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TRI HITA KARANA IN THE PRINCIPLES OF GREEN ECONOMY TO ENHANCE THE COMPETITIVENESS OF MSMES

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Abstract

Concept of the green economy as a strategy to enhance the competitiveness of MSMEs in Bali. Tri Hita Karana, which encompasses a harmonious relationship between humans and God, humans with fellow humans, and humans with the environment, serves as a foundation for creating sustainable business practices based on local values. The research method used is a qualitative approach with in-depth interviews of MSME actors, as well as observations of the application of these principles in business operations. Additionally, a quantitative approach is employed using multiple linear regression analysis. Data were collected through a survey of 100 MSME actors in Bali who have implemented the principles of Tri Hita Karana. The analysis results indicate that the application of Tri Hita Karana and the green economy model significantly positively affects the competitiveness of MSMEs. Specifically, these practices improve product differentiation, enhance customer trust, and support long-term business sustainability, thereby strengthening the market position of MSMEs in the face of regional and global competition.

Keywords: Tri Hita Karana; Green Economy; Competitiveness; MSMEs; Bali.

I. INTRODUCTION

MSMEs play an important role in Bali's economy, especially in the tourism and cultural sectors (Subawa, Nyoman, et al. 2022). However, the challenges of competitiveness in the era of globalization compel MSMEs to seek sustainable strategies. According to Tambunan, (2019), the competitiveness of MSMEs in Indonesia is still relatively low compared to other countries due to limited access to technology, capital, and global markets. Therefore, innovative strategies are needed for MSMEs to survive and compete in this global era. The application of local values such as Tri Hita Karana within the green economy is one potential strategy to enhance the competitiveness of MSMEs (Yasa et al., 2024), as it can integrate economic, social, and environmental aspects. Tri Hita Karana has long been a fundamental principle in social and economic life in Bali, where sustainability and harmony are at the core of all activities. (Iman Kalis et al., 2010). MSMEs not only create jobs for the local community but also contribute to preserving Bali's cultural heritage through unique products and services. However, in the era of globalization and increasingly fierce global competition, MSMEs face various challenges, including the need to enhance their competitiveness and business sustainability. This is becoming increasingly relevant given the pressures for environmental preservation and consumer demands for more responsible business practices. One solution that MSMEs can adopt is the implementation of the green economy, which is an economic approach focused on resource efficiency, emission reduction, and sustainable business practices. In Bali, the application of the green economy can be more effective if integrated with local wisdom such as Tri Hita Karana. Tri Hita Karana is a philosophy of life for the Balinese people that emphasizes harmony between humans and God (*Parhyangan*), humans with one another (*Pawongan*), and humans with the environment (*Palemahan*) (Sukarma, 2016), (Suminto, 2023). The implementation of Tri Hita Karana within the green economy creates synergy between economic, social, and environmental aspects.

By applying the values of Tri Hita Karana, MSMEs can build a sustainable business model that not only enhances profitability but also strengthens relationships with the local community and preserves the environment. This provides a competitive advantage for MSMEs, as the products and services produced are not only of high quality but also support ethical and sustainable principles, which are increasingly sought after by consumers today. The implementation of Tri Hita Karana within the green economy model offers solutions that align with local wisdom values, which can serve as an additional attraction for consumers who prioritize environmentally friendly and ethical products (Ansu-Mensah, 2021)(Zain et al., 2023).

The Roadmap for the Kerthi Economy of Bali Towards a New Era: Green, Resilient, and Prosperous is based on Indonesia's Vision 2045 and Nangun Sat Kerthi Loka Bali, the local wisdom of Bali (Bappenas, 2021), (Astuti, 2018). The values of the local philosophies of Sad Kerthi and Tri Hita Karana form the foundation of this roadmap. Tri Hita Karana is a local wisdom that states that balance and harmony in the relationships between humans and God, humans with one another, and humans with nature are key to achieving happiness and prosperity. This roadmap aligns with efforts to realize Bali as a green, resilient, and prosperous region, in accordance with Indonesia's Vision 2045, which emphasizes the importance of sustainable development.

