

THE CONCEPTS OF SOCIAL RESPONSIBILITY AND KNOWLEDGE MANAGEMENT IN HIGHER EDUCATION FOR SUSTAINABILITY

Lertlak Charoensombat¹ and Akkakorn Chaiyaphong²

Article History

Received: 06-01-2025; Revised: 31-03-2025; Accepted: 31-03-2025

<https://doi.org/10.14456/issc.2025.94>

ABSTRACT

Introduction: Digital transformation has revolutionized healthcare, with artificial intelligence (AI) and machine learning (ML) enhancing diagnosis, patient management, and efficiency. Despite these advancements, concerns regarding data security, ethics, and system integration persist. This study examines the effectiveness of AI-driven decision support systems in improving diagnostic accuracy and reducing healthcare costs. **Objectives:** This research evaluates AI-based decision support tools in medical diagnosis, focusing on accuracy, efficiency, and cost reduction while identifying challenges in clinical implementation. **Methods:** A systematic review of AI applications in healthcare was conducted, alongside a case study of three hospitals. Data from patient records, diagnostic outcomes, and clinician feedback were analyzed. AI performance was assessed using sensitivity, specificity, and accuracy metrics, compared to traditional diagnostic methods. **Results:** AI-driven systems improved diagnostic accuracy by 15% and reduced diagnostic time by 30%. Cost savings of 20% in operational expenses were observed. However, challenges such as data privacy concerns and physician trust in AI recommendations emerged. **Conclusion:** AI-powered diagnostic tools enhance accuracy and efficiency while lowering costs. Addressing security issues and fostering AI-human collaboration is crucial for broader adoption. Future research should focus on transparent and ethical AI frameworks to ensure trust and regulatory compliance.

Keywords: Corporate Social Responsibility; Knowledge Management; Sustainability; Higher Education

¹ Lecturer, Silpakorn University

² Assoc. Professor, Faculty of Law, Suratthani Rajabhat University

Email: Mr.Akkakorn@gmail.com *Corresponding author

1. INTRODUCTION

Corporate social responsibility (CSR) is a business strategy under which firms are required to self-regulate and assume accountability for their stakeholders and the public. Furthermore, CSR refers to the responsibility of corporations towards the economy, society, and the environment affected by their operations (Fernando, 2023; Sparacino et al., 2024). Corporate social responsibility refers to the voluntary management of a company's obligations and dedication to enhancing the welfare of communities, society, and environments (Reckmann, 2023; Rostami & Salehi, 2024). A crucial objective of CSR is to engage in commercial activities without causing damage to the environment, community, and society. Furthermore, CSR mostly addresses two key concerns: the environmental consequences of business activities and the societal effects of business activities (Xu, 2023). An integral objective of a sustainable company strategy is to generate a beneficial influence on society. When formulating business decisions, sustainable enterprises consider a range of environmental, economic, and social considerations. Organizations meticulously assess the consequences of their activities to guarantee that immediate gains do not transform into enduring obligations

The corporate sector places significance on CSR for the following reasons: Enhance the public perception of the company Enhance brand awareness and visibility of the brand/organization name, achieve cost savings by minimizing packaging and reducing production costs, gain a competitive edge by adopting CSR, and effectively distinguish the organization from its industry rivals. Furthermore, the organization implements CSR to foster interaction between customers and the company through diverse activities. It also enhances employee engagement by encouraging them to participate in community and society initiatives. One advantage of adopting CSR is that it improves the workplace environment and increases productivity by encouraging activities like volunteering In addition, CSR initiatives can provide valuable competitive advantages by distinguishing firms in the market and appealing to customers who value ethical concerns. Furthermore, CSR can enhance employee morale and retention by harmonizing corporate ideals with the employees (Lee & Hess, 2022).

However, the lack of effective knowledge management in higher education concerning social responsibility is hindering the alignment of business-centric curricula with broader societal values. This situation arises because profit-driven models frequently overshadow ethical considerations, making it challenging to balance academic rigor with practical social impact. Furthermore, universities are struggling to incorporate corporate social responsibility (CSR) into traditional curricula. Another challenge is the resistance to interdisciplinary approaches, as rigid departmental structures impede holistic learning. Measuring tangible outcomes remains a complex

task, given that social responsibility often involves long-term, qualitative changes. Additionally, engaging stakeholders—including students, faculty, and communities—demands sustained commitment that goes beyond one-time projects. Finally, institutional inertia and competing priorities often slow the adoption of transformative social responsibility frameworks (Sardana et al., 2020; Cao et al., 2023; Afshan et al., 2024)

As mentioned above, corporate social responsibility is essential in advancing future sustainability by including social, environmental, and economic factors into corporate plans (Sparacino et al., 2024). In addition, primary effects encompass bolstered business image, greater stakeholder engagement, and sustained financial success, CSR activities frequently promote transparency and accountability in business operations by aligning with the sustainable development goals (SDGs) set by the United Nations. Furthermore, organizations that actively participate in CSR initiatives generally achieve higher rankings in sustainability indices, therefore showcasing the concrete advantages of sustainable business practices for sustained success (Galvão et al., 2019; Xu, 2023; Amoako et al., 2024; Jادیyappa & Shette, 2024). In addition, preceding the implementation of CSR initiatives, an organization must build a solid basis of CSR effectiveness to engage in business activities that benefit society through social interventions. However, responsibility in the business process takes precedence over social activities, which mostly involve organizing events and activities. Therefore, this study clarified the understanding of critical concepts of CSR and the benefits of university students participating in CSR activities.

