

Analyzing the Relations of Corporate Social Responsibility Initiatives on Community Well-Being and Poverty Reduction: Basis for a Strategic Framework for Corporate Social Responsibility

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Abstract

This study investigates the impact of Corporate Social Responsibility (CSR) initiatives on community well-being and poverty reduction in selected Philippine communities. Using a descriptive-correlational design, the research surveyed 100 respondents—including residents, leaders, and stakeholders—exposed to CSR programs led by manufacturing corporations. CSR initiatives were assessed across four key areas: education and skills development, health and wellness, livelihood and employment generation, and environmental sustainability. Findings revealed that respondents perceived a high level of CSR implementation across all domains, with the highest ratings in health programs and environmental efforts. Community well-being indicators such as access to education, mental health support, and employment stability also received high to very high ratings. However, notable gaps exist in digital literacy, affordable housing, and financial inclusion. Correlation analysis confirmed statistically significant relationships between CSR initiatives, particularly those related to health, environment, and community development, and improvements in community well-being and poverty alleviation. Conversely, education and skills development programs showed limited short-term correlation, suggesting a longer time frame for impact realization. The study concludes that CSR is a vital instrument in promoting inclusive growth, addressing systemic inequalities, and fostering sustainable communities. Recommendations include expanding digital and financial literacy programs, aligning CSR strategies with national development plans and Sustainable Development Goals (SDGs), and strengthening public-private partnerships. The findings contribute to the discourse on CSR as a transformative tool for development, offering a framework for more targeted and impactful CSR programs.

Keywords: corporate social responsibility, community well-being, poverty reduction, sustainable development, stakeholder engagement