Exploring Corporate Social Responsibility Enhancement with AI Strategies into Business Development: Literature Review

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Abstract: This a qualitative research approach investigates to explore how corporate social responsibility enhancement with artificial intelligence strategies into business development and discover the strategies that improve the CSR initiatives by assisting AI tools. The literature on AI-driven CSR that has emerged between 2018-2025 is reviewed in this study with a focus on how it affects customer satisfaction, business development, and digital leadership. AI technologies also provide businesses with cutting-edge capabilities for transparent reporting, real-time environmental monitoring, and predictive analytics to foresee environmental and social issues through rely on AI processes and adopting strategies that enhance and develop the businesses.

So that, through this research which recommended to integrate AI into CSR initiatives can boost a company's reputation, data driven decision making, and positioning in the market. Also, conducting more future research to examine how AI strategies help to enhance CSR initiatives in various industries and sectors which to develop the businesses.

Keywords: CSR, AI, Ethical, Strategies.

1. INTRODUCTION

Corporate social responsibility is essential to the growth and enhancement of the business's performance through creative work practices of leaders and their efforts to involve their employees in company CSR initiatives. Businesses with a competitive edge in the market are those that try to be socially conscious by communicating their economic, social, and environmental contributions in an effective way. Sothat, CSR and artificial intelligence (AI) work together like two hands to help a company create a better future. Companies may make ethical or sustainable claims, but without supporting evidence, consumers may find it difficult to believe them, AI may assist in opening that kitchen by delivering real-time data and reports that increasing transparency and verifiability. Through employing AI systems with CSR initiatives in the market will be able to hire and, maintain their procedures to establish sustainability in their business, strengthen their brand, and increase their corporate reputation and credibility with suppliers and customers.

According to (Haenlein & Kaplan, 2019) cleared that AI has become an essential tool for businesses which looking to increase operational efficiency and boost their market share to compete with their rivals. AI-driven CSR programs that increase stakeholder engagement and brand loyalty while at the same streamlining operational efficiencies (Tarigan *et al*., 2024). Based on the research of (Maak *et al*., 2022) founded that AI into CSR initiatives can boost a company's reputation and positioning it as an advocate in sustainable innovation. Similarly, to (George *et al.,* 2020) pointed out that AI can improve CSR by assisting businesses anticipate and satisfy stakeholder expectations, allocate resources optimally, and minimize their negative effects on the environment. Instead of analyzing how AI and CSR may work together to provide better sustainable results, previous research has concentrated on marketing or CSR uses of AI for compliance (Aguilera et al., 2021). Sothat, through this paper try to explore CSR enhancement with AI strategies into business development.

Research Question: - How AI Strategies enhancement CSR and effects on business development?

2. LITERATURE REVIEW

2.1. CSR Enhancement with AI Strategies

According to (Russell & Norvig, 2020) artificial intelligence (AI) is the capacity of machines to imitate human intelligence in information processing and complicated tasks that are performed. AI provides strong tools for increasing operational effectiveness, enhancing decision-making, and fostering greater customer engagement (Rai *et al*., 2021). In contrast, CSR highlights an organization's dedication to moral behavior such as environmental sustainability, social welfare, and open governance (Maak *et al*., 2022). Businesses can incorporate into their business plan and think about stakeholder-focused projects which can boost consumer satisfaction, that in turn can improve the company's reputation (Agarwal, 2019).

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In this regard, over the past 10 years the business environment has changed globally, economically, and technologically which forcing management to pay attention to a corporate strategy that is focused on customer value and business development, but customer-centric attitude needs to consider both technological adoption and strategic differentiation (Zhao, 2018). AI has the potential to transform CSR by facilitating real-time data analysis, forecasting, and interactive consumer relations which will lead to increase accountability and environmentally friendly (Hardin-Ramanan *et al*., 2018).