2. OBJECTIVES

The aim of this study is to outline the fundamental concepts of corporate social responsibility (CSR) related to sustainability and to highlight the advantages of CSR practices for university students.

3. CONCEPTUAL FRAMEWORK

Corporate social responsibility (CSR) is the concept that businesses assume social responsibility through sustainable business strategies. The issue of the responsibility an organization has for the economic, social, and environmental aspects makes CSR important to employees (Harris, 2022). Additionally, CSR acts as an effective marketing technique that favorably influences a company's perception among consumers, investors, and regulators. CSR programs can also enhance employee engagement and satisfaction. Furthermore, CSR plays a significant role in improving employee retention and can particularly attract prospective employees whose personal values align with those of the organization (Stobierski, 2021). To clarify, the primary elements of CSR include environmental management, eco-efficiency, responsible sourcing, stakeholder engagement, labor standards and working conditions, employee and community relations, social

equity, gender balance, human rights, good governance, and anti-corruption initiatives (Gürlek & Tuna, 2019; Vuong & Bui, 2023).

Figure 1
 Conceptual framework



Source: Authors

4. METHODOLOGY

In this study, we used secondary data related to corporate social responsibility (CSR). We collected data from published research reports from Scopus database focuses on publishes articles after year 2000, websites, and previously conducted surveys. We collected data on how to business manage the CSR, and university students involved in CSR practice. In addition, we followed the three steps: 1) selection of documents by choosing relevant documents that are aligned with the research question, include official reports, policy documents, letters, and other written materials. 2) document acquisition as obtaining documents through various means such as archives, libraries, or organizational records and ensure that the documents are authentic and credible, and 3) perform a first assessment as a first evaluation to comprehend the context and substance of the written materials in order to discover significant themes and categories. In addition, criteria for selecting documents for use in research are important and include authenticity, reliability, representation, and meaning.

In addition, researchers establish reliability by cross-referencing multiple documents, analyzing the expertise of authors, assessing potential biases, and reviewing the authorship, publication date, and methodological rigor, which enhances trustworthiness. Additionally, we analyzed the data using content and descriptive analysis, which involves systematically coding and

categorizing the content of documents to identify themes, patterns, and meanings. A limitation of this study is its dependence on secondary sources for data collection and the utilization of pre-existing data, which may not capture all occurrences. Nevertheless, the findings of this study can aid business organizations and higher education institutions in identifying and improving corporate social responsibility (CSR) in the future. Furthermore, this research does not involve human interaction and therefore does not necessitate a human research ethics review from the Institutional Review Board (IRB).

5. RESULTS

Corporate social responsibility (CSR) is the concept that businesses undertake social responsibility through sustainable strategies. The responsibility an organization has for economic, social, and environmental aspects makes CSR important to employees. Additionally, CSR functions as an effective marketing strategy that favorably positions a company in the eyes of consumers, investors, and regulators; CSR programs can also enhance employee engagement and satisfaction. Furthermore, CSR significantly aids in improved employee retention and can particularly attract prospective employees whose personal values align with those of the organization. Moreover, the principal elements of CSR include environmental considerations, eco-efficiency, responsible sourcing, stakeholder engagement, labor standards and working conditions, employee and community relations, social equity, gender balance, human rights, beneficial governance, and anti-corruption initiatives (Amoako et al., 2024; Harris, 2022; Stobierski, 2021). The results and discussion outline key concepts of corporate social responsibility and highlight the benefits that university students can gain from participating in CSR practices as follows:

Key Concepts of Corporate Social Responsibility

To understanding the concept of CSR is essential for organizations due to several reasons, firstly, CSR initiatives help improve a company's public image, leading to enhanced customer loyalty and brand differentiation, and public perception can significantly affect consumer behavior and, consequently, sales and profitability (Chaudhary, 2019; Sparacino et al., 2024), secondly, CSR practices can enhance employee satisfaction and engagement, which are critical for retaining talent and improving productivity, thirdly, integrating CSR into business operations can lead to better financial performance by improving operational efficiencies and reducing costs associated with regulatory compliance (Rinawiyanti et al., 2023). So, the fundamental principles of CSR are:

Environmental responsibility

Environmental responsibility is a prevalent aspect of corporate social responsibility (CSR), where organizations are expected to conduct themselves in a manner that is predominantly environmentally friendly. Some companies use the term "Environmental stewardship" to denote their commitment to the responsible management and preservation of the natural environment

(Stobierski, 2021). In addition, the implementation of green management strategies is crucial in establishing a company's reputation at the fundamental level of its operations. Green practices are an essential component that will ultimately shape a company's environmental image and competitive advantage. Furthermore, a green corporate image refers to the practices of a company that prioritizes sustainability and environmental responsibility without causing disruption to the public. This approach aims to create a favorable environment for future generations and enhance the competitiveness and market share of the company. The growing concern for ecological issues among people has compelled companies to engage in environmental protection activities. Nevertheless, the integration of a green corporate image with advancements in technology will establish a robust green competitive edge for organizations (Fernando, Jabbour, & Wah, 2019).

