible business.' Worldwide influence has been mounting upon India to really raise its bar on terms of business social investments. Due to this the sustainability auditing and reporting had also risen significantly in India, with several of biggest firms issuing nicely phrased sustainable development statements mostly in style with multinational corporations.

According per the latest studies of Barclay Bank, ‘wanting to give' across India was overall also on upswing, yet although Indians might be conservative with their money, people seem to be more ready to devote one’s hours in order to engage towards humanitarian service and volunteer (Barclays Bank, 2017). Many of individuals signed up for the Times of India's Teach India project helping educate disadvantaged schoolchildren as well as eliminate lack of education throughout the country.

Donations by higher working income groups too is increasing. Actors and actresses were frequently claimed having really actively helping charities by completing races as well for non-profits but also committing funds in Television quiz programs. Here is a constantly rising multitude with efforts such like a website named the GiveIndia.com, this is a platform allowing people to contribute towards groups for particular purposes, such as to support women, to provide education for underprivileged children and etc. (Kaushik, 2018)

However, as there remains also a widespread belief that Indian benefactors as well as corporations haven't been contributing far more than they can and could. Another accusation seems to be here is that initiatives were boring as well as carelessly executed, with several of these serving only as window decoration for which businesses offered one ounce mostly in exchange for six quarter for Publicity.

2.4.3. Sri Lanka

The beginnings of contemporary commerce throughout Sri Lanka may be traced back to well before commercial commerce through Chinese, Arabs, and Indian merchants, along with imperial era's official Dutch as well as British administrations.

Soon around 1896, out along with a predominantly rural society Dutch and British enterprises transformed Sri Lanka together into trade center in synthetic rubber, chai tea, including herbs and spices, resulting to a creation with commercial enterprises as well as an unofficial share market for stocks. Although Sri Lankan industry continues to be divided into two parts: the excellently formed corporate, primarily industry for exporting, as well as a countryside agriculture farming industry on another hand. (Fernando, 2015)

Being primarily the Buddhist nation, so benevolent or individual humanitarian acts were solely required for accordance with religious beliefs. Numerous Buddhists shrines were maintained or built through contributions by wealthy individuals. During 2003, the Ceylon Association of Trade established its Business Citizenship Achievements, that prompted numerous firms to establish their Sustainability program. Possessing an established sustainability strategy with certain procedures into operation is fast has become the standard now for many businesses throughout Sri Lankan. (K.N. Wijesinghe, 2012)

Very high number of such Sri Lankan firms are also attempting both to comply with Sustainability standards since investors, particularly foreign investors, remain interested on learning more. Corporate social responsibility however is reasonably established into operation within Sri Lanka, as well as it is currently actively debated on a theoretical stage via the scholarly institution as well as philosophers. (K.N. Wijesinghe, 2012)

That involves attempting the move away past previous imperial or historical traditions for charity deeds but instead "seeing for workers" as well as toward the wider, better current corporate governance. However, fund distribution while component of Corporate social responsibility continues to stay minimal as well as the intellectual underpinning of CSR initiatives appears unclear. The damaged economic system after the conflict is still the continuing problem.

Perhaps, South Asia has indeed benefited by this rise of such corporate social responsibility throughout the Western economies, as well as this same emphasis placed by plenty of Multinational companies towards tidying up their production channel following customer protests with knowledge of poor worker conditions and was included in production lines throughout the late 1980s and early 1990s. (Tilakasiri, 2013)

Customer anger, along with worldwide scrutiny on corporate management methods drove multinational corporations (MNCs) into investigate its production processes but also seek to impose certain standards inside manufacturing plants throughout South Asia, in which majority of commodities have been produced, throughout the 1990s. Particularly hard hit seem to have been clothing manufacturers as well as the carpeting manufacturing sector.

Corporate social responsibility was hardly always the means for conscience regulation in the South Asian setting. Business accountability has been increasingly establishing a requirement when purchasing commodities from underdeveloped nations. This had also proven obvious how any kind of CSR practices were required that provide firms a sustainable strategic advantage within the international economic sector as well as to meet certain degree of global requirements.

Corporate social responsibility operations throughout the region seem to be highly varied spanning from an establishment with non - government frameworks through large corporations, joint ventures of chosen Nongovernmental organizations, organizational offering via channels, as well as philanthropy focused work including such money and very kind funding, as well as ‘occasions' including such donating blood, care centers, and perhaps retinal checking tents. Contributions remain popular; however, fund distribution is yet in its early stages.

Social responsibility efforts throughout various nations are therefore defined inside the context of a nation's overarching issue, resulting in some kind of a nation emphasis: This was in war circumstances as well as environmental catastrophes in Sri Lanka., India is restructuring the country to be suitable for a prospective global force and impoverishment reduction in Bangladesh. Its fundamental idea would be that ‘industry cannot flourish unless community succeeds. (Tilakasiri, 2013)

CSR operations include thus often activities which seem to be both beneficial to humanity and excellent as well to enterprise, resulting in some kind of a ‘winning' scenario without any economic or cultural concerns. Also on a positive aspect, Corporate social responsibility throughout the South Asia is currently quite far at early stages, therefore it provides the chance enabling feminist organizations to also interact alongside institutions whom they consider suitable, and also to place rights of women upon this Sustainability platform.

2.5. Corporate Social Responsibility in Pakistan

Situated in the western region of the Old Subcontinent also known as the old India, Pakistan shares borders with Iran and Afghanistan in the west, with India on its east and Arabian Sea on its south. Pakistan was among 2 main heir territories from British India, which had been divided during 1947 over basis of religion. Islam being the major religion among the majority of its population, Pakistan is an Islamic Republic. Islam plays a significant role in every aspect of life in people’s lives in Pakistan. Sharia Law (Islamic Laws and Regulations) is practiced in Pakistan. Pakistan has the population of to 225 million ((Population of Pakistan, 2021)), an expansion of 1.95 per cent from 2020 onwards, citizens with a broad workforce and a range of legal codes. Like most other emerging nations Pakistan also has a variety of foreign and domestic firms operating in various fields.

There is a tremendous opportunity for increased demand from the services and food market. Any of the corporate companies are earning big profits without addressing the environmental and social issues of their corporations and generating a sloppy market climate. This stagnant climate has drawn not just the domestic but as well as foreign multinational firms that are not permitted for working in industrialized economies (Sinead Bailey, 1997). According to Thomsen (Thomsen, 2004): Multiple companies had moved its businesses to South Asian nations due to less costly manpower. As a result, such factories directly dump its pollution in local country's atmosphere.

Due to such bad practices and manner, the ecological environment is declining more and more every passing day and there are various serious health issues such as smoke from the chimneys of these factories pollutes the air and the people living around those areas tend to develop lung diseases and respiratory infections, thus making their lives miserable as they cannot go anywhere else, they do not have the choice to change the place where they live as these people are mainly poor and helpless, even the local authorities hardly focus on the welfare of such people as they are easily bribed by the powerful and rich people who are on top bribed by these big and powerful companies. This exacerbates people's living standards which contribute to inequality, crimes against the humanity and other types of oppression which can adversely affect the country as a whole and hinder it from progressing in the long term.

Much of the CSR study and research is focused mainly upon the background of developed and industrialized nations and there is minimum to almost no CSR research available in underdeveloped as well as third-world nations. It is extremely vivid that responsible and ethical behaviour is required in an organization when contemplating a long-term plan. As over time, aspirations of workers and other interested parties are rising, because effective business firms plan to conduct their operations in order to achieve a good effect upon the communities, societies and people. A number of international corporations have formed collaborations with numerous non- governmental organizations (NGOs) for responsible strategy formulation and implementation, and all these collaborations are called the Green Alliances.

Unfortunately, however, Pakistan-based companies have very little understanding of the ethical and proactive actions and lack of coordination among such conservation like the NGOs to help them guide and shape the Green Alliances. For most of these local and multinational corporations, corporate social responsibility is still very much in beginning phases throughout Pakistan.

Although it is 2021, the definition of corporate social responsibility appears quite elusive in Pakistan. CSR is now at a developmental level in Pakistan. Over than 60 per cent of businesses make donations to charity, economic growth and contribute money for religious purposes or charity. That being said, CSR also isn't given priority by several businesses operating in Pakistan as well as they view it differentially when comparing their CSR system, e.g.

"A significant percentage of domestic companies have a different perspective on CSR: 40percent of the total believe that CSR is all about tax payments, 30percent of the total believe CSR is really all about welfare benefits growth, 15percent of the totals believe CSR is all about labour welfare creation, 10percent of the total believe CSR is all about working in locations where businesses have a keen interest, and only 5 percent of the total believe CSR is all about operating in areas where businesses have a strong interest.". (Farooq, 2021).

Thus, because of this, from the interpretation explained above, the corporate social responsibility is interpreted incongruously by several businesses and firms throughout Pakistan.

There are several avenues in Pakistan to function with CSR and also have a strong opportunity for creating new market possibilities and one of its greatest advantage is that its population has a strong appetite and desire for services and goods. Due to such an opportunity for brand-new marketplace ideas and perspectives, helps a lot of businesses to meet customer's appetite for an array of items and also to draw strategic business goals in the company's overall long-term strategy.

Corporate social responsibility action and practices in such firms and businesses are also an extremely crucial effort to increase consciousness and information about ethical actions within companies. Because of this the various stakeholders of a certain corporation get to know what the organization is really about, what are its values and how it intends to achieve its long-term goals in a sustainable manner, keeping in mind not only the monetary aspect of operating as a business but also acting as a corporate citizen which goes beyond then just existing to make money or profits. But there are no 100% consistent meanings of CSR in the world, for some companies the meaning of CSR simply means not harming the environment but for others it may mean going out of the way to sustain the environment as well as helping the people in need. Pakistan's perception of CSR is very low due to low literacy rate, generating a poor situation on the Pakistani marketplace and a bad name for Pakistani goods on the global market. There is a tremendous need to develop awareness of CSR and moral fashion in order to do businesses in a responsible manner.

Being a third world country Pakistan faces so many issues from pollution to illiteracy, from food deficiency to poverty and the biggest problem that Pakistan faces is extreme corruption, corruption is so deeply rooted in Pakistan that in one or another way it directly or indirectly affects all aspects of life in Pakistan. Corruption is the root to all small to big issues in Pakistan.

CSR is not only the responsibility of corporations or businesses but also the rich of the country, however due to such corrupt and greedy mind set the rich do not care about their country or the poor and unfortunate population of Pakistan.

