

## THE HUMAN RESOURCE MANAGEMENT DIMENSIONS OF CORPORATE SOCIAL RESPONSIBILITY

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### ABSTRACT

Organizations are increasingly recognizing corporate social responsibility as an innovative strategic and management function necessitating their concentration. While formerly perceived solely as an altruistic scheme providing general benevolence, without end result corollary CSR is shifting from the borders of apprehension to the core in frontal organizations. In a global economy, organizations are progressively more conscientiousness to aid, exhibit and support corporate social responsibility (CSR). Sustainability requires that organizations volte-face their company goals and objectives from exclusive attention to profit making to CSR. Universally, the effect of CSR is becoming obvious in societies ranging from human rights and labour and employment practices to health care and the environment. HR occupies a vital position involving directing and educating their organizations on the significance of CSR and simultaneously purposefully executing effective HR management practices that sustain the organization's business and CSR goals. This study found that organizations' corporate social performance (CSP) has positive correlation to their reputations and to their attractiveness as employers and thus their ability to attract and retain prospective workers. An organization's CSP also gives competitive advantage to the organization.

**Keywords:** Human, Resource, Management, Dimensions, Corporate, Social, Responsibility.