Eco-efficiency

Eco-efficiency refers to the goal of achieving a balance between economic growth and the enhancement of resource utilization efficiency, while simultaneously minimizing environmental pollution outputs. The ultimate objective of business is not only to maximize profits, but also to guarantee that operational activities of the business have a beneficial influence on the environment, people, and society. Furthermore, the expansion of major enterprises and the aspiration to optimize personal financial gains have not only created a wealth disparity but also lead to an undue harmonization between progress and ecological sustainability. Thus, sustainable economics and development are seen as efficacious measures to address global warming. It is imperative for both individuals and organizations worldwide to integrate these procedures into our everyday lives and the internal operations of our firms, and the primary goals of a sustainable economy are alleviating poverty and hunger in developing nations, ensuring adequate education, and promoting health and safety for all living beings on earth. Additionally, supply essential services such as water, electricity, gas, etc., required for everyday life, eradicate social prejudices and advance gender equality, ensure access to clean and non-polluting energy, innovate in a manner that benefits the environment, establish sustainable infrastructure in urban areas, responsibly exploit and utilize natural resources, safeguard marine life, and preserve the ecological health (Iturralde, 2023).

Responsible sourcing / Sustainable sourcing

Companies voluntarily commit to responsible sourcing, also known as supply chain agility, by acknowledging the social and environmental factors in their supplier relationships. Operators in the supply chain strive to adhere to the "Principle of Acting with Care" to responsibly acquire products or raw materials within their supply chain. This principle emphasizes the need to prioritize mechanisms for procuring raw materials or processes for acquiring goods, materials, or services that minimize environmental, social, and economic impacts. Sustainable sourcing also encompasses methods for producing products that are responsible to the environment, promote social equality,

and have economic potential . Furthermore, responsible or sustainable sourcing refers to acquiring materials and goods while considering their environmental and social consequences. To mitigate business risks and enhance organizational sustainability, it is imperative for organizations to assume accountability for all stages of the supply chain, starting from manufacturing and extending to consumption (Walker & Jones, 2012).

Stakeholder engagement

Stakeholder engagement refers to the collaborative involvement of various groups with the aim of achieving social, economic, and environmental sustainability. In addition, the stakeholders involved in corporate social responsibility rely on their commitment to the interested group for the purpose of organizational sustainability initiatives (Tworzydło et al., 2021) . Furthermore, active engagement with stakeholders contributes to the enhancement of the company's reputation, so demonstrating a commitment to ethical practices and social responsibility, stakeholder engagement facilitates early identification of potential hazards and enables proactive management of these risks, therefore mitigating adverse effects on the organization, the engagement with stakeholders can foster the generation of innovative ideas and solutions, so augmenting the company's capacity to effectively tackle social and environmental issues. Moreover, the involvement of stakeholders guarantees the company's compliance with regulatory obligations and alignment with societal expectations, so upholding its legitimacy (Mària & Uzoma, 2012; Doni et al., 2022).

Labor standards and working conditions

Labor standards and working conditions are vital elements of CSR programs, labor standards guarantee equitable compensation, secure working conditions, and safeguard workers' rights, including the ban of child labor and forced labor. Establishing strong labor standards is necessary for upholding ethical business behaviors, improving employee welfare, and cultivating a favorable corporate image. Adhering to rigorous labor standards enables organizations to reduce the risks linked to labor conflicts and regulatory sanctions. It also contributes to higher productivity and employee morale, as workers feel valued and protected. Furthermore, companies that prioritize good working conditions often experience increased loyalty and reduced turnover rates among employees, and the significance of labor standards in CSR is highlighted by the International Labour Organization (ILO) and the United Nations (UN) provide frameworks for businesses to implement fair labor practices, and these frameworks promote the adherence to international labor laws, emphasizing the importance of safe, equitable, and humane working conditions. Companies that follow these guidelines are better positioned to meet global sustainability goals and gain the trust of consumers, investors, and other stakeholders (El-Said et al., 2022).

Employee and community relations

Corporate social responsibility (CSR) is influenced by the organizational environment, which includes the culture, values, structure, and processes of the firm. The resources of the business serve as the driving force behind CSR as the primary host organization. Furthermore, to effectively carry out CSR, employees must synchronize CSR with the business case of the organization to adapt their strategy, organization must also manage the conflict between the organizational needs and requirements and the broader societal demands while implementing CSR activities, establishing CSR from a model of community development. Furthermore, the development of CSR involves the incorporation of tactics such as education and skills enhancement, employment and business growth, and the integration of the company with the broader community, which may be in line with wider environmental, social, and economic strategic goals. In addition, the regional development requirements prioritize the manifestation of the organization's principles and are organized around the establishment of associated systems and procedures, such as corporate policies/industry standards or significant legislation (Fordham & Robinson, 2018)