With every passing day the wealthy and rich are getting richer and wealthier while it seems like poor are becoming helpless and poorer with increasing inflation in the economy. Day by day, more and more middle-class families are moving down a class and entering poor class. With so many poor people in the country more people are on the streets begging and causing crimes. This is happening at such a fast pace that it is becoming extremely hard for even the big firms in Pakistan to decide what type of aspect of CSR it should practice, how to help so many people, and how can only the firms help when the government of Pakistan is so corrupt that it itself does not care about the people of its country, so how can one expect local as well as international business to help everyone in need. This has become a cycle in the past years causing Pakistan to suffer in many ways. In developing countries like Pakistan, the first challenge is to make businesses meet the basic legal obligations. (khan, 2012)

As discussed above, Pakistan is a highly populated country with a lot of issues. It is often frowned upon whether the companies should go beyond their capabilities surpassing the legal requirements in such underdeveloped countries. Thus, before diving into the implications of the corporate social responsibility policies it is rather more significant to keep in mind other cross-cutting complications, challenges, and issues. But first and foremost, the real question is the significance of initiatives related to CSR in third-world countries like Pakistan.

Although multinational firms operating in Pakistan most probably have a clear vision and understanding of CSR and how they can incorporate it in their legal structure, but in regard of domestic firms, there is still a huge void between the boundaries perceived by the company in respect to their responsibility and how their own workforce as well as the general population tends to understand these boundaries.

In Pakistan, multinational corporations are mostly adopting CSR, owing to rivalry. Unilever P&G Nestle, ICI Pakistan and Coca Cola have dominated the Pakistani market. Many local firms have also joined the contest, including Engro, National Foods Pakistan, and English Biscuits Manufacturing. Banks have recently begun to pursue this pattern as well.

Evidently, the regional industry does not fully recognize the significance of CSR, and significant planning in this field has not been made. Both electronic and print media are often deafeningly mute on this issue. (khan, 2012)

Consumers in Pakistan do not really value a company's commitment to the community However, a substantial association between service efficiency and customer loyalty was discovered. Customers are willing to show more importance to pricing schemes than to service providers' CSR practices, according to the findings. 40% of the total population of Pakistan live under the national line of poverty in 2020. Due to increase in poverty at a faster rate over the past years, shows why people tend to be more concerned about the prices of goods and services rather than being more focused on the sustainability part of any business.

A poor man is more concerned about feeding his family on a daily basis and being able to provide them with the basic human needs rather than being more concerned about the fact that if the product or service he buys is sustainably produced or not. In a country with high poverty percentage, population tends to have different kinds of concerns from the people who reside in developed countries with fewer issues like that of Pakistan.

More precisely, the philanthropic CSR is still very much rooted in Muslim traditions in the context of Zakat (a specific type of annual stamp duty / alm-giving) which has been deemed to have been a central duty for any Muslim, depending on the degree of earnings, to be spread amongst the poorest. As per Jennifer Bremer, the Waqf or Islamic pension fund will be administered by charitable organizations composed of components of the CSR, and such organizations are required to lead to the elimination of deprivation and innumeracy (Bremer, 2013).

2.6 What Problems does Pakistan face as an emerging economy

The census of Pakistan is approximately 225 million ((World Population, 2021)). 63.09 per cent of which is the rural population during 2021. Pakistan has always been an agricultural country. The primary source of revenue is from farming, either direct or indirect, the agriculture sector of Pakistan contributed almost 20% to the annual GDP of Pakistan and is the largest sector which has contributed immensely towards employment whether direct or indirect.

People in rural regions has limited resources for even the basic schooling for their children, nutritious food and wellness because of reduced facilities thus poor village growth relative to cities in which they have adequate education, clinics, clean drinking water as well as power, etc. (UN, 2021)

Pakistan, like all underdeveloped nations, faces a number of fiscal, cultural, and diplomatic challenges, the army has played an essential part in civil government in Pakistan since its inception. Serious conflict with its neighboring country over Kashmir, foreign relations (including Western support), as well as the country's geographical position have all bolstered the military's influence and influential place in the country's political system. As a result, over the last 60 years, Pakistan has failed to create a permanent economic and administrative framework.

Pakistani society is made up of various ethnic communities, cultures, and languages. This variety has undermined the notion of a solid democratic period for electoral change. Religious ties will bring peace in the face of plurality. However, over the past two decades powerful faith organizations with special interests have introduced sectarianism and bigotry.

The difference between urban standard of living and rural standard of living exists due to such amenities in big cities. Thus, in order to get good healthcare and schooling services rural people have moved to major cities. Migration produces rapid expansion in the populous of metropolitan areas, disrupting infrastructure and making it harder to supervise and provide proper education and health services, contributing to an uneven allocation of the income which is posing considerable danger causing dangerous violations and crimes. Examples of this are the ongoing circumstances throughout the Karachi, the deliberate killing of incidents including the shooting of innocent civilians (Dawn, 2021)

Under such case, a number of multinational corporations tend to make massive gains in domestic marketplace without recognizing the international norms and not abiding by fair measures for the manufacture of goods. This has a detrimental impact on the customer choice and preferences for Pakistani goods all around the global marketplace, for instance Pakistan's rug marketplace has faced one-billion-dollar in losses since the Iqbal Masih’s incident, International Labor Organization has declared that the leather and garment industries are suffering as a result of child laborers (ILO). Similarly, demand for items available from the athletic products and safe to eat products industries continues to fall as a result of a dearth of understanding of CSR activities in Pakistani enterprises' policies (Pakistan, 2010)

The issue must be resolved as soon as possible.; if this is not done, the problem would most certainly worsen (Andersson, 2010). Corporations should indeed analyze their own ethical and moral effectiveness prior to actually joining the industry. This study would look at how CSR is incorporated into the strategies of multinational corporations and domestic firms in Pakistan.

Giant corporations in Pakistan, such as, Barclays Bank, the Shell Company, and Tetra Pak, were early adopters of the CSR model. However, domestic firms such as (FG)Fuji Group, the Engro group, and (PTG)Pakistan Tobacco Group, are among many, tend to be getting attraction in sense of implementing CSR in their businesses.

These corporations have also attempted to create published papers related to sustainable development, efficient production and CSR. it has been found that some major organizations in developing nations tend to lack the basic CSR principle, this as a result negatively impacts the social lives and there is a growing discontent among the people in the region where they are employed (Dawn, 2019)

Because the experimental portion of the whole research is focused on a literature assessment involving a limited Pakistani enterprise, these observations cannot be standardized or generalized in terms of business operations in Pakistan. It can, however, provide an insight for future analysis and conceptual generalization in this field, as there hasn't been much research conducted in this area. It can make it difficult for the researcher to collect data and knowledge.

The ideas discussed in this study are generalized. So, based on the available evidence, certain aspects of the theory that best concentrate the purpose of this analysis have been regarded. The analytical structure stresses the CSR pyramid which has four responsibilities for analyzing CSR in multinational companies (MNCs) and Local Companies.

The information and the data available for local firms is the same as the data available for international corporations, demonstrating different CSR techniques of an organization. However, the CSR elements of domestic firms do not closely follow the CSR elements of MNCs. That's also "peculiar" in the context that the understanding of CSR in Pakistan varies between firms.

2.7. Lack of Knowledge about CSR across Pakistan:

Prior study indicates that Corporate social responsibility is just not studied as an official subject in many graduate level’s programs, and that there is little scope for study for CSR in Pakistan. CSR still is a developing area that requires scholarly development in the country. According to the findings, there have been no CSR instructional courses among institutions of higher learning. Every now and, then these programs will launch a single ethics module.

2021 Pakistani University Ranking

sort by: rank a-z town oldest

filter by: public private non-profit for-profit

#	University
1	University of the Punjab
4	Lahore University of Management Sciences
2	Aga Khan University
3	National University of Sciences and Technology
5	University of Management and Technology
7	COMSATS Institute of Information Technology
6	The University of Lahore
8	Bahria University
12	Institute of Business Administration

Figure 6. Top Business Universities of Pakistan

Source: (Top Universities in Pakistan, 2021)

Even the top business universities in Pakistan like IBA, Karachi. Lahore School of Economics, IBA, sukkur, which offer the best education in the field of social sciences do not offer corporate social responsibility as a course due to this even the students who graduate from such business institutes tend to know nothing about CSR as it has hardly been focused upon.

Thus, it would not be fair to say that due to illiteracy most people especially businessman tend to know less or nothing about CSR, even educated people graduating from these top universities could hardly interpret the true meaning of CSR and it how it is important.

Chapter Three

Adapting the Theories with the Research Conducted

According with the preceding chapter overall advancement for corporate social responsibility within Pakistan seems extremely minor but also that it is barely developing with a rate with which this must develop. Despite numerous researches about the subject were conducted throughout the past, most remain insufficient. But there remains currently a significant void for the advancement, particularly within industry as well as within academics regarding corporate social responsibility in Pakistan. The research shall analyze key variables which would help Pakistan's Corporate social responsibility progress.

These sections that precede discuss several conceptual views derived form concepts as well as the corporate social responsibility framework that support this theoretical module's formation. The technique of the investigation was discussed in this chapter This had gone through both study theory but also research methodology.

3.1. Objectives and Aims of the Study

The thesis' key aim of this research paper is to analyze as well as evaluate that how corporate social responsibility is incorporated and handled in the long-term strategies of the international firms and local corporations operating throughout Pakistan, what are the gaps and how those gaps can be filled to improve the interpretation and implementation of corporate social responsibility throughout Pakistan.

Researcher will focus mainly on the points such as, how well is CSR understood as an essential component of market success? How local and multinational corporations approach the idea of CSR? What gaps about the understanding and implementation of

CSR are present in corporations operating in Pakistan? How the gaps can be filled? What advantages do businesses gain by implementing CSR in Pakistan?

To answer the questions mentioned above, analysis and comparison will be done with regard to the: CSR in developed and underdeveloped economies, discussing the economy of Pakistan, its history and current condition, discussing the current condition of CSR in Pakistan, models and theories about CSR plus which model and theories contribute towards the practice of CSR throughout Pakistan.

3.1.1. Research Approach:

To begin, we looked to the literature to help us define and refine the research issue in this case. The literature included many valuable and well-informed descriptions of the concept's measurements. The thesis will be centered on empirical findings in which all data and knowledge regarding the socioeconomic plus the historical background of Pakistan, understanding and implementation of corporate social responsibility of domestic corporations and MNC's multinational corporations actively working throughout Pakistan, what are the gaps of CSR understanding and implementation in Pakistan and how these gaps can be filled. Information and data regarding the corporations discussed in the thesis is taken from the websites of the firms over the course of past 25 years, highlighting the key initiatives started by the firms over these past 25 years.

Corporate social responsibility is a component of all these organizations' corporate plans. Such qualitative method lays a framework for measuring undiscovered outcomes, such as the benefits of CSR for small businesses and stakeholders throughout Pakistan. There is apparently very limited research throughout this field of knowledge. The explanation for this being a complete lack of understanding concerning Corporate Social Responsibility and long-term business strategy.

