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Corporate Social Responsibility, Human Capital, and Community Development: Pathways to Sustainable Livelihoods in Indian Industrial Towns

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Abstract: This study aims at exploring the relationship of corporate social responsibility and sustainable livelihoods, with the mediating role of human capital and community development in Indian industrial municipalities. Research explains sustainable livelihoods through Sustainable Livelihood Framework and Human Capital Theory through livelihood assets and resilience. Human capital and community development are important avenues for CSR to produce livelihood advantages. The proposed associations are empirically tested with survey data collected from communities in an Indian industrial city, utilising partial least squares structural equation modelling (PLS-SEM). The findings indicate that corporate social responsibility contributes to community development and sustainable livelihoods, and community development contributes to sustainable livelihoods. Nevertheless, the negative direct associations when considering human capital should be considered with caution, as both human capital and community development are important mediators of the association between CSR and sustainable livelihoods. The research adds to the CSR and sustainable development literature by integrating business, community and livelihood perspectives and highlighting the potential of CSR to go beyond immediate welfare and contribute to enhancing capabilities, economic opportunities and more sustainable livelihood outcomes.

Keywords: Corporate Social Responsibility, Sustainable Livelihoods, Human Capital, Community Development, Indian Industrial Towns

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