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**Role of Corporate Social Responsibility  
on Brand Image in Different FMCG  
Companies: An Empirical Study  
in the State of Odisha**

The goal of this project is to detail the core, defining principles of strategic CSR that differentiate it as a concept from the rest of the CSR/sustainability/business ethics field. It is designed to be a provocative piece, but one that solidifies the intellectual framework around an emerging concept—strategic CSR. The foundation for these principles comes from my perspective as a management professor within the business school. As such, it is a pragmatic philosophy, oriented around stakeholder theory, that is designed to persuade business leaders who are skeptical of existing definitions and organizing principles of CSR, sustainability, or business ethics. It is also designed to stimulate thought within the community of intellectuals and business school administrators committed to these issues, but who approach them from more traditional perspectives. Ultimately, therefore, the purpose of the strategic CSR concept (and this book) is radical—it aims to redefine both business education and business practice. By building a theory that defines CSR as core to business operations and value creation (as opposed to peripheral practices that can be marginalized within the firm), these defining principles become applicable across the range of operational functions. As such, they redefine how businesses approach these functions in practice, but also redefine how these subjects should be taught in business schools.

The purpose of this research is to investigate the effect of CSR on Brand Image in order to increase the understanding of CSR as a marketing tool within the FMCG product industry. The research questions of the study are “How does a product-based company’s involvement in CSR as a marketing strategy affect the overall Brand Image of that company; and how do different CSR dimensions affect the Brand Image that company in long run?”



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