In this context, Tri Hita Karana serves as the main foundation for creating a balance between economic growth, cultural preservation, and environmental protection. The application of Tri Hita Karana in economic development is not only relevant for the wise management of natural resources but also for developing harmonious social relationships and strong spirituality within the community. By combining the values of Tri Hita Karana and Sad Kerthi, the Kerthi Economy Roadmap directs Bali towards a new era that is more resilient and sustainable, where community welfare is viewed not only from a material aspect but also from the balance of the

relationship between humans and the environment, as well as spiritual aspects.

The application of this concept in the green economy provides guidance for MSMEs to transform into more environmentally friendly economic actors based on local wisdom. The green economy has become an increasingly important concept in efforts to create sustainable and inclusive economic growth. The Organization for Economic Cooperation and Development (OECD, 2021) defines the green economy as environmentally friendly, resilient, and socially equitable economic growth. For MSMEs, the green economy offers opportunities to enhance business sustainability by efficiently utilizing natural resources, reducing carbon emissions, and improving reputation through responsible practices. (Anwar, 2022) found that MSMEs implementing green economy practices tend to have better competitive advantages compared to those that do not.

By upholding the principles of sustainability, MSMEs can enhance their competitiveness in the global market without sacrificing the cultural values and natural preservation of Bali, thus achieving sustainable prosperity. Thus, the application of a green economy based on Tri Hita Karana has the potential to be a leading strategy for Bali's MSMEs in facing global challenges while maintaining their competitiveness in both domestic and international markets.

According to the research of Phan (Phan, 2024) the use of green energy facilitates more effective monitoring of sustainable development progress within ASEAN economies. In relation to this research, just as green energy plays a crucial role in tracking sustainable development across ASEAN, the integration of Tri Hita Karana values within Bali's green economy framework offers a similar pathway for enhancing sustainable practices. The implementation of these values ensures that the environmental, social, and economic dimensions are balanced, aligning local initiatives with broader regional sustainability goals. This alignment is essential for boosting the competitiveness of MSMEs in Bali while supporting the overall green economy strategy of the island. Both

approaches highlight the significance of sustainable development practices rooted in local and cultural contexts, which ultimately contribute to long-term growth and resilience.

METHOD

This research uses a mixed-method approach, combining both quantitative and qualitative methods to gain a comprehensive understanding of how Tri Hita Karana and the green economy influence SMEs' competitiveness in Bali. The combination of these two methods allows for more in-depth insights, where the quantitative method helps in measuring the relationships between variables and the qualitative method provides deeper contextual understanding.

1. Research Design

This research employs an explanatory sequential mixed method design:

Phase 1 (Quantitative): The research first collects and analyzes quantitative data using a survey to test the relationships between the independent variables (X1: Implementation of Tri Hita Karana values and X2: Green Economy Model Based on Tri Hita Karana) and the dependent variable (Y: SMEs' Competitiveness).

Phase 2 (Qualitative): After the quantitative results are obtained, a qualitative phase follows to explore the findings further. In-depth interviews are conducted with selected SME owners to gain more detailed insights into how they perceive the integration of Tri Hita Karana and green economy principles in their business operations.

2. Population and Sample

Population: The population includes all SMEs in Bali that are involved in practices related to the green economy and have incorporated Tri Hita Karana values in their business activities.

Quantitative Sampling: The sample for the quantitative phase is selected using purposive sampling, focusing on SMEs that meet the criteria of applying green economy practices and having some understanding of Tri Hita Karana. A total of 100 respondents will be selected, comprising SME owners or managers.

Qualitative Sampling: For the qualitative phase, a smaller purposive sample of 10-15

SMEs will be chosen from the respondents who participated in the survey. These participants will be selected based on specific criteria, such as their level of green economy adoption or significant findings from the quantitative phase that require further exploration.

3. Research Instruments

Quantitative Instrument: A closed-ended questionnaire will be used, designed on a 5-point Likert scale (1 = strongly disagree, 5 = strongly agree). The questionnaire will consist of three main parts: First of all, measures the Implementation of Tri Hita Karana (X1), covering Parhyangan (relationship with God), Pawongan (relationship with others), and Palemahan (relationship with nature). Second part, measures the Green Economy Model Based on Tri Hita Karana (X2), focusing on resource efficiency, carbon emission reduction, and sustainable business practices. The last part measures SMEs' Competitiveness (Y), including innovation, efficiency, and market reputation.

