

Study on Corporate Social Responsibility in Ateneo

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Abstract : Around the world, there are many corporations and other business organizations who promote the welfare of the society. They are found inside the communities where they naturally perform work. Their aim is to maximize their respective returns on investment while measuring the impact of their activities on the environment. The Senate in the Philippines formed a bill that seeks to foster sustainable economic and environment development and environment protection, among other things, by institutionalizing the corporate responsibility of corporations, whether domestic and foreign, partnership and other establishment performing business in the country. Under the Senate Bill 1239 or an act institutionalizing corporate social responsibility, providing incentives therefor, and for other purposes, all business organizations are mandated to consider the interest of society by taking responsibility for the impact of their activities on customers, employees, shareholders communities and environment. In return, businesses shall comply with the mandate of this proposed measure shall be entitled to full deductions of the expenses incurred in connection thereto.

Keywords : ateneo, corporate social responsibility (CSR), industrial relations, marketing, up

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