

## CORPORATE SOCIAL RESPONSIBILITY: EFFECTIVE IMPLEMENTATION IN MICRO, SMALL AND MEDIUM ENTERPRISES

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### ABSTRACT

Corporate Social Responsibility (CSR) has evolved from a voluntary initiative to a strategic imperative for businesses, influencing their sustainability, stakeholder relationships, and competitive advantage. While large corporations have well-established CSR frameworks, the landscape for Micro, Small, and Medium Enterprises (MSMEs) remains underexplored. MSMEs face unique challenges in adopting CSR due to limited financial resources, lack of expertise, and competing business priorities. Despite these constraints, many MSMEs engage in informal or community-driven CSR practices that align with their business ethos and local needs. This paper employs a bibliometric analysis to map the existing literature on CSR in MSMEs, identify key trends, research gaps, and propose directions for future studies. Using bibliometric tools, we analyze scholarly outputs, author networks, and thematic clusters to provide a comprehensive understanding of how MSMEs integrate CSR into their operations. Additionally, this study will provide a roadmap for future research, emphasizing the need for empirical studies, cross-regional comparisons, and policy-driven frameworks to support CSR adoption among MSMEs.

**Keywords:** corporate social responsibility, MSME, innovation, competitiveness, performance bibliometric analysis, sustainable business

### INTRODUCTION

Corporate Social Responsibility (CSR) is used as a modest instrument in emerging economies and this topic is capturing the interest of business community, academic researchers and society. Frequent studies have been done so far on the said topic but there are very few studies concentrating micro, small and medium sized enterprises. Micro, Small and Medium Enterprises, with small value succeeded by single individual or family members; primarily faces tough competition from large scale enterprises and furthermore parameters for CSR rests the equivalent for MSME's and large corporations.

Before 1947 businesses did charity and after 1947 Gandhian philosophy of trusteeship became popular, which promoted the roles of PSUs as important elements that fulfilled the development Program. Post 1991 era embarks the entry of global players, with which competition increased in the market. In order to meet the customer satisfaction global standards for CSR motivated the local players to respond towards the needs and strengthen the brand value. After 2000 Indian government is allowed to integrate the best practices that make India as 1<sup>st</sup> country to mandate CSR. Developed countries paid more heed to CSR as compared to developing countries. SME played a great role in curbing the various problems which persists in society like problems related to unemployment, poverty, wealth creation etc. (Aguinis & Glavas, 2012; Tarek Bel Hadj 2019).

Business world is intertwined along with clear chasm between developed and developing economies. With the continuous growth & development in the economy there is shift in the management of production from mass consumption to customized products (Amin 1994, Tewari R Pathak T.S 2015). To promote growth & development in the businesses, government is decreasing its hold. This poses challenges & also provides opportunities for businesses. SMEs are running with inadequate resources. The central aim of CSR is to maintain balance between economic, environmental & social affairs. SMEs plays great role in the employment generation, poverty reduction and also leads to sustainable development. Therefore CSR becomes critical for SME. (Ruchi Tewari & Taral Pathak, 2014)

### METHODOLOGY

Research is restricted to Scopus publications, as it is most comprehensive database of 21,000 multidisciplinary peer-reviewed journals of different streams (Falagas et al. 2008); includes social sciences (Business, Arts, Accounting, management, organization, economics, psychology, finance), health sciences (Medicine, Veterinary, Nursing), physical sciences (Computer science, material science, energy, mathematics, chemical engineering, astronomy), life sciences (Biochemistry, Agriculture, biological sciences, molecular biology, micro biology, nuclear science, pharmaceuticals, toxicology) (Goodman & Deis, 2005, Bar-Ilan, 2010, Leydesdorff, 2012); with more than 8 million papers and more than 1,50,000 books. This database with high quality publications in peer-reviewed journals, having representative samples and with 69 million high quality references is advantageous for bibliometric and citation analysis. This study utilizes a bibliometric approach, collecting data from established academic databases such as Scopus. The analysis includes publication trends over time on the theme Corporate Social Responsibility and MSMEs.

