

→ Social responsibility of business has of late, been one of the most talked about and widely supported depends on the size of market where products may be sold to their buyers.

→ It is important to understand how international business respond to social expectation and undertakes social activities.

### Tools of Corporate Social Responsibility

- 1) Accountability
- 2) Code of Conduct
- 3) Fair Trade
- 4) Social Accountability
- 5) Socially Responsible Investing (SRI):-