

# The impact of social responsibility on business sustainability: Case study: Kosovo enterprises

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## Abstract

The main emphasis in this paper is on corporate social responsibility (CSR) and its impact on business sustainability. In this study a total of 319 managers of three sectors of economy (production, trade and services) in Kosovo have responded our questionnaires. To verify that there is a significant positive relationship between enterprise social responsibility and its sustainability, the non-parametric Spearman Correlation test was used, which is used in cases of data with abnormal distribution. In the economic aspect of social responsibility, we see that there is a high positive correlation ( $\rho = 0.150^{**}$ ) and significance p value = .007. In the social aspect of corporate social responsibility also the correlation values Spearman  $\rho = .275^{**}$ , p value = .000) indicate that there is a significant positive relationship between them.

Also, in the third element of social responsibility, the environmental aspect appears to have a statistically significant relationship with the sustainability of the enterprise ( $\rho = .225^{**}$  and p value = .000).

Our results support the suggestion of Hall and Soskice (2001) that perceived social responsibility activities, such as control programs, machine safety, honest information in advertisements, and extensive product controls, affect product quality and ultimately services, in terms of cost-effectiveness.

**Keywords:** Business Sustainability, Corporate Social Responsibility (CSR), Kosovo.