

## **PERCEPTION OF CORPORATE SOCIAL RESPONSIBILITY: PERSPECTIVE OF YOUNG UNIVERSITY STUDENTS**

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### **ABSTRACT**

#### **Summary**

*Nowadays, a new company is claimed because in its actions includes the principles of sustainability of the results, generating satisfaction for all the stakeholders. Corporate Social Responsibility (CSR) seeks to create a balance between economic benefits and social welfare directly impacting in various operational levels. Due to it has been argued that CSR can be considered a competitive advantage, in this cross-sectional descriptive study, 207 young university students were consulted about their perception of CSR. It is concluded that young people conceive that companies have a responsibility toward society and their environment, so they perceive in a positive way to the committed companies, considering them as more desirable to consume their goods and services and as a workplace.*

**KEYWORDS:** *Competitive Advantages, Corporate Social Responsibility, Perception, University*

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