### ANALYSIS

Researcher systematically studied the term “Corporate Social Responsibility and Micro, small and medium enterprises” by the following search equation:

$$A \rightarrow B \rightarrow C \rightarrow D \rightarrow E$$

Category	Definition	No. of Publications
A	Searching the term “Corporate Social Responsibility” in “AllFields” i.e. Abstract or keywords or Article Title or References or Journal or conference for all years	39132
B	Searching the term “Micro, small and medium enterprises” in “All Fields” i.e. Abstract or keywords or Article Title or References or Journal or conference for all years	4624
C	Searching the term “Corporate Social Responsibility and Micro, small and medium enterprises” in Title or Abstract or keywords for all years	79
D	Searching the term “Corporate Social Responsibility and Micro, small and medium enterprises” in Title or Abstract or keywords for limited years i.e. 2010-2024	76
E	Searching the term “Corporate Social Responsibility and Micro, small and medium enterprises” in Title or Abstract or keywords for limited years i.e. 2015-2024	74

### Analysis: Year-wise

While analyzing the publications, less research work is reported in initial years in comparison to recent data. Publication ranges from 3 publications in the year 2015 to 14 publications in the year

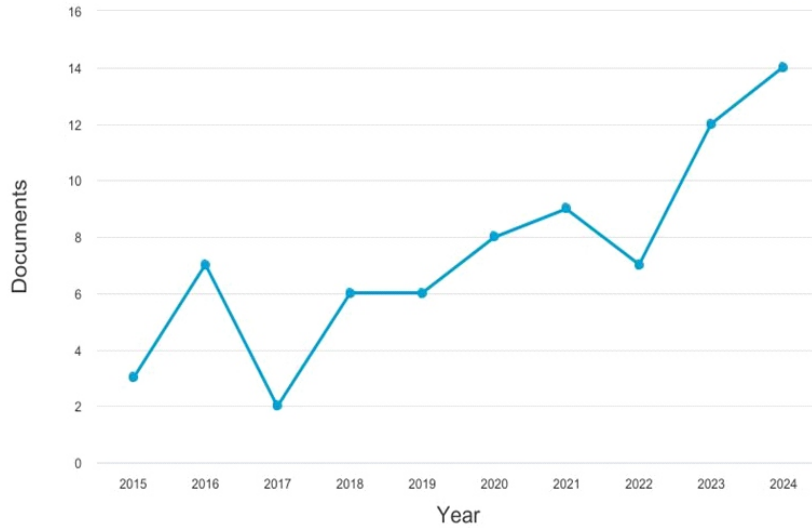


Figure 1: Number of publications in different years

### COUNTRY-WISE ANALYSIS

Researchers examine the data of last 10 years on country basis and found maximum research in Indonesia and Spain. 15 researches are reported in Indonesia during this period, 12 in Spain, 11 in India, 5 in

