



## Impact of Corporate Social Responsibility in Small and Medium Enterprises in Pakistan

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### Abstract

Role of Corporate Social Responsibility (CSR) in Small and Medium Enterprises (SME's) has attracted significant interest and attention in recent years. The purpose of this paper is to build some relevant model which will help to explore the impact of CSR on SME's. So far practices have been focused on the large scale industries, but its broader implication in SME's is more significant in relation to their contribution to the communal, employee, natural environment and economic development of the society. The notion was assessed through four dimensions namely natural environment, society, economic and employee. Responses were collected through hundred numbers of structured questionnaires from managers/owner of small and medium scale enterprises, spanning different nature of industries. Results revealed that most of the companies supposed to give attention to their community, environmental, employees and economic responsibilities. Industries that were included in the sample indicate that motivation components for undertaking CSR are to advance firm's status in the society, gaining economic benefits, green environment and increased employee motivation.

**Keywords:** Corporate Social Responsibility (CSR); Small and Medium Enterprises (SME's).