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## EXAMINING THE CORPORATE SOCIAL RESPONSIBILITY (CSR) OF MICRO AND SMALL ENTERPRISES (MSEs) IN BARANGAY BINUBUSAN, LIAN, BATANGAS

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### ABSTRACT

This study explores the corporate social responsibility (CSR) of micro and small enterprises (MSEs) in Barangay Binubusan, Lian, Batangas, focusing on the challenges these businesses encounter in implementing CSR initiatives. The study examines how CSR adoption impacts business performance, community relations, and stakeholder trust while identifying factors such as limited resources, lack of expertise, and operational constraints that hinder effective CSR implementation.

The respondents consist of owners, managers, and employees from MSEs within the barangay, as well as community leaders and local government officials who provide additional insights. Purposive sampling was employed to ensure diverse stakeholder perspectives. The study reveals that the majority of businesses are concentrated in Purok 1, indicating the strategic importance of location for CSR initiatives. Most respondents operate as sole proprietorships, reflecting the simplicity and control favored by these enterprises. The study found that MSEs recognize the benefits of CSR, including enhanced reputation and stakeholder trust, but struggle with integrating CSR into daily operations due to limited resources and expertise.

Based on the findings, the study recommends tailored CSR programs focusing on local impact and community collaboration, alongside capacity-building initiatives to equip MSEs with the necessary knowledge and tools. The development of partnerships between businesses, community organizations, and local government units is proposed to foster sustainable CSR practices.

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