Social equity

The concept of social equity in corporate social responsibility (CSR) is crucial for advancing impartiality and inclusiveness among firms and civil society. Social justice prioritizes the provision of equal opportunities and fair treatment to all persons, irrespective of their background, with the goal of diminishing inequalities in domains such as employment, education, and resource accessibility. Integrating social equity into CSR efforts enables firms to tackle social disparities, improve their brand, and establish trust with stakeholders. Incorporating social equity into CSR is essential for many reasons. Firstly, it promotes a workforce that is more inclusive and diverse, so stimulating innovation and enhancing organizational performance. Secondly, it enables companies to conform to societal values and expectations, so strengthening their social license to operate. Lastly, it can result in improved financial performance as companies that prioritize social equity are often regarded more favorably by investors and consumers, leading to higher brand loyalty and customer satisfaction (Matthiesen & Salzmann, 2017; McAdam & Leonard, 2003; Trong, 2012).

Gender balance

Gender balance is an essential component of corporate social responsibility (CSR) that entails guaranteeing equitable representation and involvement of both genders in the professional environment, especially in upper-level managerial roles. The importance of this equilibrium lies in the fact that diverse boards and executive teams can provide a range of viewpoints and cultivate a more inclusive corporate culture, so facilitating improved decision-making and overall company performance. In addition, one compelling rationale for advocating gender balance is its considerable influence on corporate performance. Moreover, gender balance in leadership roles can help address broader social issues such as gender inequality and social justice. It can also foster

an environment where diverse talents are recognized and utilized, contributing to a more equitable and sustainable society, and improve employee morale and attract a more diverse talent pool, further driving innovation and competitiveness. Additionally, companies that have boards with gender diversity in their composition generally achieve higher market valuation and engage in corporate social responsibility (Bristy et al., 2021; Wu et al., 2022).

Human rights

The organization must implement measures that uphold human rights and acknowledge the significance of conducting activities that align with the Universal Declaration of Human Rights, creating social responsibility for the business sector and protecting human rights. According to the principles of the United Nations, it can be summarized the 13 points are as follows: (1) support the protection of human rights at the international level (2) do not violate human rights in Labor (3) promote freedom of association and effective bargaining (4) eliminate all forms of forced labor (5) abolish the use of child labor. (6) eliminate discrimination regarding Employment and occupation (7) support methods for protecting birds' environmental pattern (8) promote environmental responsibility (9) promote technology friendly to environmentally (10) oppose all forms of corruption (11) protect consumers and fair marketing (12) protect health and safety, and (13) provide affected persons with access to information and receive compensation (Puttipong, 2015).

Good governance

Ethical responsibility involves ensuring that an organization operates in a fair and ethical manner, organizations that embrace ethical responsibility aim to demonstrate ethical behavior through fair treatment of all stakeholders, including leaders, investors, employees, suppliers, and customers (Stobierski, 2021). In addition, business ethics refers to the set of norms, standards, codes, or principles that establish parameters for ethically responsible and honest conduct in a certain context. In addition, rules, standards, and principles are essential components of this idea; organizations function as ethical frameworks to prevent unethical activity, while morally appropriate activities correspond with justice, legal statutes, or other established norms. Truthfulness denotes comments and behaviors that align with the facts and specific circumstances. Furthermore, ethical scenarios represent situations including human ethical dilemmas that need ethical decision-making

Anti-corruption measures

Integrating anti-corruption measures into corporate social responsibility (CSR) frameworks is essential for upholding ethical business practices and guaranteeing long-term viability. Anti-corruption efforts are designed to proactively prevent and effectively tackle corrupt activities, including bribery, fraud, and embezzlement, that have the potential to significantly harm a company's reputation and financial robustness. However, implementing robust anti-corruption measures is essential for several reasons as companies with strong anti-corruption policies are

viewed more favorably by stakeholders, including customers, investors, and regulators, which enhances their reputation and trustworthiness, adhering to anti-corruption laws and regulations helps companies avoid legal penalties and sanctions that can arise from unethical practices, firms that actively combat corruption tend to perform better financially, as they mitigate risks associated with corrupt activities and create a stable operating environment, transparency in business operations created trust among stakeholders, which is crucial for long-term business relationships and market success, and anti-corruption measures help streamline business processes by reducing the inefficiencies and additional costs associated with corrupt practices (Kabir & Thai, 2021; Eisele et al., 2024).

The Benefits of University Students for CSR Practices

The participation of university students in corporate social responsibility (CSR) activities is crucial, as it produces several benefits for all stakeholders. Engagement in CSR efforts enhances employment opportunities by providing real experience and skill development. Moreover, participation in CSR activities fosters personal and professional growth, promoting a vision of ethical leadership and social responsibility; hence, there are eight primary advantages of university students' engagement in CSR initiatives.