But even though the effects of AI on business efficiency have been extensively studied, little is known about how AI integration in CSR initiatives can strategically improve brand loyalty and reputation, which is a crucial but little-studied rea in contemporary sustainability research (George *et al*., 2020). Sothat, new technologies like artificial intelligence, robotics, and cloud computing are helping businesses achieve their objectives of increasing profits and reducing risks by reacting swiftly to customer interactions without restrictions on distribution channels, delivery hours, and quick response in many other areas (Ballestar *et al*., 2019). Similarly, through (Sivarajah *et al*., 2021; George *et al*., 2020) confirmed that by utilizing AI businesses can become more responsive and accountable in fulfilling social demands for sustainability. For example, Ai-driven analytics can help businesses more effectively evaluate environmental impacts which help decision makers to integrate business plans with sustainability objectives and provide ethical behavior (Rai *et al*., 2020; Wamba *et al*., 2020). Sothat, according to the study of (Hassani & Azdimousa, 2025) demonstrated framework to show how the complementary relationship between ethics, CSR, and AI work together, and the results imply that marketing sustainability is greatly increased by integrating AI with CSR and ethical frameworks which benefits society and businesses all.

2.2. AI & Business Development

The current global economy and the fourth industrial revolution are inextricably linked due to artificial intelligence (Frank *et al*., 2019). In line with (Wang *et al*., 2021; Haenlein & Kaplan, 2019) cleared that supported by advances in big data technology and computing capacity (including speech recognition, computer vision, and natural language processing), AI has begun to gain acceptance globally which changing the landscape of market competitiveness and company-customer interaction. Through the report of PWC (2019) estimates that by 2030 AI will be contributed approximately $15.7 trillion to the global economy, of which $6.6 trillion will come from enhanced productivity and $9.1 trillion from side effects related to consumption.

AI offers chances to integrate robots into processes that enhance their capacity to optimize operations and increase profitability through cost savings (Webb, 2021).Through (Sonneborn & Graf, 2020) addressed that commercial uses of AI were expanding in emerging markets in sectors like manufacturing, energy, education, and financial services prior to the COVID-19 pandemic, but similarly, according to (Amankwah-Amoah & Lu, 2022) saw that these sectors was more expanding post to COVID-19 pandemic which made it clear that businesses must invest in long-lasting innovations and AI-enabled to find new sources of competitiveness and business development.

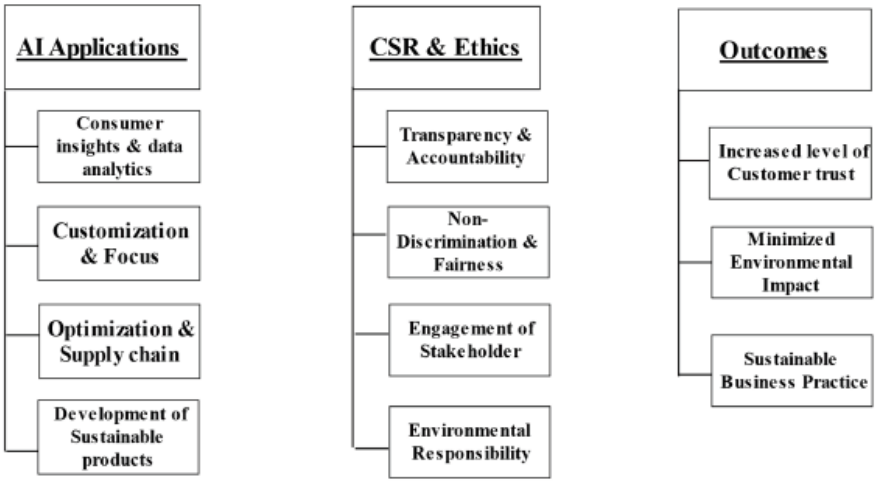

Figure 1: Integrating AI with CSR and ethical frameworks.

Source: El Hassani, M., Azdimousa, H. (2025). Leveraging Artificial Intelligence for Sustainable Marketing: The Mediating Role of Corporate Social Responsibility and Ethics. https://doi.org/10.1007/978-3-031-91334-1_83

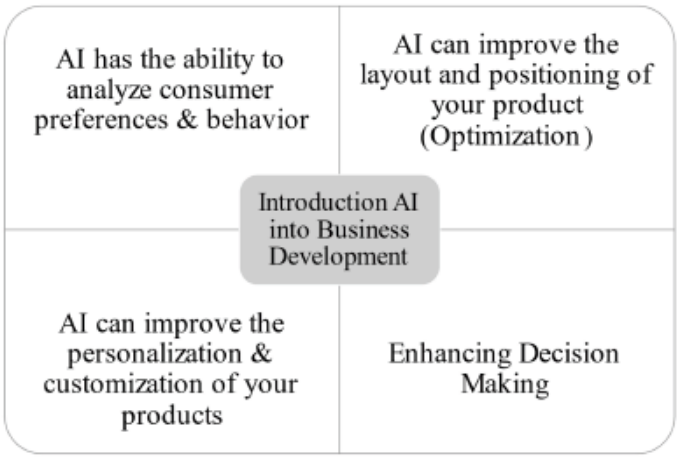

Figure 2: Overview of artificial Intelligence. How to Improve your product placement by using AI technology efficiency and customization.