Qualitative Instrument: Semi-structured interviews will be conducted with selected respondents. The interview questions will explore deeper aspects of how Tri Hita Karana and green economy practices influence their business operations and competitive strategies.

4. Data Collection Techniques

Quantitative Data Collection: The questionnaire will be distributed both directly and online to gather data from the sample of 100 SME owners or managers. The quantitative data collection phase will take place over a specific period.

Qualitative Data Collection: After the quantitative phase is completed, in-depth interviews will be conducted with 10-15 selected respondents. These interviews will explore the practical application of Tri Hita Karana and green economy principles and provide context to the quantitative findings.

5. Data Analysis Techniques

Quantitative Analysis: The quantitative data will be analyzed using multiple linear regression analysis to test the relationships between the independent variables and the

dependent variable.

Regression Model:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \epsilon$$

Qualitative data will be analyzed using thematic analysis, where the interview transcripts will be coded and categorized into themes. These themes will help to explain and provide context for the findings from the quantitative phase.

The qualitative data will be used to triangulate and interpret the quantitative results, offering deeper insights into the challenges and advantages of adopting Tri Hita Karana and green economy principles.

III. RESULTS AND DISCUSSION

Respondent Characteristics

From the total respondents participating in this research, the majority are female, accounting for 78,9%, while 21,1% of the respondents are male. This indicates that small and medium enterprises (SMEs) in Bali are predominantly female-led, although male participation is also quite significant. Most respondents fall within the productive age range of 31-40 years, comprising 45%. Respondents aged 20-30 years account for 30%, while those over 40 years make up 25%. This data suggests that SMEs in Bali are primarily represented by individuals of productive age, who tend to have good experience and potential for business development.

The respondents participating in this research come from various business sectors. Approximately 40% are involved in the handicraft sector, 30% in the culinary sector, and the remaining 30% in the services sector. The dominance of the handicraft and culinary sectors indicates that SMEs in Bali leverage local potential such as culture and tourism as primary capital in running their businesses.

Validity Test

The validity test aims to ensure whether the questionnaire accurately measures each research variable. For a sample size of 100 respondents, the r table value at a 5% significance level is approximately 0.196.

Table 1. Validity Test

Variable	R calculated	R table	conclusion
Tri Hita Karana			
Item 1	0.84	0.196.	valid
Item 2	0.752	0.196.	valid
Item 3	0.801	0.196.	valid
Green Economy Model			
Item 1	0.725	0.196.	valid
Item 2	0.603	0.196.	valid
Item 3	0.631	0.196.	valid
Item 4	0.492	0.196.	valid
Competitiveness of MSMEs			
Item 1	0.680	0.196.	valid
Item 2	0.478	0.196.	valid
Item 3	0.628	0.196.	valid
Item 4	0.615	0.196.	valid

Source: Processed Data, 2024

Reliability Test

The Cronbach's Alpha score of 0.912 demonstrates that the instrument used to collect data is highly reliable. A value above

0.9 is categorized as excellent, suggesting that the questions or items measuring the variables are highly correlated and consistent in capturing the respondents' views.

Table 2. Reliability Test

Cronbach Alpha	N of items
0.912	11

Source: Processed Data, 2024

Residual Normality Test

Based on the histogram, the residuals of the regression model satisfy the normality assumption. This is essential, as one of the primary assumptions for conducting multiple

linear regression is that the residuals are normally distributed. Therefore, the model appears to be well-suited for interpretation, and the statistical results can be regarded as reliable in relation to the normality assumption

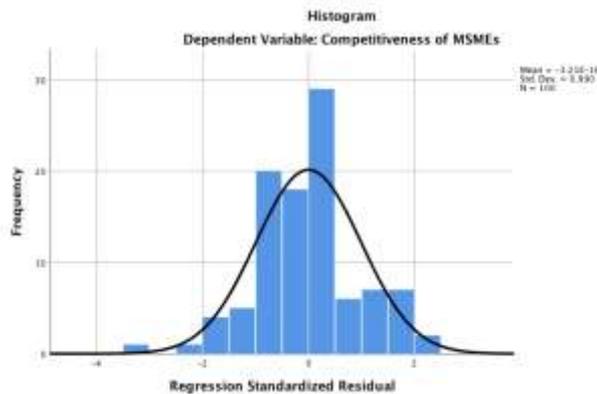


Figure 1. Histogram of the Multiple Linear Regression Normality Test

Source: Processed Data, 2024

Coefficient of determination

Based on the Model Summary results, the coefficient of determination (R Square) value of 0.544 indicates that 54.4% of the variation in the competitiveness of MSMEs can be

explained by the independent variables, namely the Implementation of Tri Hita Karana Values and the Green Economy Model Based on Tri Hita Karana. This implies that more than half of the competitiveness variable of

MSMEs can be elucidated through the application of these local wisdom values and this green economy model.

