

Review of: "The Nexus between corporate social responsibility and corporate social performance in the Service-Based Enterprises Sector: Insights from Zimbabwe"

Siddhesh Wairkar¹

¹ MIT-World Peace University

Potential competing interests: No potential competing interests to declare.

The research paper presents a thorough examination of the mutually beneficial connection between Corporate Social Responsibility (CSR) and the competitive advantage of service-based enterprises in Zimbabwe. This paper, written by a group of researchers, is notable for its careful research methodology and perceptive discoveries. It provides valuable insights into the strategic significance of corporate social responsibility (CSR) in improving both societal influence and business achievements. An outstanding aspect of the paper is its emphasis on service-based enterprises, which are frequently overlooked in CSR literature. The authors utilize a rigorous methodology, integrating qualitative and quantitative analyses, to investigate the impact of CSR practices on the competitiveness of these enterprises. The incorporation of a wide range of data sources, such as interviews, surveys, and financial performance metrics, bolsters the paper's credibility and enriches the depth of its insights. Overall, "Enriching Competitiveness through Corporate Social Responsibility" is a praiseworthy addition to the body of knowledge, providing valuable perspectives that have relevance beyond the specific circumstances in Zimbabwe. The paper's meticulously organized methodology, abundant empirical data, and sophisticated analysis make it a necessary read for scholars, practitioners, and policymakers who are interested in the convergence of CSR and business competitiveness.