

Review of: "Enriching Competitiveness through Corporate Social Responsibility: A Study of Service-Based Enterprises in Zimbabwe"

Eulalia Marquez

Potential competing interests: No potential competing interests to declare.

After reading your article, I have some reactions to it. First, I congratulate the researchers on their excellent research conducted in the best historical context. I congratulate the researchers very much for their knowledge and in-depth expertise in terms of the investigative processes, especially the statistical analyses carried out. The statistical rigor used in the analysis of the results shows a full mastery of the quantitative methodology and a deep approach to the results. Likewise, the validation of the survey-type instrument was well supported by the methodology used.

The research problem, especially corporate social responsibility within the context of environmental impact, has been a wise one in this historical moment where the world is being convulsed by global warming and its catastrophic effects around the world.

The results are very well presented and explained.

One of the contributions of the study that was not mentioned in the theoretical implications is the creation of the structural conceptual model of the research, which will serve as a basis and contribute to future research.

Among the suggestions that I can make is to clarify in the Method part, the type of sampling, since it is not mentioned in the abstract, which is a sampling by availability having used the internet to carry out the surveys.

Another one is that in future research of the model could survey firms that engage in social responsibility and firms that do not engage to compare with all the variables suggested in your study whether there are statistically significant differences in both groups.

On the other hand, to enrich the participation of companies in social responsibility activities, it is imperative that the concepts and activities of social and ethical responsibility be understood and implemented in all business world. If we implement both ethics and social responsibility, especially in the context of environmental protection, recycling, and sustainability, we will probably have a better quality of life and participation in these efforts to have a better world. Also, it is important for governments to be able to create public policies that respond to compliance with social responsibility.