

Student Assignment Writing Guide

Topic: The Impact of Corporate Social Responsibility (CSR) on Company Profitability.

1. Introduction

Start with a short background about your topic.

Example: 'Many companies now use Corporate Social Responsibility (CSR) to improve reputation and attract customers.'

State your aim: 'This study aims to test whether CSR activities improve company profitability.'

Research Questions:

1. How do CSR activities affect customer trust and loyalty?
2. Does CSR lead to higher company profits?

2. Significance of Research

Explain why your topic matters and what problem you want to solve.

Example: CSR is important because customers today prefer ethical companies. This research helps businesses see if CSR is just a cost or also a way to improve profits.

Objectives:

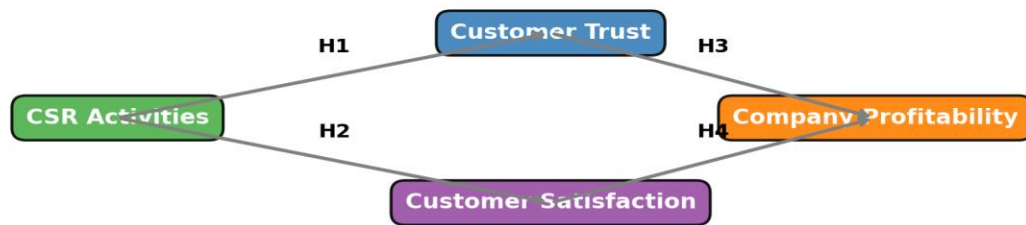
- Examine how CSR activities (such as environmental projects, charity, and fair trade) affect trust and loyalty.
- Test if customer trust and satisfaction improve profits.
- Provide recommendations for managers.

3. Literature Review

Summarize what other researchers found on your topic.

Example: Some studies show CSR improves customer trust and brand image, but others argue it reduces short-term profit.

Build a simple framework: CSR activities → Customer Trust/Satisfaction → Company Profitability.



State hypotheses (predictions):

H1: CSR activities have a positive impact on customer trust.

H2: CSR activities have a positive impact on customer satisfaction.

H3: Customer trust has a positive impact on profitability.

H4: Customer satisfaction has a positive impact on profitability.

The diagram shows that when companies do **CSR activities**, it can make customers **trust them more** (H1) and feel more **satisfied** (H2). In turn, both trust (H3) and satisfaction (H4) help the company become more **profitable**.

4. Methodology

Say how you will study your topic.

Example: 'This is a quantitative study using a survey of 400 customers. Questions measure opinions about CSR, trust, satisfaction, and loyalty.'

Data collection: Surveys or secondary company reports.

Measurement: Use a Likert scale (1 = strongly disagree, 5 = strongly agree).

Explain why this method: Surveys are cost-effective and allow analysis of many responses.

5. Data Analysis

Explain how you prepare and test your data.

- Step 1: Clean the data (remove missing values).
- Step 2: Code variables such as (CSR1, CSR2, CSR3 → average them into 'Composite CSR').

CSR Item	Statement	Rating (1–5)
CSR1	Our company actively reduces its environmental impact	4
CSR2	Our company supports community development projects	5
CSR3	Our company ensures fair labor practices for all employees	3

Composite CSR calculation:

$$\text{Composite CSR} = \frac{\text{CSR1} + \text{CSR2} + \text{CSR3}}{3} = \frac{4 + 5 + 3}{3} = 4$$

So, the company's overall CSR score is 4.

- Step 3: Test validity (check if questions measure what they should).
- Step 4: Test reliability using Cronbach's Alpha (should be above 0.7).
- Step 5: Use regression analysis to test hypotheses.

Example: Regression shows that CSR significantly improves trust and satisfaction, which then improves profitability.

6. Findings and Implications

Summarize your results.

Example: CSR activities such as fair trade and community projects increase customer trust. Trust and satisfaction lead to stronger loyalty and higher profits.

Practical recommendations:

- Focus on CSR activities that directly improve customer trust (like community engagement).
- Use CSR as a long-term strategy, not just short-term marketing.

7. Conclusion and Reflection

Example: CSR can improve profitability when managed well. This study shows that trust and satisfaction are the key links between CSR and financial success.

Reflection: I learned how to use surveys, analyses data with SPSS, and test reliability and regression. These skills will help in future research.

8. References

List of your academic sources

Example:

- Kim, A. (2010). CSR and Brand Loyalty. Journal of Marketing.
- Smith, J. (2015). CSR Costs and Profits. Business Review.