

**THE IMPACT OF CORPORATE SOCIAL RESPONSIBILITY ON FINANCIAL PERFORMANCE
AND BUSINESS PRACTICES, WITH A SPECIFIC EMPHASIS ON THE CASE OF THE INTERNATIONAL
CERTIFIABLE MANAGEMENT STANDARD.**

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ABSTRACT

This research examined the relationship between corporate social responsibility (CSR) and financial success using well-known management concepts from throughout the world. Data from 687 questionnaires filled out by Chinese respondents were analysed using SPSS and other statistical techniques, including ANOVA and factor analysis, as part of a quantitative research process. The objective of this research was to evaluate two hypotheses: the first hypothesis posited that CSR enhances a firm's financial performance, and the second hypothesis asserted that the positive effects of CSR are amplified when aligned with conventional management principles. Results demonstrated a robust positive correlation between CSR and financial success, with or without consideration of international standards (higher F-values and p-values less than 0.05). Organisational processes, involving stakeholder trust, operational effectiveness, risk management, and reputation, were shown to be better when internationally acknowledged standards were followed. Management standards that included CSR had a good effect on innovation, long-term profitability, and compliance with legal frameworks. According to the findings of the study, firms in emerging countries like China are rapidly integrating their operations with global standards in order to satisfy the requirements of global marketplaces and acquire a competitive advantage. Researchers found that CSR benefits increased with the use of certifiable management standards, which improved financial outcomes and paved the way for long-term success. These studies indicate that it is possible to increase CSR and make sure that businesses are successful in a global market by using internationally recognised standards.

Keywords: Corporate social responsibility (CSR); Financial performance; International certifiable management standard; Research; Business.

INTRODUCTION

Corporate social responsibility (CSR) may affect a company's bottom line in three ways: by making the public see the company in a better prospective, by achieving the confidence of shareholders, and by being able to last over time. People are more loyal, workers are happier, and shareholders

have more trust in a company that puts values such as sustainability and social responsibility first. Because of this, these firms usually make more money. CSR has the potential to increase a company's competitive advantage, attract new customers, and reduce risks. Possible financial success may be impacted by factors such as the level of CSR expenditure, the kind of business, and the strategy for implementation. Shared value via responsible and environmentally friendly corporate practices benefits both society and the organisation's bottom line when CSR activities are in harmony with business procedures. CSR that adheres to internationally certifiable management standards improves financial performance by enhancing reputation, productivity, and stakeholder trust (Brotons & Sansalvador, 2020). Companies' day-to-day operations are significantly impacted by CSR initiatives since these initiatives promote ethical practices, strategic planning, and shareholder engagement. If businesses adhere to these guidelines, they will be more likely to be transparent, eco-conscious, and answerable to the public. In addition, they encourage companies to follow international environmental standards. If one sticks to these guidelines, the firm will be well-received, profitable, and popular with consumers and investors alike. Obtaining a licence motivates people to be more responsible with their money, reliable in their jobs, and engaged citizens. By using widely recognised management principles, CSR programs may be enhanced. With these projects, businesses may address social and environmental problems on a global scale while also creating wealth for the future. Thanks to the partnership between CSR and management standards, companies worldwide are becoming more accountable and environmentally conscious (Chakroun et al., 2020).

BACKGROUND OF THE STUDY

A growing number of Chinese CSR projects are looking to globally accepted management standards as a means to increase their financial performance. Companies in China who adhere to these standards have seen increased productivity, stronger brand recognition, and access to international markets. In addition to helping a company's bottom line, attracting foreign funding, and satisfying partners are all possible outcomes of adhering to global CSR regulations. The firm can protect its standing and continue to thrive in China's cutthroat and more globalised business landscape by adhering to these standards. So, since worldwide CSR certifications connect moral duties to making money, doing the right thing is important for both making money and staying competitive in China's fast-changing economy. Since the International Organisation for Standardisation was established across the world, China has put a lot of emphasis on CSR (Zhaoxing et al., 2022). These efforts have helped Chinese firms compete better, obtain more business throughout the globe, and follow trade regulations more carefully. By receiving certifications, businesses in China may prove that they are concerned about the environment, society, and ethics. People are growing more concerned about the environment and society, the government is imposing more rules on corporations, and investors from different countries are telling enterprises to pay greater attention to these concerns. If a firm has a lot of licenses from

