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LINKING CORPORATE SOCIAL RESPONSIBILITY TO ORGANIZATIONAL PERFORMANCE: AN INVESTIGATION OF THE FINANCIAL SECTOR IN PAKISTAN

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Abstract

This paper aims to investigate the influence of performance indicators (PIs) on corporate social responsibility (CSR) in banking sector. This novel theoretical conception is investigated through mix methodology technique to find concrete evidences of CSR and its competitive abilities. Results of the study suggested that CSR is positively impacted by ROE, ROD and EPS predictors. Through in-depth interviews, it was surfaced that CSR is in infancy stage in Pakistan and there is a dire need to harmonize society requirements with CSR programs.

Keywords: Corporate Social Responsibilities, Return on Equity, Return on Assets, Earning per Share, Return on Deposit, Size, Advances/Deposit Ratio.
