

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

Sílvio Manuel da Rocha Brito¹

¹ Instituto Politécnico de Tomar

Potential competing interests: No potential competing interests to declare.

All parts included with references to all main contents with detail.

The work examines the connection between corporate social responsibility (CSR) and corporate social performance in service-based enterprises in Zimbabwe. This is a clear statement of the research topic.

The abstract mentions a lack of consensus in existing literature, particularly regarding CSR initiatives' role in enhancing competitiveness. This identifies a gap in the current body of knowledge that the paper aims to address. The study proposes three theories highlighting environmental, social, and governance frameworks. This provides a theoretical basis for the research.

The methods detail the research design, data collection method, sample size, and data analysis technique. This is crucial in a scientific abstract as it allows readers to understand how the research was conducted.

The empirical results highlight the significance of environmental and philanthropic factors. This gives readers an insight into the paper's main findings.

The abstract discusses the potential implications of the findings, suggesting they could help managers in developing countries prioritize their CSR activities. This shows the practical relevance of the research.

In terms of the connection between CSR and corporate performance, the work is an extension of studies that show CSR has a positive effect on financial performance, improving the volume and performance of exports, positively affects the corporate image and reputation, and increases the level of satisfaction of relevant stakeholders (Pedrero, Cortés & Castillo, 2022), and others that CSR does not directly affect firm performance, but is positively related to green transformational leadership and green innovation, which improve firm performance (Nureen, N., Liu, D., Irfan, M. et al., 2023). These findings indicate that the relationship between CSR and corporate performance can be complex and may depend on various factors as authors assume support.

The references are coherent and almost actual, presenting sufficient details to understand the origin of the study.