

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

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Potential competing interests: No potential competing interests to declare.

The proposed work is well designed and clearly responds to the intended objective. It analyzes the fact that the adoption of corporate social responsibility strategies and structures have increased as companies recognize the importance of environmental, social and governance factors in their business environment. This trend is a result of the need to improve sustainability performance and satisfy investor and community demands, mitigating the risks of shareholder activism and divestment. The methodology used is appropriate, as a complex and broad universe of responses was used. Data for this study was collected through a cross-sectional research design, with 650 participants holding senior management positions in their organizations in the Harare region of Zimbabwe, who completed an online questionnaire. SmartPLS 4.0 software was used to analyze the data and apply the partial least squares approach. The study demonstrates with rigor and explanatory resources that incorporating environmental responsibility into business practices can have significant comparative implications, while philanthropic initiatives can positively impact a company's brand reputation and contribute to social and environmental development.