

Significance of Corporate Social Responsibility (CSR) in supporting the LGBTQ+ community in India: A Study

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Abstract: This research investigates the reactions of Indian citizens regarding corporate social responsibility (CSR) initiatives that are supportive of the LGBTQ+ community. A conceptual discourse has been initiated to discuss the functions of CSR initiatives in supporting the community, drawing from past and present studies. Proactive LGBTQ+ supportive CSR campaigns outperform passive ones in shaping consumer perceptions, mediated by perceived authenticity across both high and low levels of consumer issue involvement. The results provide important insights for practitioners, informing their strategic choices regarding the implementation of LGBTQ+-supportive CSR initiatives in an evolving economy like India. The paper examines practical initiatives, including TLG India's TRANScend project and Flipkart Foundation's Kineer Services, and highlights proactive LGBTQ+ safeguards by multinationals such as Accenture, SAP Labs, and Sodexo India. Examining a stigmatized topic in non-Western contexts, this study shows CSR levels and issue involvement shape supportive behavior via authenticity.

Key words: CSR Levels, LGBTQ+, India, Issue Involvement, CSR

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