Source: Tarigan, S. T. (2024). Introduction to artificial intelligence and AAI technology – Faster Capital. Introduction To Artificial Intelligence In Business Development - FasterCapital. https://fastercapital.com/topics/introduction-to-artificial-intelligence-and-aai-technology.html/1

AI is currently a key component of businesses competitiveness in the market which focuses on developing new goods, rethinking the entire value chain of the company to achieve sustainability and profitability, and rearranging traditional sources of market advantage (McRorey, 2021). AI technology has the ability to improve product locations' transparency and give businesses more visibility by integrating technology and robots into critical business operations which is becoming more and more clear that AI tools and analytics are the answer for companies are looking for outperform competitors (Amankwah-Amoah & Lu, 2022).

2.2.1. AI-Driven CSR by Digital leadership

Implementing sustainable practices requires strong leadership, leaders' use of innovative approaches and creative techniques that is critical for organizational change, growth, and productivity (Kazim, 2019). According to (Fleming & Millar, 2019) addressed that future effective digital leaders will possess exceptional coaching abilities, enabling them to establish high-performing, dynamic, and empowered cultures. Leadership has always led companies to adapt to changing times, connect people to open working ecosystems, balance human and technical interaction in the workplace and think creatively and sustainably (Asri, 2020).

As a result, during emergencies like the COVID-19 pandemic most business sectors turn their processes and operations to a virtual environment to facilitate their services to respond and stay in touch with their stakeholders (employees and customers) and develop new business models to survive and meet these challenges in the marketplace. Based on the study of (Zhu *et al*., 2022) pointed out that digital leadership who is achieving an objective-related goal with balancing the use of technology and human resources-related information. In line with (Taniru, 2018) claims that in order to facilitate business transitions are utilizes by the digital leadership strategy uses four crucial platforms: -

- A digital transformation platform that encourages creativity and assists groups in identifying solutions and ideas that add value.
- A dynamic framework and approach for effectively creating and distributing IT applications.
- A learning environment that promotes the growth of organizational capacity and communication.
- Effective digital leadership's adoption platform offers recommendations on when and how to implement digital transformation.

2.2.2. AI-Driven CSR & Customer Satisfaction

In this manner, through (Grover, 2019) addressed that a customer-centric approach needs to take in to account both technological adoption and strategic differentiation. In line with point's view of (Cuesta-Valino *et al*., 2019) by boosting consumer satisfaction, CSR programs help businesses preserve their links and customer loyalty, which is crucial to remember that if customers are dissatisfied even the most effective CSR efforts are unlikely to be able to win their confidence.

Accordingly, CSR is regarded as a relationship marketing tool which is consistent with earlier research

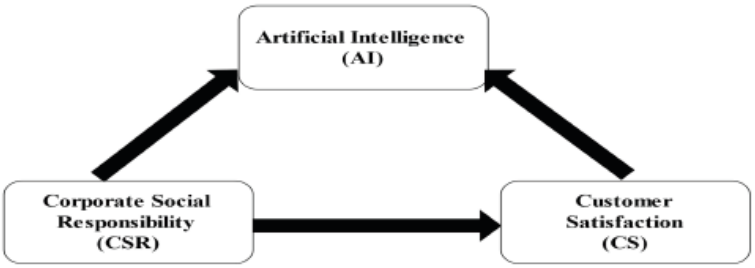

Figure 3: AI-Driven CSR & Customer Satisfaction.