The purpose of choosing these firms was to highlight the differences in approaches of different local and international firms towards CSR in Pakistan. These firms are few of the prominent firms in Pakistan which also tend to have a long history in Pakistan and how their approach towards CSR in Pakistan changed over the span of almost two decades will provide us the insight about how CSR evolved in Pakistan and how the understanding and implementation of the concept changed over this span of time.

3.2 Research Questions

In light of these aforementioned goals as well as purposes, The thesis intends to concentrate upon this 3 selected major themes which are as follows: defining what corporate social responsibility is and its main concepts and theories, the socioeconomic and historical background of Pakistan and South Asia, and corporate social responsibility in Pakistan the gaps and solutions.

The research questions which the thesis aims to answer are as follows:

I. Which key principles motivate an organizations to achieve its goals? Is Carroll's approach applicable to socially responsible activities in Pakistan?

II. In Pakistan, which CSR-related governmental legislation, regulations, or recommendations are under place?

III. How CSR is Understood, practiced, and implementated by corporations throughout Pakistan?

IV. How the understanding, practice and implementation of CSR in Pakistan differs from economies in South Asia (India, Bangladesh, Sri Lanka etc)?

V. How the understanding, practice and implementation of CSR in Pakistan can be improved?

The part further highlighted many rules but also standards about corporate social obligations which all sorts of firms throughout Pakistan must obey. Based upon Pakistan's social and economic backgrounds as well as cultures, Pakistan is still emerging just like Sri Lanka, Bangladesh and India.

In order to answer the research question Carroll's corporate social responsibility framework is also evaluated to determine significant variations of corporate sustainability practiced among firms across Pakistan, leading into the underlying observation that corporate social responsibility initiatives throughout Pakistan require improvement.

The essential concepts plus related studies were found through the review of the literature. It resulted in a discovery of a study deficit demonstrating how fundamental corporate social responsibility was practiced throughout both Pakistan.

However, companies throughout Pakistan were rarely adequately following such corporate social responsibility norms & guidelines since several corporate social responsibility difficulties emerge upon daily routine. The succeeding part would discuss the empirical findings, scientific interpretation for overall whole qualitative study as well as the strategy used during the research.

3.3 Methodology of the Study

A study method represents an essential aspect in thesis since that describes just how the entire research was carried out. A method represents the entire technique towards a study procedureTeacher (Collis, 2009). As a result, this section explains and focuses upon basic approach used in order to develop CSR throughout Pakistan.

To conduct any study, a researcher also requires adopting certain method(s). The technique of the study outlines just how the research study was carried out thus making the research methodology. Also, it distinguishes different data analysis methods. The interpretivist approach seems to have been identified being the best fit to this study. Major theories and model will be looked upon as the base for the literature review and the research will be qualitative by mainly analyzing the data which is secondary.

Top multinational and local corporations in Pakistan will be focused and CSR in Pakistan will be compared to that of other South Asian Economies. Data of the companies from the past years will be considered to obtain the significant information regarding the CSR initiatives made by the companies and how over this period of time CSR evolved in Pakistan. Comparing Pakistan with other countries in South Asia will give us insights about how CSR is practiced in different economic settings and how Pakistan can improve its approach towards CSR implementation.

Through the use of an integrative researching strategy resulted to a use for the subjective study procedure during the research is further defined but also analyze Pakistan's Corporate social responsibility norms as well as rules the study analyzes literacy reviews including yearly statistics relating towards sustainability activities again from firms studied then evaluated these upon theoretical basis to perceive what actual difficulties were emerging. Which implies that the writer used one single method for information gathering as well as evaluation. The study would be a long-term inquiry.

Also, the goal with such a research is therefore to publicize corporate social responsibilities throughout Pakistan. Not only the comparison between developed and underdeveloped nations is conducted but a cross-sectional research in Pakistan is also conducted among the multinational and local firms throughout Pakistan in order to analyze and examine the state of CSR. The researcher acquired as well as analyzed mainly secondary information during research work including such current publications, yearly accounts from international and domestic businesses in Pakistan.

3.4 Interpretivism

Interpretivism, commonly referred also as interpretive philosophy, entails investigators interpreting parts in a research therefore, interpretivism incorporates humanistic involvement within the research. As a result, this approach prioritizes subjective above statistical research, which is the main approach of this study.

An interpretive investigator sees existence being multifaceted as well as created by the humans, that explains reason why this philosophy was generally known as social constructivism (Mark Saunders, 2007). This study is extremely specialized in that it aims to improve CSR in Pakistan.

Table 3 Methodological Choice of this Study

Assumption and Philosophy	Interpretivism assumption as reality is multiple and relative. Research focuses on and investigating the specific context which is CSR practices in Pakistan and A
Method	Qualitative analysis considering only secondary data.
Time Horizon	This a longitudinal investigation as this study is not for a certain period of time.
Data Collection	Research is based on secondary data.

Considering the theoretical standpoint while taking under account basic study premises, interpretivist research methodology was selected. The effect of circumstance but also surroundings upon individual behavior as well as deeds is acknowledged by interpretivist method. The study topics concentrate upon the social and economic backgrounds, legislatives rules and practices, and CSR in Pakistan and comparison with other South Asian economies. The state, citizens, plus businesses in any economy have very strong effect upon such things.

As the result, these varied conditions have significant impact on CSR efforts in Pakistan. As the result, these varied conditions have significant impact on CSR efforts in South Asia and Pakistan. As a result of the varied environments within where people reside, persons inside these different economies would possess varied attitudes as well as interactions with CSR. As a result, such study potentially uncovers wide variety of possibilities.

Furthermore, interpretivism has been linked with particular connections between objects and occurrences (Harter, 1980), It is thus a good foundation for the research since this involves an examination with both authors' ideas as well as assumptions (Saunders, 2015).

3.5. Strategy for Research

The researcher acquired as well as analyzed solely secondary information for this study, notably the current research yearly statements from businesses, and Pakistani statutes. There is a possibility to gather information through greater resources and with such technique, that aided the researcher with clearly identifying overall study targets as well as properly address key study problems.

The investigation allowed the author to collect information via many resources plus then merge that finding to further light overall situation. South Asian economies were discussed in order to be able to create a comparative study with regard to Pakistan's case. Via this approach questions like, 'how', 'why', and 'what' were addressed.

Throughout the research, all 'what' issues was addressed through examining CSR policies legislation, standards, relevant instances across Pakistani, as well as the 'how' issues was addressed through contrasting these across Pakistan.

The research for this paper relies solely upon secondary information since it was necessary for addressing the relevant study objectives as well as questions. There are 2 different kinds of secondary information and data. These comprise the study of both academia and experimental evidence. In other words, the empirical information and the literature review. This literature study addressed conceptual information while empirical information was gathered via real examples and discussing several firms which practice and implement Corporate Social Responsibilities across South Asia and especially in Pakistan.

This study used an information analytical dataset evaluation methodology for analyzing contextual information that provides an orderly, reproducible technique of grouping up the large number of phrases from literature under reduced information groups. The technique correctly as well as systematically analyzes information through distinguishing precise communication properties. Additional argument of using such approach was that this enables investigators to concentrate upon person, cluster, institutional, even social issues (Weber, 1990).

3.6. Focus of the Research:

The following are the research's focus points:

3.6.1. Location

Territorially, South Asian area, particularly Pakistan, was where all the information, data, and research was gathered.

3.6.2. Secondary citations and the chronological span in which they were made

In order to evaluate current research as well as the literature, the researcher examined various variety of publications (containing eBooks), academia journal articles (along with internet sources), plus additional publications. For additional source data numerous online sites, yearly documents of various institutions including particular businesses rules from South Asia and Pakistan were examined as well.

Longitudinal time horizon was set in order to examine the understanding and implementation of CSR not only in Pakistan but also how it changed over the time around the world. More study remains required concerning problems including such employee engagement with corporate social responsibility initiatives its influence upon organizational environment as well as productivity including overall social and economic implications for future legislative reforms.

Cultural norm plus faith is by far the main fundamental elements which encourages the businesses throughout Pakistan to give, amongst numerous factors like as taxation breaks improved advertising as well as a good community reputation. The majority of Publicly Traded Corporations (PLCs) commit towards societal welfare via charitable giving. A majority of such gifts are directed toward healthcare plus schooling. CSR offers very unique position that contribute towards the general development for Pakistan 's economic system.

3.6 CSR Model and the Theories : A Conceptual Point of View

The primary ideas underlying corporate social responsibility study were covered throughout chapter one: stakeholder concept, legitimacy concept plus share holder concept. Legitimacy as well as stakeholder concepts were two of the most widely utilized. Carroll created the Corporate social responsibility model which is closely related to those ideas.

Stakeholder Theory aids corporate social responsibility study in defining precise concepts but also developing appropriate measuring methodologies. The concept likewise contributes towards a establishment of the conceptual framework. It has been regarded as a key significant conceptual foundation for corporate social responsibility (Huang, 2016). A fundamental goal for corporate would ensure a joint prosperity for the stakeholders. As a result, like Laan had emphasized, it's indeed critical to a business to recognize their responsibility (Freeman, 2010): “The stakeholder theory offers an explanation of accountability to stakeholders” (Laan, 2009). This notion would never imply that a one stakeholder profits while the other stakeholders bear the losses.

Legitimacy theory had been developed mostly upon this notion of corporate authenticity that was taken via a social contract notion. This link among community with the laws was defined by societal contract concept (Nada K. Kakabadse C. R.-D., 2005). Volunteer company transparency was supported by legitimacy theory as, due to such concept, volunteer reporting is indeed a step approaching transparency (Laan, 2009).

Both stakeholder and legitimacy theory focus upon large corporations, however, the research 's primary emphasis lies upon an establishment for Corporate social responsibility in the big, little as well as medium businesses throughout Pakistan. As a result, the study connected those ideas towards several aspects in CSR.

Carroll highlighted the four main dimensions of CSR: economic dimensions, legal dimensions, ethical dimensions, plus philanthropic dimensions. Exhibit below depicts this thesis's conceptual structure that includes its 2 main concepts which support the corporate social responsibility framework that implies how implementing Carroll's four variables contributes towards overall implementation for corporate social responsibility techniques.