Enhanced Employability

Participation in corporate social responsibility (CSR) initiatives provides university students with practical skills and real-world experience, therefore improving their employability. Furthermore, employers strongly desire candidates who exhibit social responsibility and ethical consciousness, qualities that can set students apart in very competitive job markets, and CSR programs offer students the chance to engage in community projects, so fostering the development of essential leadership and project management skills that are vital for their future professional endeavors). To engagement of university students in CSR initiatives greatly enhances their employability by offering them hands-on experience, improving their abilities, and deepening their comprehension of the practical implementations of their academic studies. Internships, a prevalent CSR initiative, serve to connect academic knowledge with practical experience, therefore enhancing the appeal of students to prospective employers (Feldmann, 2016). Participating in CSR initiatives enables students to cultivate essential soft skills, such communication, collaboration, and problem-solving, that are much esteemed in the employment sector (Pitan & Muller, 2020). Furthermore, participation in CSR initiatives often results in networking prospects, enabling students to establish connections with experts and organizations, which may ultimately lead to employment offers after graduation.

Personal and Professional Growth

Corporate Social Responsibility (CSR) involvement enhances the personal and professional growth of students by encouraging critical thinking, problem-solving, and adaptability as they tackle social challenges. These experiences strengthen students' resilience and sense of civic responsibility, equipping them for professional settings that prioritize social awareness and ethical decision-making (Barth & Timm, 2011). Furthermore, CSR initiatives provide university students with various prospects for personal and professional development by actively participating, students can cultivate a more profound understanding of social responsibility and ethical consciousness, both of which are essential in the contemporary corporate landscape. Furthermore, the experiences of students promote personal growth by pushing them to venture beyond their familiar areas and assume new obligations. Moreover, professional students acquire unique perspectives on the functioning of organizations and acquire the ability to navigate intricate social problems, so improving their problem-solving and leadership abilities. Furthermore, CSR initiatives typically necessitate students to collaborate in heterogeneous teams, so fostering cultural proficiency and empathy (Pitan & Muller, 2020). In conclusion, comprehensive development is crucial for equipping pupils for the requirements of the contemporary job market and for cultivating them into versatile professionals.

Enhanced Academic Learning

Integrating corporate social responsibility (CSR) practices into the curriculum enhances academic learning by providing practical applications of theoretical concepts. This hands-on approach can deepen students' understanding of their subjects, thereby increasing the relevance and impact of their education. Additionally, service learning serves as a prominent form of CSR activity that connects classroom knowledge with real-world issues, boosting students' academic and practical skills (Alalwan, 2022). Furthermore, CSR initiatives can act as a form of work-integrated learning, enabling students to witness the immediate effects of their academic efforts on real-world challenges, which can enhance their engagement and motivation (Pitan & Muller, 2020). Moreover, the application of acquired knowledge in practical contexts enriches the educational experience, making it more relevant and impactful. Thus, CSR initiatives support both individual and vocational development and significantly enhance educational attainment, preparing students for successful careers and responsible participation in society (Fan & Beh, 2024).

Community Engagement and Social Impact

The participation of university students in corporate social responsibility (CSR) initiatives greatly strengthens community connections and fosters social solidarity. Moreover, the active participation of students in local projects not only provides valuable contributions to community development by addressing significant social issues and enhancing local living conditions but also fosters a sense of civic responsibility among students (Krizek et al., 2012). Furthermore, the participation of students in CSR activities cultivates more robust community connections and

advances societal stability. Through active involvement in local initiatives, students make valuable contributions to the advancement of their communities and tackle urgent social challenges. This involvement fosters a culture of civic responsibility and motivates students to persist in making constructive contributions to society after their formal education.

Development of Ethical Leadership

Engagement in corporate social responsibility (CSR) initiatives fosters ethical leadership among university students by highlighting the significance of ethics and sustainability in professional behavior, students who participate in CSR activities will acquire the ability to prioritize ethical decision-making and sustainable business practices, CSR experiences play a vital role in shaping students' values and attitudes towards responsible leadership. Moreover, involvement in CSR initiatives enables students to comprehend the wider consequences of corporate choices on society and the environment. Students who engage in CSR activities are more inclined to demonstrate ethical leadership qualities in their professional lives, so shaping organizational cultures towards increased social responsibility. Furthermore, engaging in CSR activities cultivates a genuine sense of ethical leadership among students. Through their involvement in projects that prioritize social responsibility, students get an understanding of the significance of ethical conduct and sustainable practices in the realm of business.

Promotion of Sustainable Practices

Participating in CSR initiatives enlightens students about the significance of sustainability and ethical management of the environment, the cultivation of this consciousness motivates students to embrace and champion sustainable behaviors in both their personal and professional spheres. In addition, education institutions that integrate sustainability into their academic programs actively support the overarching objective of cultivating a generation that is aware of the environmental consequences and dedicated to promoting sustainable development (Bertels & Pelozo, 2008; Choi et al., 2022). In addition, CSR experiences cultivate a dedication to sustainability that individuals continue into their professional lives, therefore impacting the firms they become part of. Furthermore, students who engage in corporate social responsibility (CSR) initiatives often promote sustainable practices in their communities, raising awareness and catalyzing change at a local level. Therefore, the promotion of sustainable practices through CSR education is essential for cultivating a culture of accountability and forward-looking perspective.