Table 3. Coefficient Determination Results

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.737 ^a	.544	.534	1.76136

a. Predictors: (Constant), Green Economy Model Based on Tri Hita Karana, Implementation of Tri Hita Karana Values in Green Economy

b. Dependent Variable: Competitiveness of MSMEs

Source: Processed Data, 2024

The remaining approximately 45.6% is explained by factors outside the variables used in this research. The Adjusted R Square value of 0.534 reinforces that even after adjusting for the number of independent variables, this model still effectively accounts for more than half of the variation in the competitiveness of MSMEs. The R Square value obtained in this research is quite high, indicating that the green economy model based on Tri Hita Karana, along with its implementation, has a significant impact on the competitiveness of MSMEs. With these results, it can be stated that the concept of a green economy grounded in local wisdom can provide substantial contributions to strengthening the competitiveness of MSMEs in Bali.

Significance Test

T test

The t-test is intended to examine whether the independent variable has a significant partial effect on the dependent variable. Based on Table 3. Both independent variables, exert a positive and significant influence on the Competitiveness of MSMEs.

The application of Tri Hita Karana Values in Green Economy (X1) shows a t-test value of 2.964, with a significance level of 0.004. Since the Sig. value is < 0.05, this indicates that there is a statistically significant influence of the Application of Tri Hita Karana Values on the Competitiveness of MSMEs. For the X2 variable, the t-test value is 3.902, with Sig. < 0.05, which also indicates a statistically significant influence of the Green Economy Model Based on Tri Hita Karana on the Competitiveness of MSMEs.

Table 4. T Test Result

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
B	Std. Error	Beta				
1	(Constant)	4.683	1.158		4.043	.000
	Implementation of Tri Hita Karana Values in Green Economy	.459	.155	.336	2.964	.004
	Green Economy Model Based on Tri Hita Karana	.437	.112	.442	3.902	.000

a. Dependent Variable: Competitiveness of MSMEs

Source: Processed Data, 2024

F-test

The F-test is used to determine whether the independent variables simultaneously have an effect on the dependent variable. Based on Table 4. p-value indicates the probability that the observed results are due to chance. A value of .000 suggests that the results are statistically significant, meaning the independent variables have a significant effect on the dependent variable (Competitiveness of MSMEs).

These results indicate that the application of a green economy based on local wisdom, such as Tri Hita Karana, indeed has a significant impact on enhancing the competitiveness of MSMEs in Bali. Both aspects tested, namely the implementation of Tri Hita Karana values and the green economy model that integrates economic, social, and environmental aspects have proven to be relevant in strengthening

competitiveness in the MSME sector. The significance of the F-test supports the validity of the model used, demonstrating that strategies based on local wisdom can provide a competitive advantage for MSMEs in the era of a global and sustainable economy.

Relationships with employees and customers are considered important aspects. MSME actors strive to create a harmonious work environment and treat employees as part of a big family. Some MSMEs are also active in social activities, helping the surrounding community as a form of social responsibility. *"We consider employees like family. They don't just work for us, but also with us. A good relationship with them is very important."* (Interview with a Local Restaurant Entrepreneur).

Table 5. F test Result

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	358.429	2	179.214	57.767	.000 ^b
	Residual	300.931	97	3.102		
	Total	659.360	99			

a. Dependent Variable: Competitiveness of MSMEs

b. Predictors: (Constant), Green Economy Model Based on Tri Hita Karana, Implementation of Tri Hita Karana Values in Green Economy

Source: Processed Data, 2024

Many MSMEs are trying to reduce the environmental impact of their operations, such as reducing plastic use, recycling waste, and maintaining cleanliness in the surrounding environment. MSME owners feel that maintaining a good relationship with nature is important not only for environmental sustainability but also for maintaining business reputation. *"We are aware that the environment is very important for our business. We try to reduce plastic waste and use environmentally friendly materials."* (Interview with the Owner of Craft MSME).

