Creation of Positive Branding Positioning of India by Corporate Social Responsibility Initiatives

Monirul Islam,
Assistant Professor,
Department of Business Administration,
Aligarh Muslim University, Ahiroon,
Uttar Pradesh, India.
E-mail: moni05081985@gmail.com

Abstract

Due to intense and cut throat competitive world major developing economies of the world are working hard to brand themselves by developing and creating positive image of their country to attract the affecting world’s share of business, investment, tourism, students, events etc. There are ample factors involved to create positive soft image of a country viz., Environment- business environment and ease of doing business, people, tourism, governance, politics and others. But one factor, which these countries are formulating and implementing but not giving due importance in order to make country’s branding strategy i.e Corporate Social Responsibility (CSR). Corporate social responsibility is an obligation, beyond that required by the law and economics, for a firm to pursue long term goals that are good for society. The continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as that of the local community and society at large. About how a company manages its business process to produce an overall positive impact on society. Corporate social responsibility means conducting business in an ethical way and in the interests of the wider community responding positively to emerging societal priorities and expectations. In my research the focus and objective is on CSR and thereby exploring its relationship with branding of a country.

Key Words: Corporate Social Responsibility (CSR), corporate governance, Country Branding, Nation Branding, Corporate Sector, Government