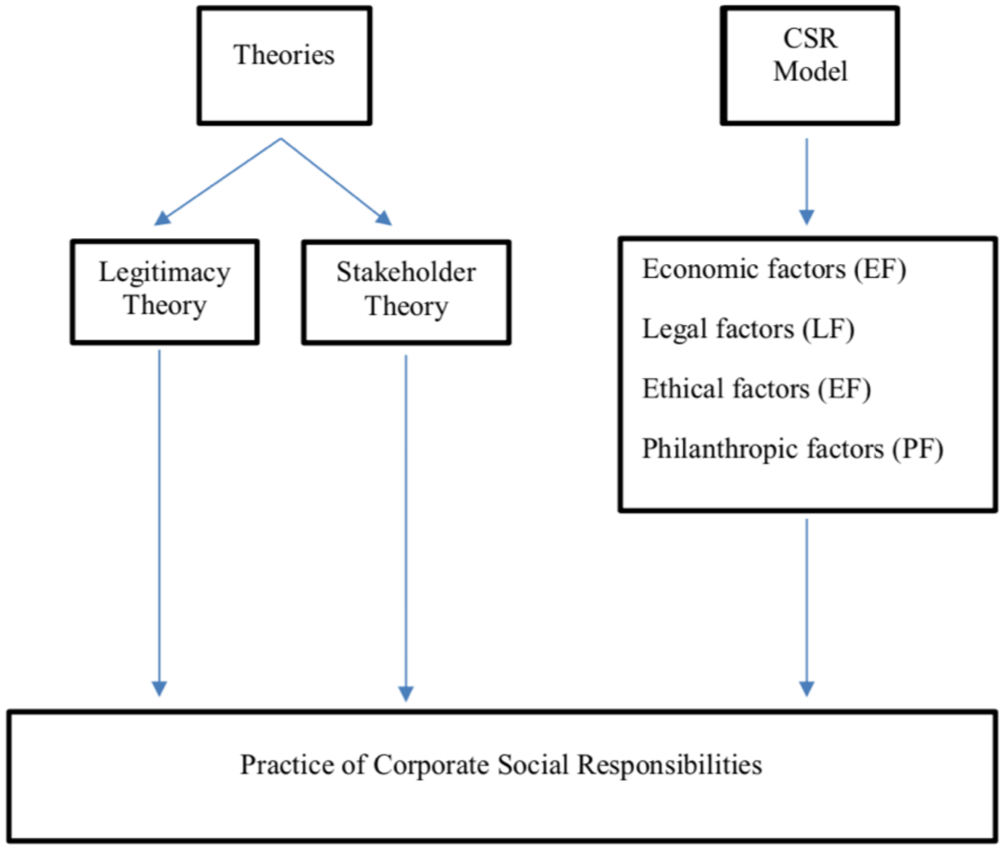


Figure 7. Theories and Corporate Social Responsibility Model: Theoretical Framework

According to this research study legitimacy and stakeholder theory are complimentary ideas. Simultaneously, such concepts plus corporate social obligations were seen like different entities to considerable convergence. Unlike stakeholder theory, legitimacy theory considers social system like a totality rather than people individually (C Deegan, 2002). Stakeholder concept as well as corporate social responsibility both emphasize on significance with infusing community concerns throughout company activities.

Numerous studies have found out that theoretical perspective for corporate social responsibility was sufficient enabling a business to conduct good corporate social responsibility. As a result, in order to establish Sustainability activities throughout Pakistan, the paper incorporates stakeholder concept, Carroll's corporate social responsibility framework and legitimacy concept.

3.7. Establishment of the Theoretical Foundation for the Study

A primary goal for this research would be to improve corporate social responsibilities throughout Pakistan. Pakistan remains still very much within early stages of development, like discussed in chapter 2, so is the case with India, Sri Lanka, and Bangladesh. The problems issues, economic structure, social structure of South Asian economies remain similar, however is significantly different from that of emerged economies around the world.

Developed economies face fewer issues as compared to that of other South Asian countries, especially Pakistan. Thus, the CSR approaches and methods used in both economies differ. Considering majority business enterprises throughout Pakistan seem to be little, this was equally critical to evaluate that is how all these companies engage in corporate responsibility through practice.

Thus, the paper analyses how the corporate social responsibility in Pakistan is similar to that of other South Asian countries and the main focus is upon how CSR is practiced in Pakistan, what are the gaps and how these gaps can be filled by the firms operating throughout Pakistan.

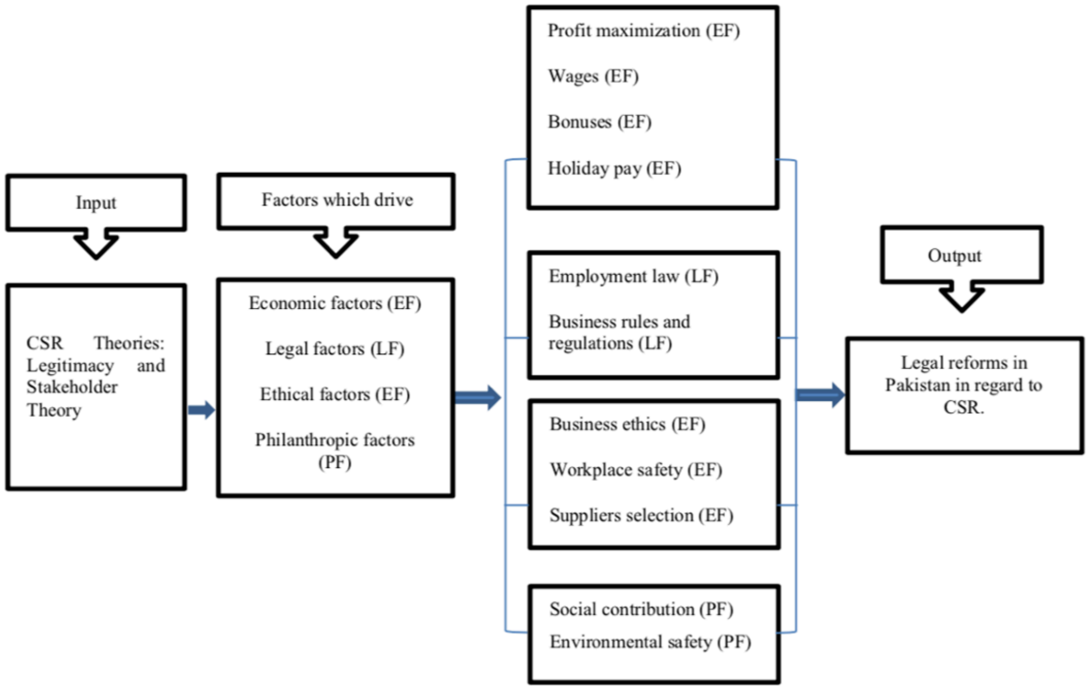


Figure 8. Theoretical Framework for Corporate Social Responsibility Practice in Pakistan

This image above depicts overall theoretical structure for the research, that primarily connects basic conceptual structure to corporate social responsibility activities within Pakistan and help expand humanitarian initiatives across Pakistan. The research integrated corporate social responsibility concepts especially legitimacy as well as stakeholder theory, as well as elements driving corporate responsibility via Carroll's model of corporate social responsibility.

Therefore, respectively stakeholder but also legitimacy concepts have been used as a relevant contribution, since the analysis of research shows that, based upon a socioeconomic status of emerging versus industrialized nations, such conceptualizations operate through various directions (Carroll, 2016).

Elements which motivate businesses' organizational ethical obligations also are elements which firms contemplate while practicing corporate social responsibilities. According with Carroll's approach, businesses must prioritize between four criteria's which he mentioned in his model. However, various philosophies do not address this, neither do they advise how corporations can concentrate upon various partners including community.

3.8. Empirical Findings of the Study

This sub-subsection will focus upon the main Carroll's elements of CSR and how several foreign and domestic corporations operating throughout Pakistan operate under those elements enabling us to assess an enterprise 's corporate, social and economic efficiency. Several international firms are functioning in a wide range of sectors everywhere across the globe. Such corporations not just only provide goods and basic commodities, yet also often have control on the economic problems of many nations.

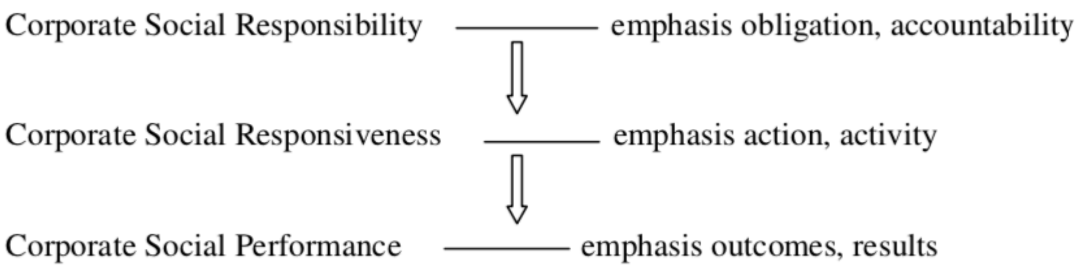
There are several multinational corporations in Pakistan, I emphasized on only 3 multinational companies and 3 domestic firms that operate in separate sectors as well and have CSR in their policy. Reason for choosing these firms was that these were the major and most prominent firms practicing CSR in Pakistan. Longitudinal time horizon was set in order to get all the relevant data about these firms over a span of time and not just only one specific time duration.

Academically, the majority of recent literature on MNC, CSR has focused on the social sensitivity and success of MNCs in developed economies. Many researchers have recently gained useful insight into the CSR of MNCs in the developing world, attempting to fill a critical theoretical and methodological void. According to the literature in the developed world, examining the social responsibility of multinational corporations is difficult due to the ambiguity and confusion of the CSR principle itself.

Current research indicates a variety of concerns and opposing viewpoints on Multinational corporation operations in the developing world. For example, developing countries aim to retain favorable and relaxed fiscal policies in order to promote investment into the country from multinational corporations, with the hope that foreign direct investment would benefit the domestic market.

MNCs' play an important role in connecting poor and the rich countries, as well as in spreading money, intelligence, innovations, and value structures across boundaries. Furthermore, MNCs will help developed countries make better use of capital, migrate new technologies, and increase manufacturing capacity. Consequently, MNCs help to stimulate developed countries' economies and bridge the disparity between developed and developing countries.

The CSR components in domestic firms do not have anything in common with the CSR metrics in MNCs as defined in the CSR pyramid. They do, however, have some charitable or social activities that enable these corporations to pose like an upright responsible corporate.



For CSR, many local firm owners in Pakistan believe in charity and community welfare. The wide notion and deep understanding of CSR are almost non-existent in since most of them are controlled by sort of semi & college pass personnel who haven't yet witnessed such operations & activities on a wide screen in bigger organizations, notably MNC's.

Several businesses owners and managers in Pakistan are not properly educated and because of their lack of training and academic qualifications, they believe that the government should play a role in CSR operations. True, perhaps the state should contribute to the execution of CSR but complying with the legislation can only be achievable with the correct involvement and collaboration of the whole corporate sector.

