

CORPORATE SOCIAL RESPONSIBILITY STRATEGY AND CORPORATE SUSTAINABILITY OF FOOD BUSINESSES IN THAILAND

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ABSTRACT

This study investigates the impacts of four dimensions of corporate social responsibility strategy on corporate sustainability through mediating influences of stakeholder reliability, employee satisfaction, corporate reputation, corporate advantage and firm success. Corporate social responsibility consists of corporate citizenship, ethics awareness, social cohesiveness and green products which is an important strategy that will help firm gain greater corporate advantage and firm success. The sample of the study is food business in Thailand. The results show that some dimensions of corporate social responsibility strategy have a significant effect on stakeholder reliability, employee satisfaction and corporate reputation. Also, corporate advantage and firm success has a potential positive influence on corporate sustainability. Potential discussion with the research results is effectively implemented in the study. Theoretical and managerial contributions are explicitly provided. Conclusion and suggestions are also provides for further research.

Keywords: *Corporate Social Responsibility Strategy, Stakeholder Reliability, Employee Satisfaction, Corporate Reputation, Corporate Advantage, Firm Success, Corporate sustainability.*