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Corporate and Entrepreneurial Social Responsibility during COVID-19: Understanding Global Trends and Responses

Roopinder Oberoi*, Jamie P. Halsall** and Michael Snowden***

The COVID-19 pandemic and the consequent lockdowns were an unforeseen tremor to the global market, while raising heterogeneous and sundry reactions across businesses related to their workforces, supply chain, and the repurposing of procedures to make available required products and services. Businesses had little time to offset the pandemic's impact through well thought out corporate strategies. Consequently, the current crisis offers an exceptional opportunity to study the outcomes of corporate social responsibility (CSR) for society. The primary objective of this paper is to contribute to the literature regarding the advancement of corporate social responsibility, the connection between CSR philosophy and practice, and the application of socially responsible actions during the COVID-19 pandemic. By applying a corporate social responsibility (CSR) theoretical approach, the authors of this article attempt to comprehend corporate responses to the COVID-19 pandemic in the provision of assistance for vital stakeholders in mainstream society. The findings of this paper imply that corporations with years of CSR involvement acted a catalyst for communities in local, national and global context.

Keywords: Corporate Social Responsibility (CSR); COVID-19 Pandemic; Responsible Entrepreneurship, Corporate Responses; Socially Responsible Activities

1. Introduction

The comprehensive impact of the coronavirus (COVID-19) pandemic is mounting every day and its adverse bearing is apparent in the domains of health, financial, and societal. The COVID-19 pandemic is by far one of the momentous calamities in contemporary era (Alon, Farrell, & Li, 2020). The World Health Organization originally acknowledged COVID-19 as a global public health emergency in January 2020 and then raised it to an epidemic in the March 2020 (Cankurtaran and Beverland, 2020). "This is not mere global public health calamity; it is a disaster that touches all segments. So, we all need to join our efforts to fight it" Dr. Tedros Adhanom Ghebreyesus, Director-General of World Health Organization (WHO) (Ducharme, 2020). The COVID-19 pandemic has engendered a worldwide health, financial, and social crisis that necessitates the partnership and assurance of all agents, particularly those in the private sector, to face the externalities resulting

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