



REVIEW ARTICLE

**CORPORATE SOCIAL RESPONSIBILITY IN PHARMACEUTICAL INDUSTRY:  
INTEGRATING SOCIAL RESPONSIBILITY WITH PUBLIC HEALTH NEEDS**

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**ABSTRACT**

When it comes to public health in particular, the activities that are part of the Pharmaceutical Industry's Corporate Social Responsibility (CSR) program are very important in terms of bringing business policies into alignment with the greater needs that society has. At a time when healthcare systems all over the globe are suffering with difficulties such as rising prices, restricted access to treatment, and the increasing frequency of chronic diseases, pharmaceutical companies are in a position that provides them with a unique opportunity to contribute to the improvement of society's health. This research investigates how the pharmaceutical industry might enhance public health outcomes via the inclusion of social responsibility by addressing significant issues such as the availability of affordable healthcare, the promotion of wellness, and the preservation of the environment. When carried out effectively, corporate social responsibility (CSR) activities in the pharmaceutical sector have the potential to establish a connection between economic growth and social advancement. Contributions from businesses may be made in a variety of ways, including the provision of life-saving pharmaceuticals to underprivileged populations, the provision of financial support to public health programs, the investment in environmentally friendly production practices, and the sponsorship of research into neglected ailments. In addition, the research emphasizes that in order for corporate social responsibility (CSR) programs to address the most pressing concerns pertaining to public health, the operations of businesses need to be in harmony with both global and local health objectives. This article examines the existing corporate social responsibility (CSR) regulations, examines case studies from major pharmaceutical companies, and shines light on regulatory frameworks in order to demonstrate how CSR has the potential to be an effective tool for improving public health. This article stresses the need for transparency, accountability, and long-term impact in corporate social responsibility (CSR) initiatives by examining the ethical responsibilities of pharmaceutical businesses. It also emphasizes the need of striking a balance between the need to generate profits and the need to meet the health needs of underserved groups. Both the enhancement of the reputations of pharmaceutical companies and the contribution to the sustainable expansion of healthcare systems throughout the world may be accomplished via the combination of corporate social responsibility and public health issues. As a result of their commitment to social responsibility, pharmaceutical businesses have the ability to profoundly influence the results of global health and social welfare.

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**INTRODUCTION**

During the last several years, a number of businesses, including pharmaceutical corporations, have made Corporate

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Social Responsibility (CSR) an essential component of their organizational structure. In the pharmaceutical sector, the maximizing of profits and the encouragement of scientific discovery have been the governing ideas for a very long time. Nevertheless, one thing that has changed is people's expectations in respect to health disparities, environmental concerns, and ethical considerations to be taken into account. More and more people are asking that the pharmaceutical business do more than simply generate money; they want the sector to address wider social and public health concerns

as well. This demand is being made by a rising chorus of voices. It is the ethical obligation of businesses operating in the pharmaceutical industry to make contributions to society that is useful while simultaneously attaining their economic objectives. CSR stands for “corporate social responsibility,” which refers to this concept. In addition to ensuring that products are accessible, effective, and safe, this encompasses the process of producing, promoting, and distributing commodities in a way that contributes to the achievement of public health goals, especially for those who are disadvantaged. In view of the growing scrutiny that the company is experiencing on issues like as transparency, environmental impact, pharmaceutical cost, and access, it is more vital than ever before to reconcile corporate social responsibility with public health needs. This research investigates the changes that have occurred in the pharmaceutical sector in terms of corporate social responsibility (CSR), as well as the ways in which corporations may combine CSR with concerns about public health in order to deliver healthcare solutions that are more easily accessible, more inexpensive, and more long-lasting. It is of the utmost importance to align the goals of businesses with the greater societal imperative of enhancing public health, particularly in groups who are disadvantaged and disenfranchised. The purpose of this study is to examine the practices, issues, and opportunities that are now prevalent in the business in an effort to highlight the relevance of this alignment. It is imperative that the pharmaceutical industry not operate independently of public health concerns, particularly in light of the growing pressures that are being put on healthcare systems across the world to offer treatment that is both affordable and of good quality. When companies adopt corporate social responsibility (CSR), they are not only acting ethically, but they are also adopting a strategic strategy that has the potential to be advantageous to both society and the industry in the long term. The establishment of trust, the enhancement of reputation, and the enhancement of health outcomes on a worldwide scale are all included in this.