other nations, it is honest. Some potential advantages include higher trust from consumers, improved risk management, and access to international markets that weren't accessible previously. These ideas could be excellent for Chinese enterprises since they call for constant improvements to ethical and environmental norms. Overall, Chinese regional businesses are adopting global norms for CSR additionally and more. Following generally established management standards also helps with ethical development and study, which has had an impact on how Chinese businesses operate (Deng et al., 2022).

PURPOSE OF THE RESEARCH

The point of this study was to investigate how CSR impacts business practices and financial success, with an emphasis on the role that foreign management standards play. The study's goal was to find out how businesses' workflows and bottom lines changed after they accepted standards and associated certifications. A lot of case studies and real-life data were used in the study to find out how well-known CSR projects improved income, trust among shareholders, and the future viability of the business. The study's second goal was to find out how these regulations changed how the company dealt with ethics, social responsibility, and the environment. The main objective was to shed light on how widely recognised management standards could encourage ethical company behaviour and what the advantages of this study topic are. The main point of the study is to show managers, lawmakers, and consumers just how crucial it is to mix CSR with well-known standards to meet business and social objectives.

LITERATURE REVIEW

Adhering to obsolete methodologies that overlook the company's R&D spending significantly complicates the assessment of CSR's influence on financial success. When worldwide certifiable management standards are used, there is a structured approach that emphasises the integration of CSR into fundamental company strategy rather than seeing it as an afterthought or altruistic endeavour. These guidelines stress the need to plan and to continuously improve. Additionally, they ensure that R&D initiatives do not conflict with the company's growth plans and objectives. R&D is an expenditure that may provide long-term benefits, therefore businesses in the data science sector should consider it. Utilising intangible resources like reputation, knowledge of networks, and innovative thinking may help businesses stand out and get an edge over their competitors (Chakroun et al., 2020). If R&D activities follow globally accepted management standards, their major goal may be to create these assets. When guidelines encourage transparency and responsibility, companies are inclined to make CSR a part of their long-term goals. CSR is clearly not an afterthought when it comes to a company's bottom line (Sekhon & Kathuria, 2020). Each of these approaches converts CSR into an essential strategic instrument, which improves corporate stability and fiscal performance. Such a conversion enables businesses

to sustain growth in the long run, cultivate innovation, and develop confidence with their stakeholders. In sustainable practices, the practice of CSR is seen to play a key value-creation catalyst, which can result in the improvement of business performance and competitive advantage. Internationally adopted management standards that aim at enhancing quality help businesses embed sustainability in their core operations in a systematic approach. Such standards help organizations perform in a responsible manner and with sustained improvement through advocating how businesses can maximize their social, monetary, and natural capital. Following these rules might make an organisation more efficient and give stakeholders more trust in it. It could also help the organisation make the best use of its resources and abilities to reach long-term research and development objectives. Improved community links and increased employee participation are two outcomes of social responsibility programmes, which in turn increase employee engagement. Saving money and lowering risk are two further benefits of eco-friendly methods and careful management of resources. In addition to improving the company's image, adhering to globally recognised sustainability standards opens doors to new investment possibilities. The strategic connection between CSR and certified management standards boosts value growth. To stand out, do better, and stay in business for the long haul, businesses ought to handle their social, environmental, and economic resources together (Halkos & Nomikos, 2021).

RESEARCH QUESTIONS

What is the effect of CSR on the international certifiable management standard?

What is the influence of the international certifiable management standard on financial performance?

RESEARCH METHODOLOGY

Research Design: In this study, the researchers used quantitative approaches to find out what caused things to happen. The researchers used SPSS version 25 to conduct the statistical analysis. Using descriptive statistics, the demographic data became much easier to grasp. By analysing odds ratios (OR) with a 95% confidence interval (CI), researchers may ascertain the strength and direction of the associations. It was determined that there was statistical significance when the p-value was less than 0.05. One factor contributing to quantitative approaches' increasing popularity is their capacity to conduct comprehensive statistical analysis and systematic review of survey data.