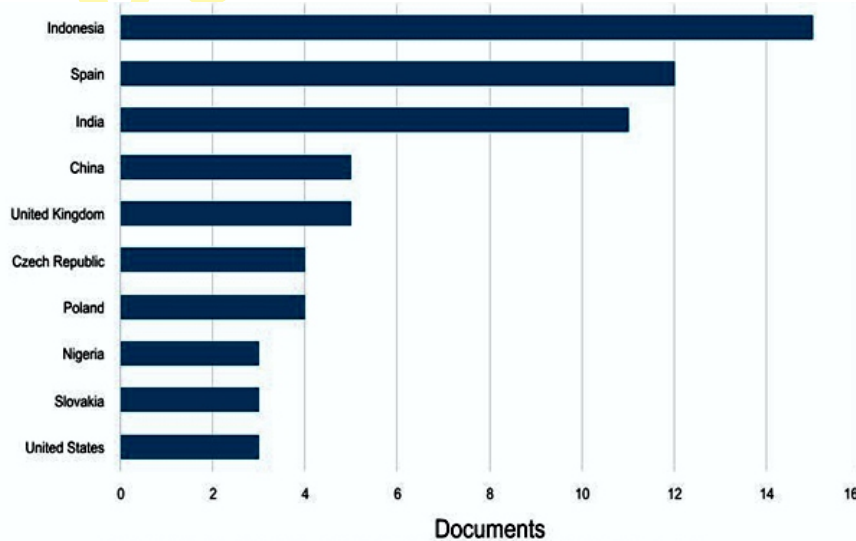
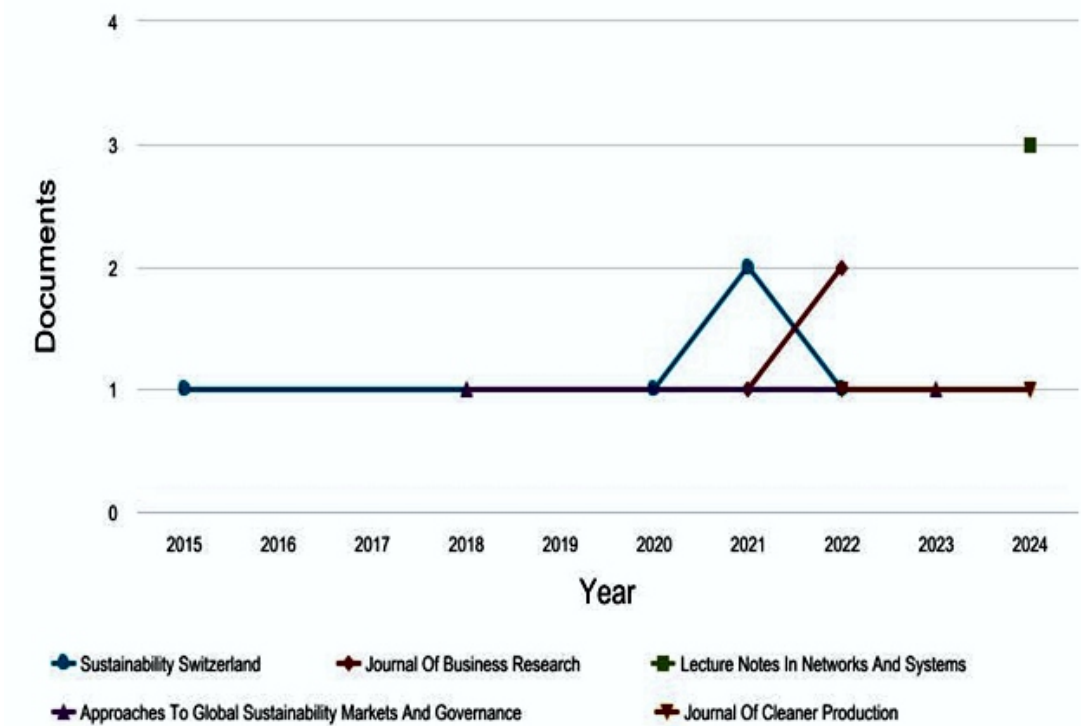


Figure 2: Country wise publications

**ANALYSIS: JOURNAL WISE**

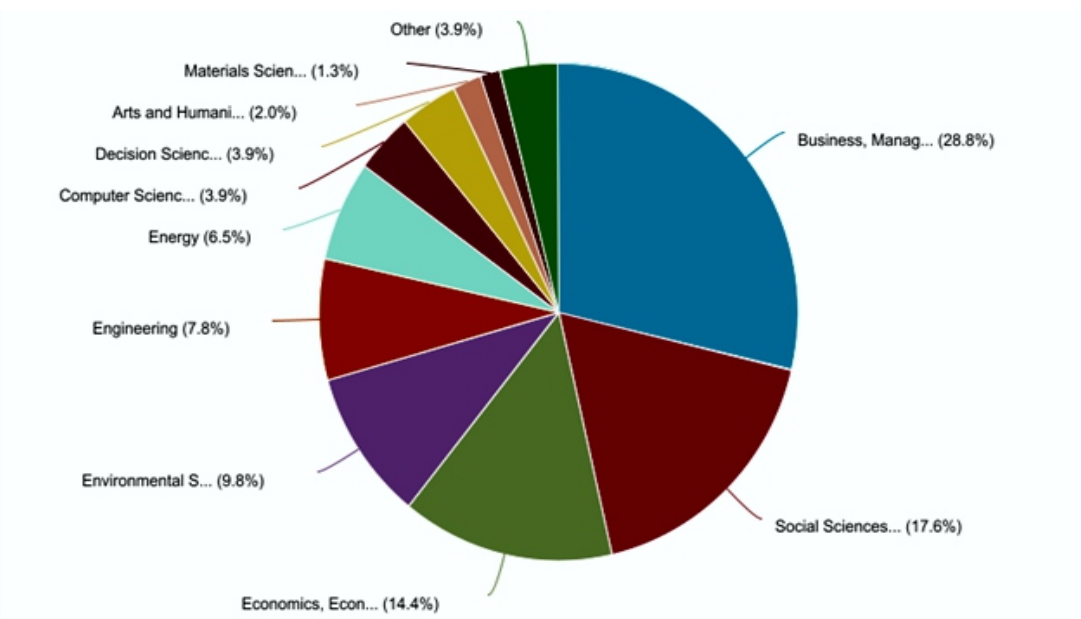
While analyzing 74 documents, researchers observed documents in 5 main journals i.e. Journal of Business Research, Sustainability Switzerland, Lecture notes in Networks and Systems, Journal of Cleaner Production and Approaches to Global Sustainability Markets and Governance (Figure 3)