Source: (Sharma, R. (2022). Corporate Social Responsibility and customer satisfaction: Role of Artificial Intelligence. *Acta Universitatis Bohemiae Meridionalis*, *25*(2), 162–174. https://doi.org/10.32725/acta.2022.016).

that looked at CSR as marketing method (Kumar *et al*., 2019). Therefore, the widespread use of AI in our daily lives is a result of its numerous successful applications. Through (Carter, 2018) examined how the information profession and commercial organizations are being swiftly impacted by AI, and how is adopting to a rapidly changing technological, political, cultural, and economic environment, the results indicated that clearly AI is swiftly replacing human functions in search, information creation and data retrieval, which demonstrated that AI would lead to future innovation and transformation. Also, in similar study of (Sharma, 2022) founded that customer satisfaction is increased by AI-driven CSR which marketing efforts are supported by AI models to draw in and retain customers' satisfaction, the same is shown in Figure (**3**).

3. METHODOLOGY

This study is adopted a qualitative approach which together a through PRISMA style literature review on the incorporation of AI strategies into CSR for business development was published between 2018 and 2025 which included of authors, study titles, years of publication, methods, and important findings. Peer-reviewed journal publications will be given priority, but also add pertinent conference papers and with specific databases (*e.g*., Scopus, Web of Science, IEEE Xplore). The following a summary PRISMA table of CSR enhancement with AI strategies into business development.

CONCLUSION

Finally, adoption of AI in CSR initiatives is still in early stages which despite the technology's growing use cases in common company operations and procedures. Furthermore, during 2018-2025 there is expanding evidence that AI capabilities can improve corporate social responsibility (CSR) through enhancing stakeholder engagement (sentiment analysis, dialogic tools & customers' feedbacks), which optimizing resources (waste, energy, logistics), and improving data quality (assurance, measurement of reputation & transparency, and real-time monitoring). These improvements are associated with company growth outcomes which including cost effectiveness, reputational capital, innovation, and market expansion when they are organizationally established, that is supported by culture, leadership, skills, and data governance.

But numerous factors influencing the adoption of new innovative technology have been discussed in previous research and literature. Therefore, this study recommended first to examine the organizational, technological, and environmental aspects that are important when implementing AI for CSR projects is essential. Second, understanding how businesses may effectively manage these elements is also essential for developing the model and improving overall value delivery and connect them with a clear vision and strategies. Future studies are yet required to test the relationship between AI and CSR and to take into consideration to guarantee the moral application of AI in marketing while accounting for various viewpoints of consumers and legislators.

Limitations of Methodology in the Evaluated Research

According to collecting methodology of many previous studies which founded that some methodological limitations in the reviewed studies: -

- **Design, Cause & Effect: -** Strong dependence on observational panel models and cross-sectional surveys, little use of field research, longitudinal designs, or natural experiments.
- **Measurement: -** AI intensity which includes (models, where, and to what extent), and organizational preparation (governance,

Table 1: PRISMA of Studies on AI Integration in CSR and Business Development (2018-2025)