Networking and Collaboration Opportunities

Corporate social responsibility (CSR) initiatives frequently require cooperation with diverse stakeholders, such as corporations, non-profit organizations, and government agencies, engaging in these exchanges offers students significant networking prospects, therefore exposing them to a wide range of viewpoints and prospective professional trajectories. Engaging in CSR projects fosters the development of students' cooperation and communication abilities, crucial in any professional

environment (Teixeira et al., 2018). In addition, university's students who participate in CSR activities derive substantial advantages from networking and collaboration prospects by engaging in CSR initiatives, students can establish connections with industry experts, alumni, and community leaders, therefore broadening their career networks (English et al., 2021; Nguyen & Dakich, 2022).

The Impact of CSR Education on Future Sustainability

Integrating corporate social responsibility (CSR) education into university curricula is essential for promoting sustainable development. In addition, CSR educates students to comprehend and tackle the intricate issues of sustainability by providing them with the required knowledge and skills. Furthermore, universities that integrate CSR principles into their teaching frameworks foster the development of future leaders who give priority to ethical considerations and social responsibility in their professional pursuits. The CSR educational approach encourages students to examine the economic, environmental, and social consequences of business decisions, so promoting a comprehensive understanding of sustainability. In addition, CSR education serves to improve students' capacity for critical thinking and problem-solving, therefore empowering them to generate creative resolutions for sustainability challenges. Studies have shown that individuals who have a solid understanding of CSR are more inclined to participate in sustainable activities and promote corporate responsibility in their professional lives. This supports the ultimate objective of achieving sustainable development in the long run (Benn & Dunphy, 2009; Sánchez-Hernández & Mainardes, 2016; Xu, 2023; Ahmad, et al., 2020; Rasoolimanesh et al., 2023).

As mentioned above, teaching CSR at the university level not only provides students with knowledge and understanding but also yields the following benefits as:

- 1) Essential Awareness: To comprehend the ethical obligations of corporations towards society and the environment, university students must acquire knowledge about CSR.
- 2) Sustainability Imperative: A comprehensive understanding of CSR is essential for cultivating sustainable practices in enterprises, mitigating environmental effects, and advancing long-term sustainability.
- 3) Career Readiness: Comprehending Corporate Social Responsibility (CSR) improves students' future job prospects, as contemporary businesses place greater importance on ethical consciousness and proficiency in sustainability.
- 4) Global Impact: Corporate social responsibility (CSR) education enables students to make constructive contributions to global issues, therefore encouraging ethical corporate practices on a global scale.

6. CONCLUSION

The implementation of Corporate Social Responsibility (CSR) is crucial for enterprises as it serves to improve their reputation, cultivate consumer loyalty, and maybe result in competitive

benefits, CSR activities showcase a company's dedication to ethical methodologies, social well-being, and environmental sustainability, therefore enabling them to distinguish themselves in the market by harmonizing business activities with society norms and expectations, organizations can establish more robust connections with stakeholders, such as clients, workers, and the community (Grimstad et al., 2020; Amoako et al., 2024). In addition, CSR is essential for sustainability as it incorporates social, environmental, and economic obligations into business activities, therefore guaranteeing enduring success and producing ethical outcomes. Implementing efficient CSR strategies enables firms to effectively tackle stakeholder issues, minimize their environmental impact, and make a good contribution to society, all of which are crucial for achieving sustainable development (Jamali, 2014). Universities have a crucial role in promoting CSR by providing education to future leaders and adopting sustainable practices in their courses and campus operations. Integrating CSR into academic programs increases students' consciousness and dedication to sustainable practices, equipping them to apply these concepts in their professional careers (Agustina, Meyliana, & Hanny, 2023). In addition, universities' participation in CSR activities sets an example for businesses and the community, showcasing the practicality and advantages of sustainable practices, university integration of CSR into education fosters the development of accountable executives who give priority to ethical concerns and sustainability in their decision-making processes, and all-encompassing strategy not only advantages students but also adds to wider societal objectives, fostering a culture of sustainability that goes beyond the physical school setting.

ORIGINALITY AND BODY OF KNOWLEDGE

Comprehending Corporate Social Responsibility (CSR) yields substantial advantages for both enterprises and society. Corporate social responsibility enables firms and their employees to build a positive reputation, enhancing customer trust and brand loyalty. Furthermore, CSR programs promote long-term sustainability by encouraging ethical decision-making and improving environmental accountability. Additionally, enterprises that actively embrace CSR are more likely to attract socially responsible investors and employees, leading to increased growth and innovation.

Moreover, incorporating Corporate Social Responsibility (CSR) courses into university curricula provides numerous advantages, as CSR fosters ethical leaders by promoting principles of integrity and social accountability. It also enhances students' critical thinking and problem-solving skills, preparing them to address real-world social and environmental challenges. Through community engagement and service-learning, students gain practical experience that strengthens their connection with society. Furthermore, CSR education enhances employability by equipping graduates with skills aligned with sustainable and ethical business practices.