The interviews also indicated that the adoption of a green economy based on Tri Hita Karana has begun, although challenges still exist. MSME owners in Bali, especially those in the tourism and crafts sectors, have started to adopt resource efficiency practices, such as using

renewable energy or optimizing the use of local raw materials. This efficiency not only reduces operational costs but also attracts environmentally conscious consumers. Some MSME owners have begun efforts to reduce carbon emissions in their production processes, both through technological innovation and changes in more environmentally friendly production processes (Söderholm, 2020) (Lumbanraja et al., 2023). These efforts create a positive image in the eyes of consumers, especially foreign tourists who are more concerned about environmental issues. The owners of MSME started replacing operational vehicles with electric ones. This is the way of supporting carbon emission reduction efforts. Some MSME owners stated that the implementation of a green economy based on local wisdom increases their attractiveness,

especially in international markets. Consumers, particularly foreign tourists, tend to prefer environmentally friendly products and appreciate local values, which indirectly enhances the competitiveness of these MSMEs. Although many MSMEs have adopted the principles of Tri Hita Karana and the green economy, there are still several challenges faced. Many MSME owners feel that the costs of adopting environmentally friendly technologies or more efficient production systems are quite high, especially for MSMEs still in the development stage. Some MSME owners still do not fully understand what a green economy is and how they can integrate these principles into their business operations. This indicates the need for further education and assistance for MSMEs.

These qualitative results reinforce the quantitative findings that the implementation of Tri Hita Karana and the green economy model significantly impacts the competitiveness of MSMEs. The integration of Tri Hita Karana not only provides an ethical and philosophical framework for MSME actors but also creates added value appreciated by consumers, particularly those who are aware of social and environmental issues. Furthermore, the locally based green economy model offers strong appeal to both local and international consumers, who are increasingly concerned about sustainable business practices. However, the interview results also indicate that MSME actors face several challenges, particularly regarding costs and understanding. Therefore, intervention from the government and relevant institutions is necessary to provide financial support and education in the adoption of environmentally friendly technologies and the green economy. (Ye & Dela, 2023). In the context of MSME competitiveness in Bali, the combination of Tri Hita Karana and the green economy has proven to be a strategy that not only enhances sustainability but also improves their image and market position, especially in facing an increasingly environmentally conscious global consumer base.

IV. CONCLUSION

The implementation of Tri Hita Karana values

within the framework of the Green Economy exerts a significant influence on the enhancement of the competitiveness of Micro, Small, and Medium Enterprises (MSMEs) in Bali. The results of the regression analysis demonstrate that this variable contributes statistically, evidenced by a t-value of 2.964 and a significance level of 0.004, which is below the threshold of 0.05. This finding suggests that the application of local wisdom, such as Tri Hita Karana, in economic activities can bolster MSME competitiveness by fostering a balance among human beings, the environment, and the divine in business practices.

Furthermore, the Green Economy Model based on Tri Hita Karana has been shown to significantly impact MSME competitiveness, with a t-value of 3.902 and a significance level of 0.000. This affirms that the implementation of a sustainable economic model rooted in local wisdom can confer a competitive advantage to MSMEs, particularly within the context of Bali's economy, which is profoundly shaped by cultural and local influences.

The results of the F-test indicate that both independent variables simultaneously exert a significant effect on MSME competitiveness, as evidenced by an F-value of 57.767 and a remarkably low significance level of 0.000. This underscores the relevance of the local wisdom-based green economy model as an effective approach to enhancing MSME competitiveness, particularly in regions characterized by rich cultural heritage such as Bali. The analysis of the coefficient of determination (R^2) reveals that this model accounts for 54.4% of the variation in MSME competitiveness, while the remaining variation is attributable to other variables not encompassed within the scope of this research model.

In conclusion, this research provides empirical evidence that the application of green economy principles grounded in Tri Hita Karana constitutes an effective strategy for enhancing the competitiveness of MSMEs in Bali. This strategy not only emphasizes economic sustainability but also prioritizes social and environmental harmony, thereby aligning with

the vision of a green, resilient, and prosperous Bali.

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