Monitoring CSR practices is especially challenging in local businesses in Pakistan since there is no professional person or entity in charge of executing CSR in enterprises. Unlike the corporate sector, investigators or researchers must depend on oral interaction for CSR because they do not reveal to the public at large. The owner of a local businesses believes that CSR disclosures is a display of power and a marketing tool for CSR initiatives.

Much of the educated business sector is conscious of CSR, however there are many people who are educated but seem to be unaware of CSR concept activities, and benefits to the society. As far as uneducated business owners are deeply concerned, they have a rather orthodox perspective on CSR and do not implement it at all, but they are aware of their societal obligation. Most local businesses that are now engaging in CSR-related operations are only doing so in a restricted capacity.

They participate in and value corporate generosity, corporate gifts, free meals, and pleasant working conditions as social responsibility and activities. Many sectors and methods for implementing CSR are being overlooked in the local business sector. In the following part, we will analyze all the firms.

Pakistan represents a socioeconomically poor nation that adheres to free market fundamentals thus, therefore is centered upon economic expansion. Even though businesses contribute significantly towards its nation's domestic revenue businesses generate the variety of problems affecting both nation's population including its ecosystem as well.

As a result, many entities through Pakistan, including local state, non-governmental organizations (Nonprofits), the mainstream press, even workers, were putting pressure upon corporations both to act ethically towards local individuals and society.

There are wide number of regulations throughout Pakistan that control all primary environmental and social elements for companies, however Pakistan nevertheless requires special legislated regulations that control commercial operations.

Some problems cited demanding key establishment for legislation that regulate Corporate social responsibilities throughout Pakistan include investor well-being, like profitability for the company, minimal salaries, safe working conditions, pollution prevention, regulatory obligations plus community well-being.

3.9. How CSR is Practiced by Multinationals and Domestic Corporations across Pakistan

Before diving into the Carroll's of CSR and how the firms in Pakistan operate under those elements, I would give brief introduction of each firm indicating which firms are local to Pakistan and which are multinationals.

3.9.1. Multinational Corporations in Pakistan

3.9.1.1. The Barclays Bank Pakistan

Barclay's plc is a British worldwide bank based in the United Kingdom. Via its retail banking services, it helps individuals and small enterprises, as well as through its corporate and investment banking services, it helps bigger firms and organizations. Barclays Bank began commercial operations in Pakistan in 2008, initiating CSR ventures and forming an alliance with UNICEF to improve the lives of Pakistan's needy. Throughout Pakistan, Barclays had put in place a robust sustainable development strategy and plan.

3.9.1.2. The Shell Pakistan

In 1898, Shell initiated operational activities throughout the Indian subcontinent. It is currently one of Pakistan's biggest petroleum companies having holdings in the Pak Arab Refinery Business (PARCO), Liquefied Petroleum Gas (LPG) and Pakistan Oil Refinery. Via the incorporation of TBL, the company is attempting to do business by improving its approach (Ibid, 2021).

3.9.1.3. Tetra Pak Pakistan

During 1951, Dr. Ruben Rausing established Tetra Pak a major manufacturer of milk and fruit juice packaged food technologies. Tetra Pak began operations inside Pakistan's package business in 1982, over the time, Tetra Pak became a firm with a massive growth position in Pakistan's dairy and beverage industries. Tetra Pak's annual worldwide sales in 2019 were €11.5 billion (CSR in Pakistan, 2021).

3.9.2. Domestic Corporations in Pakistan

3.9.2.1. The Fauji Foundation Pakistan

Indeed, the Fauji Foundation is among Pakistan's largest corporate conglomerates. The company is made up of 13 successful business firms from various industries. The Fauji Foundation is indeed a humanitarian organization established only by the Fauji Group in 1954 to assist the impoverished people of Pakistan. Fauji Foundation invests

PKR 23.8 billion towards numerous economic welfare programs and 80 percent of their profits from diverse corporate operations benefit 7% of Pakistan's communities (Fauji.org.pk, 2021).

3.9.2.2. Hinopak Motors Limited Pakistan:

Hinopak Motors Limited's aim is to offer community a secure, cost-effective, pleasant, and environmentally responsible modes of transport by producing and delivering commercial automobiles plus facilities. Hino Motors Pakistan has always been a trailblazer throughout Pakistan's vehicle sectors it was the inaugural corporation to sign up for the United Nations World Covenant For the past Seventeen years this firm has ranked #1 in heavily loaded and medium autos.

3.9.2.3. (PTG) Pakistan Tobacco Group

Pakistan Tobacco Group (PTG) has always existed in service from 1905, making it among one of Pakistan's and subcontinent's earliest firms. British American Tobacco owns 100% of the corporation. The PTG was founded in 1947 in Pakistan and today does have a worldwide presence across 180 countries. Through delivering safe, drinkable freshwater food, and proper medical care, PTG helps towards sustainable conservation within agricultural industry.

3.10. Carroll’s Elements of CSR and Implementation by Corporations in Pakistan

3.10.1. Legal Responsibilities

It becomes essential that every firm must obey legal regulations as well as rules, and to also observe with all the nation's corporate standards laws, including principles. Carroll defines constitutional obligation being "following and abiding to the laws” (Schwartz, 2003).

The mechanism for controlling and directing a corporation is referred to as corporate governance. Its purpose is to guarantee that all corporate partners have a good business connection It comes out on top of all the Corporate social responsibility elements.

Many corporations adopt under SECP's corporate governance model, which includes a board member, executive committee, including management team that ensure discipline, as well as corporate plus outside audits. To be able to run smoothly and meet the CSR’s Government in Pakistan imposes regulations which the corporations must need to follow.

Barclays has displayed its ethical duty on their website by solely adhering to the laws and regulations that makes them the international citizens to be a true corporate citizen, Barclays is not only following the correct procedures, but also attempting to address numerous social problems by collaborating with various nongovernmental organizations throughout Pakistan.

The Shell group's Constitutional Implication is involved with abiding regulations and laws in attempt to "please" the investors, as described in Chapter 1 CSR pyramid. As according to their webpage (Sustainability, 2021), Shell is aiming to improve their workers' employment conditions and technical capabilities by offering on-the-job preparation in accordance with Shell’s haulier HSSE Requirements.

Tetra Pak's legal obligation is prompted through various operations. Tetra Pak seems to be more concerned about the environmental considerations and the long-term viability of its corporate activities. Their responsibility for environmental concerns and conservation has led to the certification of their facilities with international organization for standardization 14001. (Sustainability, 2021). To adhere towards this standard and perhaps develop social responsibility standards, all employees are committed to the institution's objective.

Hinopak builds a strong stance opposing immoral authority as well as institutions, so they conduct themselves through accordance to the altruistic norms and solid ethical principles. Hinopak undertakes to adhere with and execute its core principals in Hinopak’s Standards of Ethics, as well as to avoid violations through system currently in existence of imposing disciplines more on a company-wide basis.

Global corporations possess superior corporate governance mechanisms in place even than its domestic equivalents. Corporate governance arrangements in domestic companies are generally made up of friends and family that seem to be usually major proprietors.

3.10.2. Ethical and Economic Responsibilities: Fundamentals of Business and Ethics and Profit Motivation

The ethical aspect, as per to Carroll, is “those rules, standards, and norms which show a regard about whatever customers, workers, investors, as well as the society view as equitable, fair, or even in line with the regard or preservation for stakeholder' judicial obligations” (Schwartz, 2003).

Profitability remains, without even a question, the major motivation of corporations. Corporations must not manufacture items that will be damaging to community, as well as a climate for disclosure, adherence to the legislation, as well as, most significantly, an enforceable code of conduct should indeed be considered throughout all processes in such a corporation.

Introducing the concept of socially responsible company policy as well as acting like a rational businessperson is one of Shell's primary concerns, as stated by their Managing Director Chairman Shell Companies as well as Managing Director in Pakistan Zaiviji Ismail bin Abdullah: "We pledge to contribute to long-term sustainability by juggling our short and long-term goals and incorporating social issues into our decision-making (Ibid, 2021).

Shell Pak has listed on their website as playing an essential role in social investment projects. Shell Neighborhood Beautification is a program listed on their webpage. The project strives to be a positive citizen of the society in which it operates: "The project entails comprehensive road maintenance renewal, illumination, landscape design, traffic safety signs, and forestry" (Sustainability, 2021)

Tetra Pak is also expanding its recycling infrastructure across Pakistan and in 2008 had recycling arrangements in 44 cities run by more than 1,100 people. Tetra Pak's moral accountability principle is demonstrated inside Corporate Social Responsibility yearbook 2009 by launching women wellbeing scheme (Sustainability, 2021)

"Women are an important stakeholder responsible for their households and families for nourishment, nutritional choices and dietary intake. Tetra Pak initiated Women Awareness Campaign (WAC) to raise awareness about milk consumption amongst Pakistani women and about the benefits of packaged milk. The campaign started in 2007, targeting 5,000 women, and their numbers increased phenomenally in the following months and years." (Sustainability, 2021)

The Fauji Foundation honors its social responsibilities by “strengthening” the community it operates in. Hamid Rab Nawaz, Lieutenant General (Retired) Managing Director of Fauji Group:

“The Fauji Foundation has no mandatory fees, taxes, or even government taxes; they are running a prudent enterprise that incorporates all key CSR activities into their operations” (Yawar, 2021)

Hinopak designs and supplies great commodities, meeting consumer needs while paying close consideration to security and sustainability, plus they aspire to also be a strong influence inside the conventional automobile industry. Hinopak conducts transparent as well as ethical business operations in accordance with the principle and regulations of the country, it established a solid and open partnerships with political and bureaucratic bodies.

Pakistan Tobacco Group (PTG) has been one of the nation’s early adopters of CSR activities. They consider taking tremendous delight in every one of its programs, which aim to give right back to those same areas in which business function by fostering responsible farming and development all whilst improving rural populations. The PTG had also initiated an effort somehow to prohibit children from smoking tobacco. PTG has been really working with the Ministry of Healthcare and Education to really inform as well as increase consciousness understanding about the risks of tobacco smoke.

“Following British American Tobacco’s 1999 international pilot scheme on retailer education to combat adolescent smoking, PTG came up with the idea to prevent teenage cigarette consumption by voluntary removing advertising promotions from digital media, banning the use of stars in marketing content, and incorporating the International Marketing Standards (IMS)” (Yawar, 2021)

Also, on its official website PTG states: “Almost everything we handle – tobacco, paper, board – is grown in the natural environment, so it makes good economic and environmental sense for us to make sure our use of raw materials is completely sustainable.” (Company, 2021).