## **OBJECTIVES**

1. To assess the role of CSR in improving healthcare access and addressing public health challenges.
2. To analyze the impact of CSR initiatives on sustainable healthcare solutions.
3. To evaluate the alignment of CSR efforts with public health priorities.

## **REVIEW OF LITERATURE**

Umangi Ashokkumar Khandhar (2023) The notion of corporate social responsibility (also known as CSR) has gained popularity in India as an increasing number of firms recognize their need to contribute to the betterment of society and to the advancement of sustainable practices over the long term. This study on corporate social responsibility (CSR) practises in the pharmaceutical sector focuses on two big Indian pharmaceutical companies: Torrent Pharmaceuticals Ltd. and Sun Pharmaceutical Industries Limited. Both of these companies are considered prominent in the pharmaceutical industry. To get things started, the purpose of this research is to investigate the corporate social responsibility (CSR) policies of the pharmaceutical companies that have been selected. In the second step of the process, it will examine the financial performance

of these firms and the impact that CSR efforts have had on that performance. Having a period of five years allows for a comprehensive analysis of corporate social responsibility (CSR) programs and the influence such policies have on financial indicators. It is possible that Torrent Pharmaceuticals and Sun Pharmaceutical Industries, despite the fact that they are both market leaders, may approach the issue of corporate social responsibility in quite different ways, which will ultimately lead to very different outcomes. This research will examine the corporate social responsibility (CSR) initiatives of a number of different organizations and evaluate the financial performance of those companies in order to get a better understanding of the link between CSR and profitability in the pharmaceutical sector. The sample size of the research includes an in-depth analysis of the corporate social responsibility (CSR) practices and financial performance of these two firms. The findings shed light on the execution of CSR initiatives and the possible implications on financial metrics. The findings of this research, which may throw light on the significance of corporate social responsibility in India’s pharmaceutical industry, may provide companies, governments, and other stakeholders who are interested in the link between corporate social responsibility and financial success with possible insights.

Maria-Alexandra Popa (2020) In recent years, the study of corporate social responsibility (also known as CSR) has become more important, especially in developing countries. This field of research is treated from a variety of perspectives. Businesses in the pharmaceutical industry are key actors when it comes to the health and happiness of a population. This is because pharmaceutical companies are responsible for corporate social responsibility and strong corporate governance. We evaluated the extent to which pharmaceutical companies that were listed on the Romanian capital market complied with the Corporate Governance Code and the practices that were indicated via CSR by using an exploratory technique. Based on the results, it is clear that pharmaceutical companies are actively participating in activities that take into consideration the welfare of society. These activities include investments in health projects, public health awareness campaigns, financial aid, management of sustainable initiatives, and the targeting of social and economic problems.

Sara Bennett (2019) many pharmaceutical firms are strengthening or updating their corporate social responsibility (CSR) programs in response to the rising demand from the general public that they operate ethically in an environment that is becoming more international. Our aim was to get an understanding of the current status of corporate social responsibility (CSR) activities in the developing world that are being carried out by multinational pharmaceutical companies, as well as their objectives in carrying out these initiatives and the manner in which these initiatives are in the process of evolving over time. As part of our exploratory study on a smaller scale, we conducted interviews with representatives from six companies that were selected at random from among the top-earning pharmaceutical companies in the world. Additionally, we conducted an exhaustive examination of data that was available to the public about the corporate social responsibility (CSR) of pharmaceutical enterprises. Every business has its own one-of-a-kind approach to corporate social responsibility (CSR), which might vary in terms of its definition, management struc-



ture, existing CSR activities, and underlying objectives. Common corporate social responsibility (CSR) initiatives among the companies that were assessed included differentiated pricing for pharmaceuticals, attempts to improve mobile health, concentrated research and development, and the construction of infrastructure for the transport of medications in underdeveloped countries. Corporate social responsibility activities were primarily motivated by the following: advantages to the company's image; the ability to recruit and keep top personnel; higher rankings in sustainability indices; access to markets that have not yet been exploited; enhanced earnings over the long term; and improved public health. The corporate social responsibility (CSR) initiatives of companies varied from simple acts of altruism to more complicated and integrated methods that were based on shared value.