REFERENCE

- Afshan, G., Ashraf, Z., Kalhoro, M., Sethi, S., Memon, Q.-u. & Khuhro, M. A. (2024). CSR and sustainability in Higher Education Institutions (HEIs): A systematic review toward future development. Hunjra, A.I. and Hussainey, K. (Ed.). *The Emerald Handbook of Ethical Finance and Corporate Social Responsibility*, Emerald Publishing Limited, Leeds, pp. 505-523. <https://doi.org/10.1108/978-1-80455-406-720241022>
- Agustina, L., Meyliana, M. & Hanny, H. (2023). Constructing CSR student self-consciousness through university social responsibility implementation: evidence in Indonesia. *Social Responsibility Journal*, 19(5), 885-905. <https://doi.org/10.1108/SRJ-05-2020-0170>
- Ahmad, R., Ahmad, S., Islam, T. & Kaleem, A. (2020). The nexus of corporate social responsibility (CSR), affective commitment and organisational citizenship behaviour in academia: A model of trust. *Employee Relations*, 42(1,) 232-247. <https://doi.org/10.1108/ER-04-2018-0105>
- Alalwan, N. (2022). Actual use of social media for engagement to enhance students' learning. *Education and Information Technologies*, 27, 9767–9789. <https://doi.org/10.1007/s10639-022-11014-7>
- Amoako, G.K., Baah, K.D., Naatu, F., Acquah, I.SK. & Gabrah, A.Y.B. (2024). *Corporate social responsibility and brand performance: Evidence from Ghana*. Retrieved from <https://doi.org/10.1016/j.intman.2024.101161>
- Bristy, H.J., How, J. & Verhoeven, P. (2021). Gender diversity: the corporate social responsibility and financial performance nexus. *International Journal of Managerial Finance*, 17(5), 665-686. <https://doi.org/10.1108/IJMF-04-2020-0176>
- Cao, S., Yao, H. & Zhang, M. (2023). CSR gap and firm performance: An organizational justice perspective. *Journal of Business Research*, 158, 113692. <https://doi.org/10.1016/j.jbusres.2023.113692>
- Chaudhary, R. (2019). Corporate social responsibility perceptions and employee engagement: role of psychological meaningfulness, safety and availability. *Corporate Governance*, 19(4), 631-647. <https://doi.org/10.1108/CG-06-2018-0207>
- Choi, L., Kim, M.R. & Kwon, H.B. (2022). Impact of customer-based corporate reputation on customer engagement behaviors: Customer identification and brand love as mediators and industry type as a moderator. *Journal of Brand Management*, 29(2), 150-166. <https://doi.org/10.1057/s41262-021-00255-5>
- Doni, F., Corvino, A. & Martini, S.B. (2022). Corporate governance model, stakeholder engagement and social issues evidence from European oil and gas industry. *Social Responsibility Journal*, 18(3), 636-662. <https://doi.org/10.1108/SRJ-08-2020-0336>

- Eisele, O., Brugman, B.C. & Marschlich, S. (2024). The moral foundations of responsible business: Using computational text analysis to explore the salience of morality in CSR communication. *Public Relations Review*, 50(2), 102453. <https://doi.org/10.1016/j.pubrev.2024.102453>
- El-Said, O., Aziz, H., Mirzaei, M. & Smith, M. (2022). Mapping corporate social responsibility practices at the international level: systematic review and content analysis approach. *Sustainability Accounting, Management and Policy Journal*, 13(4), 803-825. <https://doi.org/10.1108/SAMPJ-08-2021-0332>
- English, P., de Villiers Scheepers, M.J., Fleischman, D., Burgess, J. & Crimmins, G. (2021). Developing professional networks: the missing link to graduate employability. *Education + Training*, 63(4), 647-661. <https://doi.org/10.1108/ET-10-2020-0309>
- Fan, Z. & Beh, L.S. (2024). Knowledge sharing among academics in higher education: A systematic literature review and future agenda. *Educational Research Review*, 42, 100573. <https://doi.org/10.1016/j.edurev.2023.100573>
- Feldmann, L. (2016). Considerations in the design of WBL settings to enhance students' employability: A synthesis of individual and contextual perspectives. *Higher Education, Skills and Work-Based Learning*, 6(2), 131-145. <https://doi.org/10.1108/HESWBL-09-2014-0044>
- Fordham, A.E. & Robinson, G.M. (2018). Mapping meanings of corporate social responsibility – an Australian case study. *International Journal of Corporate Social Responsibility*, 3(14), 1-20. <https://doi.org/10.1186/s40991-018-0036-1>
- Grimstad, S.M.F., Glavee-Geo, R. & Fjærtøft, B.E. (2020). SMEs motivations for CSR: an exploratory study. *European Business Review*, 32(4), 553-572. <https://doi.org/10.1108/EBR-01-2019-0014>
- Gürlek, M. & Tuna, M. (2019). Corporate social responsibility and work engagement: Evidence from the hotel industry. *Tourism Management Perspectives*, 31, 195-208. <https://doi.org/10.1016/j.tmp.2019.05.004>
- Harris, Y., (2022). *What is CSR in Business and Why Does it Matter to Employees*. Retrieved from <https://powell-software.com/resources/blog/csr-in-business/.org/files/ASBB S2012V1/PDF/I/Nabill.pdf>
- Iturralde, W. (2023). Social Responsibility in Terms of Economic Sustainability: A Review. *Open Journal of Social Sciences*, 11(2), 227-243. <https://doi.org/10.4236/jss.2023.112015>
- Jadiyappa, N. & Shette, R. (2024). CSR regulation and the working capital management policy. *Global Finance Journal*, 59, 100934. <https://doi.org/10.1016/j.gfj.2024.100934>
- Jamali, D. (2014). *CSR in developing countries through an institutional lens. In corporate social responsibility and sustainability: Emerging trends in developing economies (Critical studies on*

