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Corporate Social Responsibility, Ethics, and National Branding: A Quantitative Analysis of Global Competitiveness

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Abstract

This study examines the influence of corporate social responsibility (CSR) on national branding, with a focus on ethical business practices as a key mechanism driving the enhancement of a country's global image. Using a large dataset of multinational corporations across various industries, we employ regression models to quantify the relationship between CSR and national brand strength, while controlling for factors such as economic development, political stability, and sector-specific characteristics. Our results suggest that CSR initiatives significantly enhance national branding, with ethical practices amplifying the impact, especially in emerging markets. This paper provides empirical evidence on the strategic importance of CSR in shaping national perceptions and offers actionable insights for policymakers and business leaders seeking to improve global competitiveness.

Keywords: Corporate Social Responsibility, National Branding, Ethics, Global Competitiveness, International Business, Emerging Markets