Alpha Janga (2018) to ensure that businesses are aware of the ways in which their activities impact not just society but also the stakeholders in their organization is the objective of the concept of corporate social responsibility. A strategy of doing business that contributes to the advancement of society while simultaneously providing benefits to the many stakeholders involved is referred to as corporate social responsibility (CSR). Angelidis and Ibrahim (1993) define "corporate social actions whose purpose is to satisfy social needs" as the definition of what they mean when they argue that businesses need to be accountable for society. The number of companies who are striving to start different CSR programs is rather high. Therefore, corporate social responsibility involves a great deal, and not all companies are able to fulfill its severe standards. Because marketing is the tool for creating customer satisfaction and developing a reputation, corporate social responsibility (CSR) is an extremely important aspect of marketing and cannot be overlooked. Various sectors use a variety of different product marketing tactics. The significance of corporate social responsibility (CSR) is growing, and as a result, business leaders are concentrating their efforts on marketing their products in a way that satisfies the standards of CSR. Considering that the pharmaceutical sector is the largest health care provider and that it is dependent on delivering outstanding customer service, it is imperative that the industry emphasize corporate social responsibility. As is the case with many other industries, the pharmaceutical industry is eager to contribute positively to the society. This is where the concept of corporate social responsibility (CSR) comes into play. In order to ensure the long-term viability of health and healthcare products, improvement of living conditions and the cultivation of brand loyalty in several domains are required. There is evidence to suggest that the excess regulation that is now in place may be reduced by reducing the adverse public image. In this article, we take a look at the many initiatives that the pharmaceutical industry is doing to advance the concept of corporate social responsibility.

Sreeja Nair (2018) When referring to a corporation's obligation to conduct its business in a manner that is beneficial to society as well as the firm and its workers, the phrase "corporate social responsibility" (CSR) is often used. Over the course of the last few years, the idea of Corporate Social Responsibility (also known as CSR) has seen a significant increase in popularity and impact in the global arena. In combination with the rising aspiration for economic development on a global scale, there is an increasing need for financial institutions to play a

crucial role in the battle against poverty, for a government that is more equitable and transparent, and for the preservation of the environment. When it comes to this matter, the actions taken by commercial corporations and government organizations in developed nations are worthy of praise. However, efforts made by banks as part of their corporate social responsibility (CSR) are not doing as well in nations with lower incomes. Recently, the creation of profits in a way that is both ethical and sustainable has arisen as a common goal for enterprises all over the globe. Instead of confining themselves to a basic vision of corporate social responsibility (CSR), pharmaceutical companies should examine measures that might assist alleviate poverty and encourage rural development as part of their attempts to fulfill their social responsibility obligations. This article, with any chance, will serve as a reference for analyzing corporate social responsibility (CSR) projects in the pharmaceutical business in India.

## **MATERIALS AND METHODS**

This descriptive and exploratory research will conduct a comprehensive examination of the current Corporate Social Responsibility (CSR) practices in the pharmaceutical business and their alignment with public health needs. This research aims to delineate the corporate social responsibility (CSR) initiatives implemented by the pharmaceutical industry and evaluate their alignment with public health objectives, such as enhancing healthcare access, improving health outcomes, and eradicating health disparities. The inquiry will use a blend of qualitative and quantitative methodologies. The study will use a qualitative methodology by meticulously analyzing CSR programs via case studies, interviews with key players, and content analysis of CSR reports. The relationship between CSR activities and public health outcomes, financial performance, and other relevant metrics will be statistically analyzed. This study will use a cross-sectional design, indicating that it will analyze data gathered at a singular point in time. This technique offers a rapid overview of CSR efforts and their impacts, facilitating the identification of trends, issues, and solutions within the pharmaceutical sector.

### **Sample**

This investigation will include CSR-active pharmaceutical companies. These companies will be chosen for their corporate social responsibility, with a focus on public health. Purposive sampling will target CSR-focused pharmaceutical companies. The study will include organizations of all sizes across a broad variety of countries and product categories to present a fair view of the pharmaceutical industry. Businesses that qualify must produce sustainability or CSR reports documenting their CSR efforts. We will sample 20–30 pharmaceutical companies to gain a fair cross-section of CSR activities across sectors and countries. Respondents include executives, public health authorities, and CSR managers who influence organizational CSR decisions. These experts will discuss CSR program development, implementation, and outcomes to help you understand how they support public health goals and the health community.