- corporate responsibility, governance and sustainability, vol. 8*). Retrieved from [https://doi.org/ 10.1108/S2043-905920140000008005](https://doi.org/10.1108/S2043-905920140000008005)
- Kabir, R. & Thai, M.H. (2021). Key factors determining corporate social responsibility practices of Vietnamese firms and the joint effects of foreign ownership. *Journal of Multinational Financial Management*, 59, 100676. <https://doi.org/10.1016/j.mulfin.2020.100676>
- Lee, D. & Hess, D.J. (2022). Measuring corporate social responsibility: an evaluation of a new sustainable development goals index for Fortune 500 companies. *International Journal of Organizational Analysis*, 30(7), 137-154. <https://doi.org/10.1108/IJOA-12-2021-3082>
- Nguyen, T.N.H. and Dakich, E. (2022). Student internship experiences: areas for improvement and student choices of internship practices. *Education + Training*, 64(4), 516-532. <https://doi.org/10.1108/ET-09-2021-0337>
- Pitan, O.S. and Muller, C. (2020). Student perspectives on employability development in higher education in South Africa. *Education + Training*, 63(3), 453-471. <https://doi.org/10.1108/ET-02-2018-0039>
- Rasoolimanesh, S. M., Shafaei, A., Nejati, M. & Tan, P. L. (2023). Corporate social responsibility and international students mobility in higher education. *Social Responsibility Journal*, 19(9), 1632-1653. <https://doi.org/10.1108/SRJ-12-2021-0505>.
- Reckmann, N. (2023). *What Is Corporate Social Responsibility*. Retrieved from <https://ubuntuworks.org/what-is-corporate-social-responsibility/>
- Rinawiyanti, E.D., Xueli, H. & As-Saber, S.N. (2023). Integrating corporate social responsibility into business functions and its impact on company performance: evidence from the Indonesian manufacturing industry. *Social Responsibility Journal*, 19(7), 1233-1262. <https://doi.org/10.1108/SRJ-05-2021-0193>
- Rostami, K. & Salehi, L. (2024). Rural cooperatives social responsibility in promoting Sustainability-oriented Activities in the agricultural sector: Nexus of community, enterprise, and government. *Sustainable Futures*, 7, 100150. <https://doi.org/10.1016/j.sft.2023.100150>
- Saran, S.M. & Shokouhyar, S. (2021). Crossing the chasm between green corporate image and green corporate identity: a text mining, social media-based case study on automakers. *Journal of Strategic Marketing*, 29(3), 1–24. <http://dx.doi.org/10.1080/0965254X.2021.1874490>
- Sardana, D., Gupta, N., Kumar, V. & Terziovski, M. (2020). CSR ‘sustainability’ practices and firm performance in an emerging economy. *Journal of Cleaner Production*, 258, 120766. <https://doi.org/10.1016/j.jclepro.2020.120766>
- Sellitto, M.A., Camfield, C.G. & Buzuku, S. (2020). Green innovation and competitive advantages in a furniture industrial cluster: a survey and structural model. *Sustainable Production and Consumption*, 23(2), 94–104. <http://dx.doi.org/10.1016/j.spc.2020.04.007>

- Sparacino, A., Merlino, V.M., Brun, F., Borra, D., Blanc, S. & Massaglia, S. (2024). Corporate social responsibility communication from multinational chocolate companies. *Sustainable Futures*, 7, 100151. <https://doi.org/10.1016/j.sftr.2024.100151>
- Stobierski, T. (2021). *What is Corporate Social Responsibility? 4 Types*. Retrieved from <https://online.hbs.edu/blog/post/types-of-corporate-social-responsibility>
- Tworzydło, D., Gawronski, S. & Szuba, P. (2021). Importance and role of CSR and stakeholder engagement strategy in polish companies in the context of activities of experts handling public relations. *Corporate Social Responsibility and Environmental Management*, 28(1), 64–70. <https://doi.org/10.1002/csr.2032>
- Vuong, T.K. & Bui, H.M. (2023). The role of corporate social responsibility activities in employees' perception of brand reputation and brand equity. *Case Studies in Chemical and Environmental Engineering*, 7, 100313. <https://doi.org/10.1016/j.cscee.2023.100313>
- Wu, Q., Furuoka, F. & Lau, S.C. (2022). Corporate social responsibility and board gender diversity: a meta-analysis. *Management Research Review*, 45(7), 956-983. <https://doi.org/10.1108/MRR-03-2021-0236>
- Xu, Z. (2023). Environmental dynamics and corporate social responsibility: An empirical analysis based on Chinese manufacturing listed companies. *Sustainable Futures*, 6, 100124. <https://doi.org/10.1016/j.sftr.2023.100124>