

UNDERSTANDING THE CHALLENGES OF CORPORATE SOCIAL RESPONSIBILITY IMPLEMENTATION

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Abstract: *A company finds equilibrium between its external environment and its economy through the practice of corporate social responsibility, or CSR. The connection a company has with its stakeholders—local communities, the government, investors, and employees—in the areas it works or resides in is the focus of corporate social responsibility (CSR). In the current decade, CSR appears to be a lot more essential, relevant, and widely accepted idea. However, the businesses can no longer afford to remain isolated from other members of the communities they exist in. The concept of corporate social responsibility (CSR) involves attempting to build a more sustainable economic model that is centred on the organization's societal responsibilities with the organization being a part of it. In this paper, In addition to discussing the obstacles and difficulties facing corporate social responsibility (CSR), our goal is to present the field's current status. The overview of the literature approach, which is the core of the research methodology used in this study, gathers secondary data from a variety of sources, including books, scientific publications, and other technical-science material. This detailed essay added to the discussion on how corporate social responsibility (CSR) is a matter of attitude and gives insight into the extent to which businesses may practise CSR, which is beneficial for societal and economic goals.*

Keywords: corporate social responsibilities (CSR), stakeholders, challenges, systematic literature review, agency.

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