

1. Barauskaite, G., & Streimikiene, D. (2020). Corporate social responsibility and financial performance of companies: The puzzle of concepts, definitions and assessment methods. *Corporate Social Responsibility and Environmental Management*, 28(1), 278–287. <https://doi.org/10.1002/csr.2048>

In this article, Barauskaite and Streimikiene (2020) examines the relationship between corporate social responsibility (CSR) and organizations' financial success. The authors remark that although the major objective of businesses is to maximize profits, they should also engage in voluntary activities that contribute to the well-being of society. In most studies, a positive or neutral relationship between CSR and financial success is asserted, although negative and alternative relationships should not be discounted. Moreover, CSR and financial performance literature is reviewed in this article. The article may also benefit from a deeper look at the research' methods. In addition, the article focuses mostly on the theoretical aspects of CSR and financial performance as opposed to practical instances of organizations successfully implementing CSR activities to boost financial performance. Furthermore, a person conducting study on the relationship between CSR and financial performance might find this article to be a valuable resource.

2. Islam, Dr. T., Islam, R., Pitafi, Dr. H., Xiaobei, Prof. Dr. L., Rehmani, Dr. M., Irfan, Dr. M., & Mubarak, Prof. Dr. S. (2020). The Impact of Corporate Social Responsibility on Customer Loyalty: The Mediating Role of Corporate Reputation, Customer Satisfaction, and Trust. *Sustainable Production and Consumption*, 25(3), 123–135. <https://doi.org/10.1016/j.spc.2020.07.019>

In this article, Islam et al. (2020) examines the relationship between CSR and customer loyalty in emerging countries. Utilizing the resource based perspective and stakeholder theory, this study proposes a conceptual framework to explain how CSR promotes customer loyalty via the mediating elements of corporate reputation, customer happiness, and trust, and the moderating component of corporate abilities. The result revealed that CSR actions are positively connected with corporate reputation, consumer satisfaction, and trust, according to data collected from telecom customers. The study also found that these traits mediate the CSR-consumer loyalty relationship and that corporate competences strengthen it. However, Telecom consumers may limit the study's application to other industries. Moreover, the study's reliance on self-reported data may introduce bias to the findings. The approach and findings of the study might provide light on how businesses should employ CSR programs to increase consumer loyalty, particularly in developing nations.

3. Ali, H. Y., Danish, R. Q., & Asrar-ul-Haq, M. (2019). How corporate social responsibility boosts firm financial performance: The mediating role of corporate image and customer satisfaction. *Corporate Social Responsibility and Environmental Management*, 27(1), 166–177. <https://doi.org/10.1002/csr.1781>

In this article, Ali et al. (2019) tried to figure out the role of company image and customer satisfaction as mediators between corporate social responsibility and financial performance. The results showed that the relationship between corporate social responsibility and financial performance is somewhat tempered by a company's image and how happy its customers are. The

study showed that corporate social responsibility can have a big effect on a company's bottom line by helping it build a good reputation among stakeholders and lowering its total costs. The study's conclusions make it easier to understand how important CSR is to improving financial performance. Also, the study's focus on the role of company image and customer happiness as mediators helps us understand the link between CSR and financial performance in a deeper way. Moreover, Structural equation modeling also makes it easier to do a complete statistical analysis. Furthermore, the study's focus on Pakistani businesses also makes it harder for the results to be used in other places.