Authors (Year)	Title	Methodology	Key Findings
Yang *et al*. (2025)	Impact of enterprise artificial intelligence on social responsibility: Evidence from text analysis.	Quantitative (text analysis of 1,393 Chinese listed firms' reports)	Improved CSR performance is favorable correlated with AI-related keywords on firms' reports.
Tarigan *et al*. (2024)	Integrating Artificial Intelligence and Corporate Social Responsibility: A New Frontier for Sustainable Brand Enhancement.	Qualitative (literature review)	AI-powered CSR may improve stakeholder involvement & streamline processes, which will boost brand loyalty & reputation. AI can be used by businesses to enhance real-time sustainability reporting, minimize environmental impact, manage resources, & better anticipate stakeholder demands.
Shkalenko & Nazarenko (2024)	Integration of AI and IoT into CSR Strategies for Financial Risk Management and Sustainable Development.	Conceptual (coevolutionary model)	Highlights how with the right governance & integrating AI/IoT with CSR may enhance risk management & sustainability. Provides a multi-paradigm conceptual framework with strong governance & flexible institutional frameworks are necessary for incorporating AI & IoT into CSR.
Jiang *et al*. (2025)	Leveraging AI in CSR: How social-oriented chatbots influence Chinese consumers' supportive actions via dialogic communication.	Quantitative (survey, N=606 Chinese consumers)	AI chatbots with a social focus have been shown to greatly increase stakeholder participation in CSR discussions. Customers are more motivated to support & suggest the business when they believe social style chatbots are more relevant & responsive (online survey with structural model analysis).
Xiao & Xiao (2025)	The impact of AI-driven ESG performance on sustainable development of central state-owned enterprises listed companies.	Quantitative (survey, 200 SOE managers; regression)	According to a survey of 200 managers at Chinese state-owned companies, the use of AI improves sustainability & ESG. AI use raised scores for social responsibility, environmental preservation, & business governance.
Tang *et al*. (2025)	Corporate Social Responsibility and Technological Advancement of International Service Enterprises: Links and Gaps in the Literature.	Systematic literature review (human+ML/AI analysis)	Using AI methods to examine the literature, 51 CSR-technology studies (2008-2023) were scoped out, founded that while CSR-technology research is expanding, particularly beyond 2020, less attention is being paid to AI/CSR alone such digital services in CSR.
Cimino *et al*. (2025)	Artificial Intelligence Adoption for Sustainable Growth in SMEs: An Extended Dynamic Capability Framework.	Quantitative (survey of 210 Italian startups; PLS-SEM)	Empirical test indicated that dynamic capabilities facilitate the adoption of AI in SMEs, which improves sustainability performance.
Chen *et al*. (2024)	The Road to corporate sustainability: The importance of artificial intelligence.	Quantitative (panel data, Chinese firms 2011–2020; fixed effects)	AI has a greater impact on businesses with high levels of technological expertise & data security awareness.
Ogala (2025)	Artificial Intelligence (AI) and Business Enhancement in Nigeria: A Case Study of the Nigerian Banking Sector.	Quantitative (survey, 354 bank employees)	The implementation of AI has no effect on key performance measures (decision-making, efficiency, customer happiness, & growth), the results founded that how difficult for developing-nation businesses to reap the commercial benefits of AI).
Smit *et al*. (2024)	AI adoption in the corporate social responsible era: A model for practitioners and researchers.	Qualitative (design science – model development)	Highlights that while using AI, ethical businesses must take stakeholder requirements & ethics into account.
Yu *et al*. (2025)	Artificial Intelligence and Corporate ESG Performance: A Mechanism Analysis Based on Corporate Efficiency and External Environment.	Quantitative (panel data, Chinese firms 2010–2023; fixed effects)	Utilizing data from Chinese stock companies, the study concludes that companies with greater AI capabilities have much higher ESG scores, AI enhances ESG by increasing production & supply-chain efficiency.
Mustafa *et al*. (2025)	The Convergence of Artificial Intelligence and Sustainability Reporting: A Systematic Review of Applications, Challenges and Future Directions.	Systematic literature review (135 articles)	Evaluates AI's contribution to sustainability & ESG reporting in a systematic manner, highlights how AI (machine learning, Industry 4.0) may enhance the efficiency of sustainability disclosures, as well as the quality & transparency of data.
Kumar *et al*. (2025)	AI capability and environmental sustainability performance: Moderating role of green knowledge management.	Quantitative (survey of 237 Indian IT firms; PLS-SEM)	According to a survey of Pune IT companies show that AI capabilities dramatically improve environmental sustainability performance & the beneficial effects of AI on innovation & sustainability results are reinforced by a robust green knowledge-management culture.

leadership skills, sector, and organizational culture).

- **External Validity: -** Concentration of industries & geography (several research in a small

number of countries/sectors), and absence of SMEs.

- **Clarity Construction: -** ESG, Sustainability, and CSR outcomes are confused, there is an inadequate relationship between AI use cases and important CSR subjects (such as scope 3 emissions and labor rights).

- **Bias in Publications: -** Some the previous studies bias in favor of positive results, fewer null/negative results, and a lack of open code or replication datasets.

Directions for Future Research

There are some future research directions that benefits to examine AI enhancements with CSR strategies and how help to find solutions.

- **More accurate & more objective measurement: -** Combined financial and human resources data with audited process data to measure and evaluated actual CSR performance.

- **Mechanisms: -** Try to examine both moderation (industry disruption, intense competition, & regulatory requirements) and mediation (*e.g.*, dynamic capacities, data governance). Also, testing and investigating use-case regions with different advantages, such as supply-chain morality, security, digital economy analytics, and risks related to climate change.

- **Eco-conscious/Green AI**: - More research to compare the energy and carbon footprint of with the benefits to CSR (Net-impact accounting), analyze algorithmic impact assessments, model transparency, and bias correction.

CONFLICTS OF INTEREST

The author declared no conflicts of interest.

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