

ARTICLE REVIEW
REPORT



GOLDEN RESEARCH THOUGHTS

International Recognition Multidisciplinary Research Journal

ISSN: 2231-5063 Impact Factor:3.4052(UIF)

ORIGINAL ARTICLE

Published:
1st Aug. 2015

Vol. - V,
Issue - II, Aug. 2015

CSR AND CONSUMERS: SOCIAL MARKETING AND SUSTAINABLE MARKETS

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Sarla Pundlik Deore

ABSTRACT

The Consumers are often identified as the business drivers but the perception of consumers has been changed with upcoming trend in the business. The corporate social responsibility which makes the companies a responsible entity of towards the life on earth. Now a days the CSR has been marketing source for the business people, also at social level. The industries are adopting it as a social marketing, green marketing and sustainable marketing terms which directly hits the social problems of consumers(which constitute the society).

Article Indexed in



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REVIEW OF THE ARTICLE

CSR And Consumers: Social Marketing And Sustainable Markets

Sarla Pundlik Deore and N B Jadhav

Abstract and Introduction:

The corporate social responsibility which makes the companies a responsible entity of towards the life on earth. Now a days the CSR has been marketing source for the business people, also at social level. The present study has been done to study CSR And Consumers: Social Marketing And Sustainable Markets. Introduction was justifying. Significance of the area under study mentioned clearly in Introduction.

Reference to the Literature and Documentation:

The review of the literature was well integrated. The literature was analyzed and critically appraised.

Methodology:

This paper focused on consumer perception and the social marketing relation and the CSR effect on it. This paper studies correlation of CSR and the CSR effect on it. This was a conceptual paper.

Presentation of Results:

The amount of data presented was sufficient and appropriate. Use Tables, graphs, or figures in presenting the data.

Conclusions:

India is developing country, some issues which makes it as developing nation. But to make India as a developed country, CSR plays a vital role. The social approach of corporates will speed up the growing rate of our country and it will happen when the three players of CSR will work collaboratively with each other.

Scientific Conduct:

There are no instances of plagiarism. Ideas and materials of others are correctly attributed.

SUMMARY OF ARTICLE

No.		Very High	High	Average	Low	Very Low
1.	Interest of the topic to the readers	✓				
2.	Originally & Novelty of the ideas		✓			
3.	Importance of the proposed ideas	✓				
4.	Timelines			✓		
5.	Sufficient information to support the assertions made & conclusion drawn	✓				
6.	Quality of writing (Organization, Clarity, Accuracy Grammer)		✓			
7.	References & Citation (Up-to-date, Appropriate Sufficient)		✓			

FUTURE RESEARCH SCOPE:

- 1.The Role Of Corporate Social Responsibility In Consumer Behaviour: An Unresolved Paradox.
- 2.Measuring the Impact of Corporate Social Responsibility on Consumer Behavior: The Case of Peruvian Consumers.
- 3.Consumer Perception Of Corporate Social Responsibility.:the Csr Halo Effect.
- 4.Ethics & Business. Sustainability, Social Responsibility and Ethical Instruments.
- 5.Ethical Dimensions of Sustainable Marketing: A Consumer Policy Perspective.

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T. N. Shinde

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