Sampling: Researchers guaranteed that the sample correctly reflected the population by using a simple random sampling method. The Rao-soft tool was used to verify that the sample included 657 individuals. The researcher executed a study necessitating the dissemination of 760

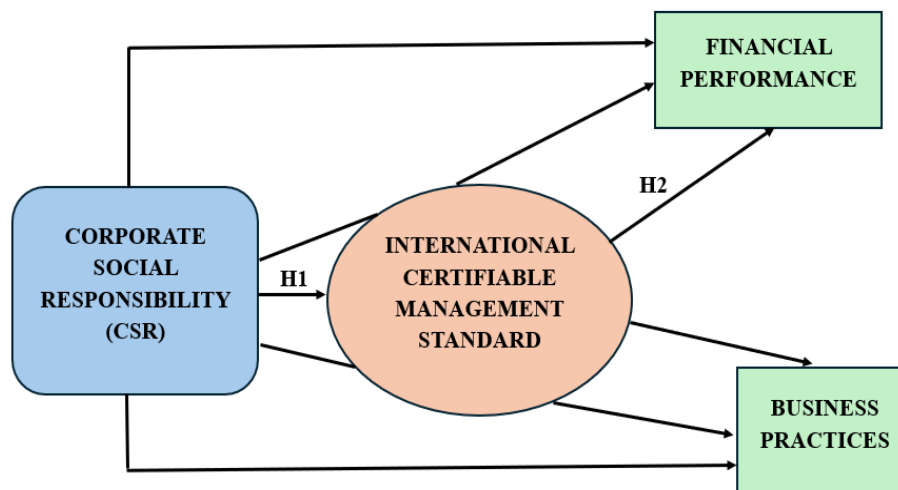
questionnaires to the participants. A total of 723 questionnaire sets were gathered; 36 sets were eliminated due to incompleteness. The ultimate sample size was determined to be 687.

Data and Measurement: A large portion of the information included in the study came from surveys. Part of the poll asked for basic personal information, while another part probed topics pertaining to both analogue and digital media using a 5-point Likert scale. Most of the secondary data came from a variety of digital and print sources.

Statistical Software: For the statistical analysis, the researchers chose to use SPSS 25 in conjunction with MS-Excel.

Statistical Tools: Using a description-based method, the data was thoroughly analysed. It was thought that factor analysis was the best method to use for dependability assessments. A thorough analysis was conducted to have a better understanding of the data. Using analysis of variance (ANOVA), the researcher checked for group differences and validated the construct.

CONCEPTUAL FRAMEWORK



RESULT

Factor Analysis: By analysing freely accessible data, Factor Analysis (FA) attempts to reveal previously unknown components. When there are no clear diagnostic or visual indicators, assessments often rely on regression coefficients. Finding any obvious links, flaws, or violations is the primary goal of this investigation. The datasets used in Kaiser-Meyer-Olkin (KMO) tests are used

by many regression algorithms. The results demonstrate that the sample parameters and theoretical model together provide trustworthy forecasts. Maybe everyone can find some duplicate data entries. Improving the ratios makes the numbers more legible. The researcher receives a value between 0 and 1 from KMO. A KMO value between 0.8 and 1 indicates an appropriate sample size.

According to Kaiser, these amounts are appropriate: According to Kaiser's recommendations, the following are the conditions for approval:

Very low, falling far short of the typical range of 0.60 to 0.69 (0.050 to 0.059). A range of 0.70 to 0.79 is considered average for middle grades.

A perfect score would be between 0.80 and 0.89. They find the range from 0.90 to 1.00 to be astonishing.

Table 1: KMO and Bartlett's Test for Sampling Adequacy Evaluation

At 0.883, the Kaiser-Meyer-Olkin statistic is favourable.

Here are the results of Bartlett's sphericity test:

The chi-square value is 3252.968, according to the estimation.