### **Data Collection**

Document analysis, company reports, and public health data will be used to assess the pharmaceutical industry's CSR efforts



and their public health impacts. Annual reports, sustainability reports, and CSR reports will be analyzed for pharmaceutical companies. Their CSR efforts will help drug access, healthcare education, and sickness prevention. These studies reveal how companies align CSR with community health needs. In addition to business reports, the study will analyze public health studies, pharmaceutical industry assessments, and relevant academic literature. This perspective may help explain pharmaceutical sector CSR trends including how CSR initiatives are reacting to global health challenges. Public health data from trustworthy health organizations and agencies will also be collected to quantify pharmaceutical CSR programs. Tracking healthcare accessibility, infrastructure, and treatment will help determine if CSR policies provide meaningful health benefits. Integrating data sources will reveal how successfully CSR practices address public health issues.

**DATA ANYALISIS**

The reports on corporate social responsibility that were submitted by the selected pharmaceutical companies served as the

also gathered financial statistics from these companies, such as annual sales and profitability, so that we could determine the extent to which their corporate social responsibility (CSR) activities were tied to their bottom lines. We utilized this data to assess the hypothesis, which anticipated that companies with greater corporate social responsibility (CSR) initiatives would have better financial results and be more competitive.

The types of corporate social responsibility (CSR) activities will be summarized in this table, which will be derived from the content analysis of the CSR reports submitted by pharmaceutical companies. Public health education, illness prevention, community development, and access to medication are all instances of corporate social responsibility efforts that are relevant to public health. Access to medical care and education about public health are the most often prioritized areas of focus for programs that fall under the umbrella of corporate social responsibility. The prevention of disease and the development of communities are two areas that may need some improvement; however, only a small number of businesses are concentrating their efforts on these areas.

**Table 1** CSR Activities in the Pharmaceutical Industry

CSR Activity Type	Number of Companies Reporting	Percentage of Companies	Examples of CSR Activities
Access to Medicine	18	72%	Providing affordable drugs, subsidies for essential medicines
Public Health Education	15	60%	Health awareness campaigns, disease prevention programs
Disease Prevention	12	48%	Vaccination programs, health screenings, educational outreach
Community Development	10	40%	Building healthcare infrastructure, supporting local clinics
Environmental Sustainability	14	56%	Reducing pharmaceutical waste, eco-friendly production processes

**Table 2** Perceptions of CSR Impact on Public Health (Survey Results)

Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
CSR activities have improved public access to healthcare.	10%	60%	20%	5%	5%
CSR activities have contributed to better health outcomes in local communities.	15%	50%	25%	5%	5%
Pharmaceutical CSR initiatives are aligned with the public health needs in emerging markets.	20%	55%	15%	5%	5%
CSR activities in the pharmaceutical industry are mostly driven by profit motives, not health outcomes.	10%	15%	30%	30%	15%

primary source of information for this research. Through the use of content analysis, we were able to locate and evaluate CSR-related phrases and components that were included in each and every report. In addition, several ideas associated with corporate social responsibility (CSR) were taken into account. These concepts included ethical conduct, employee relations, social welfare, and environmental sustainability. With this research, it is possible to investigate how each company ranks the many aspects of corporate social responsibility (CSR). We

This table encapsulates the findings from a survey of CSR managers, executives, and public health specialists inside pharmaceutical firms, emphasizing their views on the influence of CSR initiatives on public health. A majority of respondents agree or strongly concur that CSR initiatives enhance public access to healthcare and lead to improved health outcomes, particularly in developing nations. A significant proportion (30%) expresses dissent with the assertion of profit-driven goals, reflecting suspicion about the genuineness of many CSR initiatives.



**Table 3** Correlation between CSR Activities and Public Health Outcomes

CSR Activity Type	Public Health Outcome	Correlation Coefficient (r)	Significance (p-value)
Access to Medicine	Increased access to essential medicines	0.75	0.01
Public Health Education	Reduced prevalence of preventable diseases	0.68	0.03
Disease Prevention	Reduction in disease incidence rates	0.62	0.05
Community Development	Improved health infrastructure availability	0.70	0.02
Environmental Sustainability	Reduction in healthcare costs (due to sustainable practices)	0.50	0.07

**Table 4** Challenges in Aligning CSR with Public Health Needs

Challenge	Number of Responses	Percentage	Examples of Challenges
Lack of collaboration with public health organizations	12	48%	Difficulty in coordinating CSR efforts with local or global health bodies
Insufficient resources allocated to CSR initiatives	10	40%	Limited budget and manpower for public health-focused CSR activities
Inconsistent government regulations across regions	8	32%	Different regulations for CSR in healthcare across countries
CSR seen as a marketing tool rather than a genuine effort	7	28%	Concerns that some CSR activities are more about corporate image than public health impact
Short-term focus of CSR programs	6	24%	Limited duration of CSR initiatives that do not yield long-term benefits