**Figure 3: Documents by source**

**ANALYSIS: SUBJECT WISE**

While analyzing 74 findings in the years 2015-2024 for “Corporate Social Responsibility and MSMEs” on the basis of subject area, researchers find maximum publications related to Business, Management and Accounting followed by Social Sciences, Economics, Econometrics and Finance,



Environmental Science, Engineering, Energy, Computer Science, Arts and Humanities and Material Science (Figure 4).

**Figure 4: Publications of different discipline**

**ANALYSIS: TYPE OF PUBLICATIONS**

The documents on “Corporate Social Responsibility and MSMEs” have been published in the form of 51 articles, 14 book chapters, 8 conference papers, 2 reviews, 1 book, and 1 editorial (holds 5)

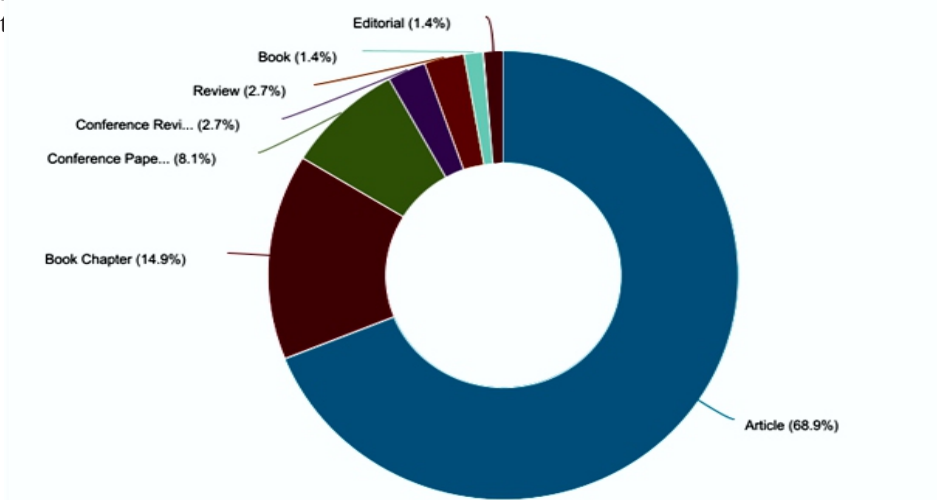


Figure 5: Type of publications

## CONCLUSION AND FUTURE RECOMMENDATIONS

The objective of this paper was to study the concept of Corporate Social Responsibility on theoretically grounds. For this purpose researchers did bibliometric analysis and examined maximum research work in Indonesia, India, Spain and China. This indicates need to explore the conversed theme.

In gist, analysis indicates the progress towards research work done in the area of Corporate Social Responsibility but the research on the concept of Corporate Social Responsibility and Micro, Small and Medium enterprises is still unexplored. CSR implementation in MSMEs is an emerging but underexplored research area. This bibliometric analysis highlights key contributions, trends, and gaps, offering a roadmap for future studies. Addressing challenges such as resource limitations and regulatory support can enhance CSR adoption among MSMEs, contributing to broader sustainability goals. As the extent of available literature reveals the under exploration of this construct, findings suggest fertile recommendations for future research.

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