There are 190 degrees of freedom and a significance level of 0.000

Table 1: KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.883
Bartlett's Test of Sphericity	Approx. Chi-Square	3252.968
	df	190
	Sig.	.000

This usually makes using example criteria quite easy. Researchers used Bartlett's Test of Sphericity to ascertain whether the correlation matrices exhibited statistical significance. With a Kaiser-Meyer-Olkin value of 0.883, researchers know that everybody have a large enough sample. With p-values of 0.00, Bartlett's sphericity test yields positive findings. Since Bartlett's sphericity test yielded positive results, it's reasonable to assume that the correlation matrix is not unique.

INDEPENDENT VARIABLE

Corporate social responsibility (CSR): The acronym "CSR" refers to a new concept that emerged in the decades after WWII. CSR gained traction in the 1960s, thanks to movements for women's suffrage, consumer protection, civil rights, and environmental justice. The present condition of CSR as a global concept is the result of the interplay between theory and practice. The notion that modern businesses have a duty to do more than merely make a profit and adhere to regulations has led to the rise in prominence of CSR, a term and perspective that has gained international recognition. These days, ethics and charity are added to the list of socially responsible obligations placed on contemporary organisations by an ever-changing and competitive global market. Care for other stakeholders is an integral part of the policies, choices, and working methods of companies that are deeply committed to social responsibility (Hong & Shore, 2023).

MEDIATING VARIABLE

International certifiable management standard: Greater innovation, greater managerial independence, better access to markets, and more technological dissemination are all outcomes of standardisation. Thanks to standardisation, comprehensive and reasonably priced scientific and practical data is now at everyone's fingertips. There is a diverse set of stakeholders, especially when it comes to international management standards. It is common for many parties to be involved in the standardisation process. There are a lot of moving factors when deciding to undergo the treatment. Standardisation is attractive to practitioners as an instance of knowledge sourcing since it lessens their dependence on other sources of information. One of the many positive outcomes of taking part in standardisation is the influence it has on the expansion and development of existing knowledge. Participation in standardisation has been compared to an inclusive innovation arena by some. Using multi-stakeholder standardisation approaches might help get the word out about the standard's foundational knowledge. Since standards are developed via a multi-stakeholder procedure involving international management, their value as an accurate source of information is evident (Mirtsch et al., 2020).

DEPENDENT VARIABLE

Financial performance: An organisation's "financial performance" may be defined as its capacity to bring in money, keep costs in check, and make a profit over a certain period. How well a company uses its resources to accomplish its financial goals is shown by this key performance indicator. This shows the overall efficiency, profitability, and health of the company. Increasing sales, net profit margin, return on assets, return on capital, earnings per share, and profits per share are all common ways to assess financial performance. These measures may reveal a lot about a

company's health, stability, profitability, and efficiency. Financial performance may help governments, investors, investors, creditors, and management make better judgements about spending, financing, and strategy. If a company has good management and works in a competitive market, it may make a lot of money. But poor performance might mean mistakes or money concerns. One way to measure the success of strategic efforts, like putting CSR guidelines into place or trying out new management styles, is to look at how well the company is doing financially. When somebody looks at everything, it's a really important way to judge how well a firm is doing and if it can survive in a fast-paced commercial world (Kyere & Ausloos, 2021).

Relationship between CSR and international certifiable management standard: CSR goes hand in hand with widely accepted management principles. CSR highlights the ethical, social, and environmental responsibility of organizations towards stakeholders, while the guidelines for management offer methodical outlines for the implementation, tracking, and continuing improvement of such practices. In taking up certifiable standards, organizations demonstrate their commitments to environmental and ethical practices and thus add credibility and confidence among stakeholders. Such standards operationalise the principles of CSR, converting voluntary intentions into measurable activities. Thus, the CSR outlines the principles and goals, while the guidelines for management spell out the procedures and tools required for their systematic realization, ensuring long-term responsibility and sustainability (Brotons & Sansalvador, 2020).

Based on what has been said so far, the investigator has formulated a subsequent hypothesis to estimate the relationship between CSR and international certifiable management standard:

“H01: There is no significant relationship between CSR and international certifiable management standard.”

“H1: There is a significant relationship between CSR and international certifiable management standard.”