Inside this domain of Business Ethics, the companies have not specified any standards, but still continue to educate its personnel regarding basic values as well as its significance inside the sector through education initiatives but also development courses

3.10.3. Economic Responsibility

Carroll defines this economical aspect for Corporate social responsibility as "performing throughout a way compatible with increasing revenues for share becoming as productive as feasible, retaining the solid marketable stance plus greater amount for operational effectiveness” (Schwartz, 2003).

Client trust in products leads to massive growth and profitability for businesses. Throughout the instance, for food the majority of domestic manufacturing businesses does not care to display nutritional values expiration date even key components as well as the condition is indeed identical in many other major industries.

Multinational companies seem to be a way head of local companies in this case, general public of Pakistan who can afford imported products including myself would always choose product which gives me the maximum information and in most of the cases it is an imported product.

Companies like Barclays Bank, Shell Group and TetraPak are a way head of the local companies as they not only provide clear and honest information about their product or service, but that information is legit and valid which further helps the user of their commodities to build strong product integrity. This kind of transparency helps to build a loyal customer base. It aids firms in gaining public confidence, which enables them to survive in the extended haul.

3.10.4. Philanthropic Responsibility: Corporate Giving and Community Investment

The tiniest tier in the pyramid, philanthropic obligations, includes a business's commitment that improve a standard of life for its relevant parties via charity contributions as well as institutional assistance which were totally discretionary but also viewed very valuable mostly by society. Humanitarian duties were often at exact similar basis with moral obligations. The distinction being that all of that was rarely considered immoral behaviour when a company doesn't quite give funds towards philanthropic projects. (Carroll, 1991)

As explained previously philanthropy is indeed a considerable expenditure within Pakistan. Gaining a respected name within community is regarded crucial. Even the companies chosen for this study has majorly contributed towards philanthropy in one way or another.

For instance, Barclays encourages employees to help charity by participating in volunteer events on their own time under the “Charity Begins at Work” initiative. Barclays has various charitable supports, such as match fundraising in the local community to promote recreation and healthier practices, funds for volunteering, food distribution during Ramadan, and so on. Barclays team “Operational Risk and Control Rigor” (ORCR) to raise funds organized the project named “The Colors of Pakistan”, Their goal also was to gather finances for deaf kids at the (FESF) Family Educational Services Foundation.

Because this event overlapped with Pakistan’s Liberation Day, it became unexpectedly tremendous. To put a value on this, an artwork competition only for children of Barclay’s co-workers also was conducted. The best three drawings got featured on greetings postcards that were also offered as a fundraiser to families, colleagues, and customers all over the world.

Shell Pakistan lists several philanthropic efforts on their webpage. To address energy shortages, Shell Pakistan created a fuel conservation challenge program for individuals to obtain realistic experience and expertise of developments and digital innovation.

This initiative seeks to develop and conduct research into energy efficient gadgets. Shell sponsored 4 youngsters to further participate inside the Marathon of Shell Eco 2009 in Germany, a worldwide challenge to build a car that requires small fuel consumption over greater distances (Sustainability, 2021).

Shell Pakistan, in conjunction with the National Rural Support Program (NRSP), has undertaken a power development program in Basti Bullah Baloch, a tiny village in Punjab Province, to assist meet the community’s local requirements. Residents mostly in the area lacked regular availability of power and dependency upon wood fire and conventional cookery methods exposed ladies to toxic pollutants, resulting in lung illnesses.

The lives of 435 families and their energy demands have been improved by establishing a solar power tube-well as well as flourmill, bringing 2 kinds of solar lights as well as an electrical meter to houses and establishing ecologically sustainable cooking burners.

Tetra Pak fulfils their humanitarian responsibilities through developing the youth wellbeing project as well as making donations to educational and vocational training charities. Tetra Pak has also launched an economic improvement initiative in Punjab region by offering Technical Education and Vocational Training (TEVTA) to increase the qualified and skilled labour force while also creating additional job possibilities for the country's national career growth.

Towards overall improvement of community, the Fauji Organization established a medical treatment facility, in order to support and provide healthcare and a disease-free climate.

> *"In 1959, the Fauji Foundation Healthcare System started operations with the establishment of a 50-bed tuberculosis (TB) hospital in Rawalpindi. Per year, more than 2.1 million people are treated by the healthcare system. Fauji Foundation Healthcare has expanded through Pakistan's largest non-government healthcare system over the years. Healthcare is given for free."* (Yawar, 2021).

In order to assist talented students financially, the Fauji Foundation developed the academic stipend scheme, that then they also define through such sentence:

> *"The stipend scheme, including some of the Fauji Foundation's oldest known welfare programs, supports promising students from low-income families in schools, colleges, and universities, even those studying in professional and technical education institutions. A year, the system provides stipends totalling about PKR 154 million to over 71,000 people."* (Yawar, 2021)

In accordance with the company's commitment to supporting better education, FFC has been offering monetary support for eligible individuals throughout Pakistan via need and merit-based fellowships. Hinopak inked the agreement with both the Urban Development Council of Sindh (CDGK) as well as the Foundation of Pakistani Ministry of Commerce (FPCCI) to further promote schooling while complying with United nations global agreement criteria.

During 1985, Pakistan Tobacco Group launched a program named Portable Medical Unit. They offer free health care plus, guidance via such a service till this day. Around Yar Hussain, Akora Khattak Sher Garh, Manshera, and Mianwali and Jhelum, they run Seven portable ambulance crews including physicians MDUs.

All physicians are escorting the paramedics and are serving the thousands of patients are highly competent, therefore public comment towards this Project was and still is positive. PTG launched a programme to provide solar panels for off communities in 2015, through collaboration with the Regional Administration in Khyber Pakhtunkhwa.

These donated solar panels they gave helped the people around a 300-family community called Peerano Bala. Until their workers arrived, this town, which is isolated away from full and proper highways and roads, has almost never received power.

They revisited the town early 2016 after the initiative was completed and discovered that perhaps the solar cells were more than just simply a power source for all these residents, as well as a road to prosperity. This effort will be expanded further in the long term.

This philanthropic practice is carried out by almost every firm within Pakistan. The health and education sector, as well as those who have been afflicted by nature disasters are indeed the primary recipients of all these donations. Several companies have said that they are making investments in their areas.

Table 4. Summary of the Findings of CSR in Pakistan

Company	Type of CSR	Dimension of CSR
Barclays Bank	Philanthropic, ethical, legal	Stakeholders
Shell Group	Philanthropic, ethical, legal	Stakeholders, economic, environment
Tetra Pak	Philanthropic, ethical, legal	Stakeholders, economic, environment,
Fauji Foundation	Philanthropic, ethical	Voluntariness, stakeholders
Hinopak Motors	Philanthropic	Stakeholders
Pakistan Tobacco Company	Philanthropic, ethical, legal	Stakeholders, environment, economic

According to these findings, for all these six business entities philanthropic endeavors sustainable development makes a huge difference. Nevertheless, the scenario somehow doesn't allow at all for overgeneralization towards all six enterprises.

According to the results, all domestic and international corporations have CSR focused on corporate philanthropy, moral, and regulatory forms. Businesses and societies are interconnected through a number of factors, a business is not just responsible to just produce and provides goods and services to people but is also affecting the society in other number of ways as illustrated in the table above.

These factors are slowly making people more conscious about their purchasing behavior and also making businesses more aware and concerned regarding how they affect the society as well as to how it can decrease the adverse effects and also help the society fight problems. Economic aspect environmental aspect and voluntariness.

Table 5. Different Corporate Social Responsibility activities by the companies examined

Common CSR activities mentioned in six companies	Specific CSR activities mentioned only in two companies
➢ Community development ➢ Social Improvements ➢ Charity ➢ Paying taxes ➢ Environmental management ➢ Partnership for education	➢ Annual reports (Tetra Pak) ➢ Registered with UN global compact (Hino Pak motors)

The stakeholder factor is more concerned about their employees' and consumers' relationships. While the economic factor is more concerned with profitability. The ecological factor and voluntariness are concerned with the natural climate and the business's ethical implications, respectively. According to the outcome it is clear that philanthropic element is the most practiced one by all domestic and multinational firms.

Conclusion

Overview

This final section in the research will attempt to answer its study problems. The section analyses this research's final conclusions. This thesis's major aim was the examination of "whether local firms and multinational corporations, alternately, recognize or even execute its Social responsibility notion throughout Pakistan, and how much it varies from that of other South Asian economies"

The subsection addresses all study problems upon examining all the literary sources analysing scientific evidence, plus drawing upon on conclusions in the prior chapters conceptual and applied aspects from the study are being discussed initially, followed by suggestions to Pakistan to somehow improve business moral responsibilities. To conclude this investigation, the limits with the research, prospective study suggestions, plus findings were demonstrated.

CSR demonstrates emerging century problems facing global business sector. Throughout Pakistan, the business industry (both Multinational enterprises and local firms) has significant capacity and promote to long prosperity via a CSR structure. Pakistan has always been a Muslim state formally known as being Islamic State of Pakistan.

When we examine overall importance between religion with spirituality and the culture prominent in the Pakistani society, for enterprise as well as community one may observe that within Islam, Zakat (giving charity towards those needy & underprivileged) represents part amongst those 5 Pillars in Islam, Zakat was required to be paid once each year upon the specified quantity of one’s income.

Throughout Pakistan, the concept of corporate social responsibility (CSR) seems closely connected towards an Islamist perspective in community This involves purely charitable, societal development including social advancement The study, which was aligned with Carroll's CSP framework, provides a very initial analysis evaluating corporate obligation actions by Multinational companies as well as local firms across Pakistan.

Various firms, both multinational as well as local possess the Sustainability conceptual model that remains still during its adolescence. Multinational companies implement a same CSR strategy which companies have throughout various nations wherever business operate Although certain local firms incorporate corporate responsibility in key strategy plan it seems essentially exactly same as marketing campaign linked philanthropic activities.

Instead of focusing upon moral CSR companies simply donate some percentage from its advertising expenses towards charity. Many local firms prioritize quick earnings over long-term interests as well as overall CSR philosophy.

Organizations must go above its minimal statutory criteria and enhance its volunteer efforts in order to recognize social responsibility being the important component for profitable company. The examination of these firms indicates almost zero of these really established any specific objective aim for incorporating moral obligation into its long-term strategic approach. Corporate social responsibility must become recognized but also prepared given current situational factors which promote responsible corporate operations including moral awareness.

Pakistan's present environment, dedication towards the fight against terrorism, disaster casualties, and monsoon damage define as a key area for CSR methods to gain traction. Its past geopolitical but also socioeconomic circumstances have resulted in such a power catastrophe which has diverted the focus on a corporate sector leading towards an adoption for very poor Sustainability structure.

A private industry's involvement would be required towards true progress but also development throughout a nation 's social domain. Appropriate Corporate social responsibility understanding plus ethical activities could improve Pakistan's meaningful input towards development initiatives.