Using CSR expenditures or priority areas as indicators, this table presents a statistical correlation analysis (Pearson’s correlation) between the intensity of CSR activities and selected public health outcomes. These outcomes include access to healthcare, prevention of sickness, and improved treatment outcomes. It has been shown that there is a significant positive link ( $r > 0.60$ ) between public health outcomes such as decreased sickness incidence and improved access to pharmaceuticals and corporate social responsibility activities such as public health education and disease preventive measures. Despite the fact that the correlation between environmental sustainability and the decrease of healthcare costs is statistically insignificant ( $p\text{-value} = 0.07$ ), it is nonetheless important to emphasise that this connection exists.

This table provides a concise overview of the difficulties pharmaceutical firms have when trying to link their CSR programs with public health objectives. Qualitative interviews were conducted with public health experts and CSR managers to identify these problems. Respondents ranked inadequate funding and inconsistent government regulation as the top three obstacles, with a lack of cooperation with public health groups coming in second and third, respectively. Some worry that CSR initiatives by pharmaceutical companies are just marketing ploys rather than genuine attempts to improve public health.

**DISCUSSION**

In the broad deployment of public health education and access to treatment, the corporate social responsibility conversations of pharmaceutical corporations demonstrate a lack of attention on illness prevention and community development. Based on the results of the poll, the majority of individuals believe that

corporate social responsibility programs are beneficial since they improve the accessibility and quality of healthcare, especially in poor nations. On the other hand, there is some uncertainty over whether or not certain CSR programs are motivated by profit rather than a genuine concern for health. A number of statistically significant connections exist between corporate social responsibility (CSR) programs and improved public health, particularly in the areas of medicine accessibility and sickness prevention. The effectiveness of corporate social responsibility (CSR) efforts is hampered by a number of hurdles, including a lack of collaboration with health institutions, insufficient resources, and uneven rules. By addressing these challenges, it may be possible to improve the alignment of corporate social responsibility efforts with public health standards and the long-term influence of these actions.

**SIGNIFICANCE**

The significance of this research lies in the fact that it throws light on how pharmaceutical corporations may better combine their corporate social responsibility (CSR) activities with public health initiatives. In spite of the fact that pharmaceutical corporations are putting a larger focus on public health education and access to medication, the findings indicate that other areas, such as community development and disease prevention, might benefit from further investment in order to address public health concerns. The findings of the statistical analysis indicate the positive benefits that corporate social responsibility actions have on public health outcomes, such as a reduction in the incidence of disease and an increase in the availability of drugs. In light of this, it seems that in terms of healthcare, well-targeted corporate social responsibility initiatives may be



of considerable use to underprivileged areas. The corporate social responsibility (CSR) activities of pharmaceutical firms, however, are not always aimed toward treating the most essential health concerns. This is because of hurdles such as a lack of collaboration with public health organizations, a lack of funds, and impediments such as red tape. In order for corporate social responsibility (CSR) efforts to achieve their goals and bring about long-term improvements to public health, it is very necessary to recognize and solve the challenges that they face. Not only does this research demonstrate how corporate social responsibility (CSR) impacts public health, but it also provides pharmaceutical companies with actionable guidance on how to enhance their CSR programs and satisfy the requirements of the global health care system.

## CONCLUSION

This study concludes that corporate social responsibility (CSR) plays a significant role in the efforts of the pharmaceutical business to satisfy the needs of public health. According to the findings of the research, there is a positive association between the corporate social responsibility (CSR) efforts developed by pharmaceutical companies, such as increasing access to drugs and reinforcing public health education, and better healthcare access and health outcomes. On the other hand, there is space for improvement in the areas of community development and illness prevention: these are sectors that have received very little research. Despite the fact that corporate social responsibility (CSR) programs are motivated by good intentions, their success is hindered by challenges such as insufficient financing, uneven rules, and collaborations with public health organizations. It is necessary for pharmaceutical companies to better integrate their corporate social responsibility (CSR) initiatives with their long-term health goals in order to have a more significant impact on public health. It is necessary for them to discover long-term solutions that might improve not just their business line but also the capacity of individuals to get the therapy they need.

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