Table 2: H₁ ANOVA Test

ANOVA					
Sum					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	83346.439	215	8429.743	1136.390	0.000
Within Groups	837.854	472	7.418		
Total	84384.313	687			

In this study, the result is significant. The value of F is 1136.390, which reaches significance with a p-value of .000 (which is less than the .05 alpha level). This means the “H1: There is a significant relationship between CSR and international certifiable management standard” is taken, and the null hypothesis is abandoned.

Relationship between the international certifiable management standard and financial performance

There is a clear link between internationally accredited quality management and financial success, particularly when it comes to trust, efficiency, and lowering risk. Standards are explicit guidelines that help businesses improve their operations and use resources in a way that is good for the environment. By following these rules, businesses may make better use of their resources, waste less, and save money. Businesses that are certified tend to have more loyal clients, investors, and collaborators that respect dependability and consistency. Standardised management systems also make decisions and handle risks better, which keeps things stable over time. increased financial results come from increased operational efficiency and confidence from stakeholders. So, management standards that are recognised throughout the world are useful strategic instruments for making sure that a firm stays in business, makes more money, and has an edge over its competitors in today's fast-paced business environment (Jannah et al., 2020).

Considering the discussion, the investigator has formulated a subsequent hypothesis to evaluate the relationship between the international certifiable management standard and financial performance:

“H02: There is no significant relationship between the international certifiable management standard and financial performance.”

“H2: There is a significant relationship between the international certifiable management standard and financial performance.”

Table 3: H₂ ANOVA Test

ANOVA					
Sum					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	83146.438	232	8459.713	1140.891	0.000
Within Groups	737.852	455	7.415		
Total	84184.315	687			

In this study, the result is important. The value of F is 1140.891, which reaches significance with a p-value of .000 (which is less than the .05 alpha level). This means the “H2: There is a significant relationship between the international certifiable management standard and financial performance” is accepted and the null hypothesis is deserted.

DISCUSSION

A research that looked at generally acknowledged management principles and how CSR influences the financial health of an organisation and operations demonstrated how doing the correct thing as an organisation may be linked to generating money in many different ways. One of the standards was how effectively a company's financial and managerial practices followed the norms that are recognised across the globe. Many businesses adopted these rules to improve their reputation, get additional collaborators, and become more competitive. These advantages helped the company generate more money by making it simpler to enter global markets, cutting expenses, and making it easier to produce more money. The research also found that organisations' procedures altered a lot when they used global guidelines that could be examined. Businesses were becoming more and more concerned with their social responsibilities, growing in a healthy way, and conserving the planet. Things changed faster within the organisation, and the rules helped everyone work harder to accomplish better. The move not only simplified things easier and brought forth new concepts, but it also assisted businesses obey the norms and laws imposed by the government. The research furthermore revealed that CSR and permissions exerted varying impacts on distinct categories of enterprises and locations. firms in China as well as other emerging nations are starting to appear and behave more like firms in industrialised countries. This is in order that they can more effectively service clients all around the globe and remain ahead of their rivals. The report concludes that CSR initiatives that follow well-known guidelines really do help organisations function better and generate more money. This drove companies search for methods to expand in a manner that would last and apply solid management practices in a market that was getting more and more connected.

CONCLUSION

The results were that the implementation of internationally certifiable management standards brought about a significant difference in the operations and profitability of companies. Companies realized significant improvements in their reputation with the general public, confidence from the shareholders, and streamlined operations after adopting such standards. The results were that adherence to adopted principles of CSR could assist in the management of risks, reduction in operating costs, and maximization of profitability in the longer run. Such principles assisted in the expansion of companies and caused people to become more responsible, with the result that

businesses conducted in an ethical and environmentally friendly manner. It became clear that the government needs to promote such norms, the market globally needs to demand its usage, and consumers need to become more aware about them, with the case from the nation of China in illustration. In effect, the results were that if businesses utilized internationally recognized norms, they became socially far more acceptable and realized certain advantages in the domain. It's a key strategic choice for businesses in the contemporary age with the desire to maintain growth and compete in the global market with success. These findings show that CSR standards are important for making beneficial changes and helping businesses make money.

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