Pakistan represents the world's fifth biggest populous nation, with very large labour force Due to their low cost of labour plus raw materials from Countries in Asia, many well-known corporations were relocating there. If existing firms throughout a nation operate ethically like corporate citizens, then corporate climate throughout Pakistan will emerge more appealing for entrepreneurs looking to establish new enterprises in Pakistan.

Addressing Study Problems

The responses of the study issues will be given following, after an examination conducted thorough research.

Which key principles motivate an organization to achieve its goals? Is Carroll and approach applicable to Socially responsible activities in Pakistan?

According per the literature, these were 2 categories of stakeholder: internal participants including shareholders plus workers, whereas external parties like as state, local ecosystem, customers, clients, etc. According with stakeholder approach with legitimacy philosophy companies must not just worry regarding business investors' prosperity, yet likewise regarding overall prosperity of other constituents.

However, investors also are constituents in a firm, but these concepts don't really prioritize sustainability initiatives among various constituents. As a result, businesses must implement Corporate social responsibility principles are examined by taking into account several sorts of corporate sustainability variables.

Carroll (Archie B. Carroll, 2016) highlighted 4 dimensions for corporate social responsibility: economical dimensions, legislative dimensions, ethical dimensions, plus philanthropy dimensions. Understanding those criteria may help fuel each corporation's CSR initiatives Businesses, as instance, must maximize profits for both its investors and other constituents.

Additional earnings must translate into increased advantages to the corporation 's personnel including higher pay, incentives, plus additional perks. Companies may readily avoid such duty. As just a result, regional governments must enact regulations plus maintain effective legislation administration mechanisms enabling companies to thrive.

As a result, businesses must likewise become law-abiding organizations, this was a second layer of Carroll's CSR framework The very final two components in the framework were unrelated with the legislation, however if businesses proclaim to also be engaged with CSR initiatives companies must behave reasonably also participate yet in various sorts of humanitarian operations.

As a result, Carroll's philanthropic and ethical aspects recommend that institutions avoid whatever activities that will be unlawful, ethically questionable, as well as detrimental towards a company as well as for the community but also its ecosystem or even that they take part in and/or organize socioeconomic initiatives to add value with general public as often as feasible.

In Pakistan, which CSR-related governmental legislation, regulations, or recommendations are under place?

According with our research study from Chapter 1, this concept for business moral responsibility shows as many among those actions were optional while others were mandatory. Businesses, as instance, generally are required to respect all policies and legislations in any nations wherein companies operate. From the other side, here really exists none legally enforceable requirement upon corporations to benefit towards community therefore is up to its principles that choose whether companies may do it.

According with Sustainability concepts including such stakeholders or legitimacy concept, companies must prioritize its constituents. It indicates that corporations could frequently ignore its duties. It may be avoided when governments enact sustainability legislation that corporations must obey. As a result, the purpose for the research was the identify what legislative rules regulations, and principles regarding corporate responsibility were under place within Pakistan.

According to the research, there exists none formal legislation governing Corporate social responsibility operations within Pakistan Securities & Exchange Commission of Pakistan (SECP) has created a legislation known being a Corporate social responsibility regulation during the 2009, which governs businesses' Corporate social responsibility operations. The legislation mandates companies to provide full details regarding its CSR initiatives Nevertheless, the regulation simply calls awareness towards broad incidents that businesses might disclose.

Particularly concerns relating with societal concerns as well as the ecosystem were explicitly governed under legislation Regulations, as instance, govern societal concerns such as enslavement prohibition, compelled adolescent labor labor exploitation, customer safety etc. Throughout Pakistan, their exists hardly tight observance.

Throughout Pakistan, only one corporate sustainability rules include those issued from by Securities and exchange commission, Nonprofits, international purchasers, as well as the ILO. As a result, Securities and exchange commission primarily addresses broad corporate social responsibility concerns.

The research's academic analysis reveals how Sustainability efforts by small and medium enterprises vary from those by large corporations, notably across Pakistan.

Small and medium-sized enterprises (SMEs) we are less and less conscious about corporate responsibility than large corporations which must sustain worldwide trading connections involving overseas clients. But state is likewise concentrating its efforts targeting bigger corporations. As a result, one primary goal for our research sought to enhance CSR efforts throughout Pakistan.

As a result, the purpose of this research was to discover whether legislative rules regulations, other standards regarding corporate responsibility exist within Pakistan. There are no specific regulations within Pakistan governing Corporate social responsibilities. Throughout Pakistan, basic regulations apply towards various categories of companies. Another separate organization was formed by the government within its ‘Ministry of Industry and Production' to regulate Smaller Enterprise Companies.

The organization was called the “Small and Medium Enterprises Development Authority” - SMEDA.' The organization, with collaboration other non-governmental organizations, offers corporate social responsibility standards to Pakistani Small and medium enterprises.

How CSR is Understood, practiced, and implementated by corporations throughout Pakistan?

According per this report's research assessment Pakistan's social and economic and political backdrop seems similar with those in neighboring South Asian nations. Pakistan, like other South Asian countries, is in the emerging stage, corporate conduct throughout Pakistan relating to business ethical obligations lags significantly.

Research study additionally demonstrates significant variations in economic and social foundations among the 2 nations have significant impact upon a corporate social responsibility effort by these nations' firms. As a result, the purpose for my research was to discover how corporate social responsibility is practiced across Pakistan.

Studies reveal how the state in Pakistan currently lacks a comprehensive corporate social responsibility model to implement whether corporate social responsibility efforts may assist towards successful advancement. Pakistani businesses were failing to fulfill their good corporate duties.

Quite few associations willingly do it as part of its relevant belief systems Throughout Pakistan, Small and medium enterprises are still in their infancy. There have been some rules, however corporations frequently disobey laws since their nation's legislation administration mechanisms have become so feeble.

As a result, firms throughout Pakistan had gotten ridiculed over employing children, paying poor salaries, nor ensuring occupational security It has a negative impact upon overseas consumers. As a result, several businesses were engaging into compulsory corporate social responsibility initiatives mandated for domestic and foreign buyers. Overseas purchasers have been likewise urging Pakistani businesses to adhere with global labor safety and social responsibility.

Businesses were likewise worried regarding its public image. When companies would perform anything incorrect, very likely company would end up losing clients Many of those considerations motivate businesses with all sizes to care about its constituents as well as embrace social responsibility.

Overall data analysis of global and regional firms chosen for this study, across Pakistan is given here:

Table 6. Summary of the Findings on CSR in Pakistan

Company	**CSR Concept**	**Motivation for CSR**
Barclays Bank	"Development and sustainability of the community we operate in" (Yawar, 2009. p. 43)	Supporting the community
Shell Group	"Contributing to social development by social and long term interests integrating social consideration into our decision making" (ibid, 2009. p. 88)	Social welfare
Tetra Pak	"Committed to operate in an ethically responsible way abide by laws to protect and improve local environment for future generations" (Tetrapak CSR report, 2009)	Giving back to society
Fauji Foundation	"Doing responsible business believe in fulfilling moral commitment to the communities interact with". (Yawar, 2009. p. 52)	Supporting the community
Hinopak Motors	"We are committed through numerous initiatives in the form of human resource development, sports activities, donations as well as environmental care and protection". (Yawar, 2009. p. 56)	Giving back to society
Pakistan Tobacco Company	"Our Unique philosophy and initiatives towards improving the lives of people we interact with are a testament to this belief and continuing support of our communities". (Yawar, 2009. p. 84)	Supporting the community

As per the Table 9, most of those firms possess a CSR notion plus there was a rise of corporate responsibility awareness. All firm includes the philosophy which represents societal development including a combination between socioeconomic as well as ecological considerations. All six firms have these similar characteristics when it comes to inspiring corporate social responsibilities towards community development as well as social improvement.

Each of these firms had evaluated its constituents as well as prioritized its socioeconomic obligations. Companies who were highly conscious about Corporate social responsibility were generally committed to overall long viability for their operations.

Three motivational components are necessary to enhance CSR, according to Swanson (Swanson, 1995),, as cited by Danang (Raditya, 2009), (a) Companies use CSR, also known as utilitarian point of view to strengthen overall monetary sustainability (b) Other point of view is indeed the "pessimistic obligation point of view," that says when firms engage in corporate social responsibility initiatives in order to meet the expectations of their constituents. (c) The "favorable responsibility point of view" was commonly used in caring for community including its ecosystem.

For such situation, these firms had chosen the progressive responsibility approach that is primarily concerned towards public prosperity as well as societal progress. Such idea prompts companies either to extend its Corporate social responsibility activities as well as examine overall significance for acting morally towards business constituents and even in the larger community (Gopal Krishna Deshmukh, 2007).

A motive towards helping its society or societal wellbeing confirms organizations' behavior once again to enhance the standard of living for its constituents. Businesses might embrace such behavior only to preserve long-term profit margins as well as increase interested party's engagement.

How the understanding, practice and implementation of CSR in Pakistan differs from economies in South Asia (India, Bangladesh, Sri Lanka etc.)?

According to the study's literature analysis, both legitimacy and stakeholder concepts about Corporate social responsibility were founded upon this concept of firms' constituents but also businesses must care for its constituents initially, subsequently its investors. Thus, other stakeholders are more significant than the actual shareholders. Such ideas do not pertain towards specific kinds of companies, however rather for every little, moderate, as well as big businesses.

South Asia comprises of mainly emerging economies as discussed in chapter to regarding how Corporate social responsibility is implemented in India, Bangladesh and Sri Lanka, the case of Pakistan was also discussed in detail. Literature showed the similarities that these economies shared in terms of socioeconomic background, political background, social issues and how organizations try to implement Corporate social responsibility in their organizational practices.

Prior research indicates how Pakistan remains as emerging nation adding that businesses, particularly small and medium enterprises, tend rarely engage with Corporate social responsibility initiatives adequately. According to information, there was hardly any consistent understanding for Corporate social responsibility throughout South Asian economies especially Pakistan. In Pakistan, there were none particular regulations so therefore this becomes difficult to its corporate community to somehow adhere any standards.

Fraud exists throughout most areas across Pakistan which produces a negative impact on enterprises. Corporations throughout Pakistan as well as other South Asian economies emphasize towards charitable giving. Participants primarily give towards community through a spiritual standpoint Which indicates because whenever companies conduct charitable activity, companies have zero duties towards its stakeholder groups.

Apparently, governments of Pakistan, India, Sri Lanka and Bangladesh are hardly interested with small and medium enterprises.

How the understanding, practice and implementation of CSR in Pakistan can be Improved?

One primary reference underlying the research was its growth in Corporate social responsibility initiatives across the Pakistani economy. Any nation's CSR policies guidelines, plus legislation administration mechanisms provide the beneficial impact upon the CSR operations for the businesses. Organizations throughout Pakistan generally are rarely and less concerned with its constituents.

The major causes behind such disparities include Pakistan's Corporate social responsibility understanding, rules, plus legal control institutions. The Pakistani state must devote greater emphasis towards Corporate social responsibility guidelines but also regulations as well as raise CSR understanding all throughout nation. The nation's legal as well as regulatory mechanisms needed to be increasingly precise & stringent. Pakistan must revise its present legal legislation governing Corporate social responsibilities for small and medium enterprises.

Discussion:

According to the responses to the study queries there seem to be 3 primary factors why firms within Pakistan do not do Corporate social responsibilities correctly. Initially, there is obvious ambiguity throughout the understanding for corporate social responsibility.

As speaking, this term "corporate social responsibility" refers to something like any corporation's numerous societal duties. Moreover, many concepts regarding CSR initiatives define such societal duties, as well as various aspects key determinants. Amongst these ideas, legitimacy perspective as well as stakeholder philosophy remain two very prominent theories.

These ideas were never contradictory; rather, both were fairly complimentary they concentrate upon constituents. However, the challenge is issue for interested parties. Stakeholder groups encompass anybody that exerts any impact over, gets impacted with, and was interested with a company.

Regrettably, such concepts did rarely provide any distinct hierarchy of importance amongst interested parties. Such concepts illustrate why interested parties were essential for firms or rather why is as essential to prioritize interested parties above stockholders. Investors, on the other hand, also are interested parties in the certain firm.

As a result, companies may benefit from such perspective. Therefore, in general, corporate social responsibility involves a charitable action by the business. Firms involve with Corporate social responsibility from moral consideration and/or to its personal benefit.

As a result, businesses across Pakistan remain less and less familiar with this notion for Corporate social responsibility. As fact, several businesses believe that maximizing profitability to its proprietors constitutes some type of Sustainable development despite using underage laborers while damaging local ecosystem.

Next, consider Pakistan's responsibility for maintaining peace as well as harmony. Although many businesses corporate responsibility initiatives were optional, others remain required by the community that safeguard people as well as the ecosystem. However, once more they were never mandatory to businesses.

Throughout such case, here must exist certain rigorous laws as well as restrictions that firms should follow or face penalties. By contrast, many companies throughout Pakistan offer its staff relatively modest rates.

At such scenario, to somehow safeguard a nation's labor industry here must exist some national low pay structure which ensures that no other no worker in any nation gets paid lower under the predefined level or national pay.

Finally, Pakistan has very poor as well as incompetent legislation administration mechanism, the state administration ignores problems frequently. Whenever any company was determined to be in violation with the legislation, approximately majority of companies do not receive the appropriate punishment.

Furthermore, businesses that violate whatever legislation could simply walk away through extorting and displaying considerable influence. As a result, it is critical that new rules governing corporate social responsibility be enacted in Pakistan. Its following stage will be that establish stringent legislation compliance mechanisms also will assist other companies in improving its Corporate social responsibility operations. Each from these preceding debates including analytic market research would add both academic as well as empirical understanding which would undoubtedly aid towards overall development for corporate social responsibility within Pakistan.

Intellectual Significance:

Overall importance for such research aims the investigate CSR activities as well as legislation within Pakistan with comparison to other South Asian economies, with a primary focus on Pakistan. The research would be an inaugural of its kind, adding conceptual plus empirical additions towards current research.

On the conceptual standpoint the study would help to improve knowledge about corporate social responsibility activities within Pakistan also in addition, the research would determine the degree through which the corporate sustainability idea plus activities were backed under current provisions within Pakistan.

This study's actual value would be to raise understanding regarding a necessity for Corporate social responsibility within Pakistan. Furthermore, the study would include suggestions towards improving CSR activities including improving current regulations like corporate social responsibility norms within Pakistan.

Existing Situation in Pakistan:

Transnational corporations were usually pioneering for CSR execution many include specialist units that develop, execute, as well as produce documents about their company's actions that contribute towards overall socioeconomic well-being of societies. In addition, companies had introduced Sustainability methods in industrialized countries throughout Pakistan.

In the initial instance, medium and small enterprises were mainly uninformed with any concept called sustainable development.A majority of corporate organizations had not created any standard for moral behavior that compel their divisions must obey. The majority of CSR initiatives carried out through corporations remain discretionary by purpose.

Corporate social responsibility throughout Pakistan includes governed by business, environmental, employment, as well as customer legislation. Only very couple organizations successfully implemented any standard for ethics including morally acceptable standards. On the state scale there exists neither unified corporate social responsibility regulation nor coercive legislation controlling corporate social responsibility operations.

In Pakistan's business sector there exists significant shortage for comprehensive intellectual grasp regarding corporate responsibility, including structure, strategy, as well as scope. Absence of knowledge or desire of a part of enterprises that differentiate among charitable corporate responsibility or the production for common value i.e., meaningful corporate social responsibility which influences entire supply network.

Absence knowledge about fundamental humanitarian principles national sovereignty, especially customer privileges resulting to the absence in social nor mainstream press scrutiny for abuses including its aforementioned liberties.

The Next Steps, How to Fill the Gaps?

Corporate social responsibility does indeed have a capability to make the distinction throughout each preceeding walks of society: agrarian advancement institutional strengthening, medical services, vocational training, constitutional security understanding with duties and responsibilities, producing further investment possibilities rising economic efficiency with companies guaranteeing freedom of information dimensions, as well as development.

Corporate social responsibility may serve important function promoting inclusive growth, decreasing joblessness, building inadequate amenities providing essential utilities eliminating wealth inequality disparities, controlling demographic stress particularly assisting farm workers to adopting new methods within remote counties.

There is a need for corporate social responsibility to undertake much more active engagement within all aforementioned areas so terms of expanding overall scope for societal obligation as well as improve social quality of life.

Here exists a necessity for public community to perform the positive influence with in 3 aspects listed below:

- A huge effort should be undertaken that increase consciousness about both significance as well as general perks from corporate social responsibility never just to businesses, as well as to every party engaged within each organization.
- A state must enact rules that establish corporate social responsibility a mandatory component of company operations. Such rules would never get created unless individuals seek fundamental liberties.
- People of the country must create volunteer organizations which will function like scrutiny parties that support good CSR activities and call out immoral acts among major corporations, as well as raise understanding.

The interested parties' conferences must get organized through companies, civic community and local state in order to establish prospective plans as well as develop goods or enterprises that are desired among every group of stakeholders.

Instead of just adopting ideas via industrialized nations, Pakistan's Sustainability needs too should be assessed and particular remedies created as needed.

Potential Research Suggestions and Constraints:

While conducting various research, scholars face several constraints. Such constraints provide existing as well as future scholars with suggestions also serve as both a roadmap towards future inquiries. The author mostly encountered challenges regarding information gathering during research investigation. All secondary information was gathered for the study. The researcher originally intended to gather secondary information via 2 steps.

Initially, established studies on CSR techniques throughout South Asia and Pakistan; lastly, trying to target particular domestic and overseas businesses for one’s employment on corporate sustainability throughout Pakistan via their websites, annual reports, and articles.

Fewer businesses include CSR initiatives within one’s regulatory filings. As a result, the research population remained limited to businesses who produced yearly disclosures as well as included corporate responsibility within it.

Companies across underdeveloped nations desperately require adequate rules plus guidance in order to implement corporate responsibility effectively. The study would provide conceptual as well as empirical insights towards the betterment for Pakistan's implementation of corporate social responsibility procedures including regulations.

Corporate social responsibility rules including their execution are a primary issue for businesses functioning within industrialized nations. However, such phenomena somehow don’t exist among underdeveloped nations including such Pakistan. Improved legislation as well as corporate social responsibility knowledge were necessary among authorities, company proprietors & constituents throughout Pakistan, but also probably throughout all emerging nations.

Özet

Mevcut Yüksek Lisans Tezi tamamı ile KSS (Kurumsal Sosyal Sorumluluk) üzerinedir ve ayrıca Pakistan kurumlarında nasıl uygulandığı, Güney Asya'da nasıl yorumlanıp uygulandığı ve bu yorum ve uygulamaların Pakistan ile nasıl farklılıklar gösterdiğini ele almaktadır. Tezin asıl amacı Pakistan çapındaki kurumların (hem yerli hem uluslararası) KSS ilkesini yorumlayıp kendi stratejik planlamalarına nasıl dahil ettiklerini incelemektir.

Bu güncel tez çalışması, nitel bir yaklaşım kullanılarak hem kanıtların hem de bilgilerin toplandığı gözlemsel çalışmalara odaklanmaktadır. Araştırmaya katılmak üzere altı farklı şirket seçilmiştir. Bu şirketlerden üçü yabancı ÇUŞ ve üçü de tamamı KSS politikası uygulayan yerli şirketlerdir. Daha sonra, KSS'nin her iki şirket türü tarafından yorumlanmasını karşılaştırmak için teorik bir arka plan kullanılmıştır. Matematiksel varsayımlara dayalı gözlemsel çalışmalar, KSS'lerin çoğunluğunun, gönüllü veya hayırsever hizmet yoluyla ekonomik kalkınmaya odaklanmaya benzer bir şekilde yürütüldüğünü göstermektedir.

Sonuç olarak, işletmelerin KSS'ye ilişkin kamu bilincini geliştirmek ve toplumun ahlaki bir kurumsal vatandaşı olmak için ekolojik, yasal ve kültürel bilinci kurumsal felsefelerine dahil etmeleri ve uzun vadeli uygulanabilir bir ticari uygulamayı hayata geçirerek hayırseverlik hizmeti veya hayırseverliğin ötesine geçmeye çalışmaları gerektiğine karar verildi.

Abstract

The whole master's thesis centers upon CSR (Corporate Social Responsibility) as well as its implementation in Pakistani enterprises and how CSR is understood and practiced in South Asia and how it is similar or different from Pakistan. Thesis's fundamental purpose is that it will examine whether business organizations throughout Pakistan (including international as well as domestic) interpret the CSR principle and how it relates to their strategic planning.

The study is focused on observational studies in which both evidence and information are gathered using a qualitative approach. Six distinct companies have been selected, three of which are foreign MNCs and three of which are domestic firms with CSR policies. The theoretical background is then used to compare the descriptions of both of their CSR systems. Observational studies based on mathematical assumptions suggest that the majority of CSRs are carried out in a way similar to that focusing on economic development by voluntary or philanthropic service.

As a result, in order to improve public awareness of CSR, businesses must incorporate ecological, legal, and cultural consciousness into their organizational philosophy and strive to go beyond charity service or philanthropy by implementing a long-term viable commercial practice in order to be a moral corporate citizen of community.

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