

Corporate Social Responsibility and Ideological Education: Insights from Global Business Practices

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Abstract: Corporate Social Responsibility (CSR) has evolved into a central element of modern business strategy, now increasingly integrated with ideological education designed to promote ethical awareness, social values, and long-term sustainability. This study explores the intersection of CSR and ideological education, with a particular focus on how multinational corporations (MNCs) incorporate value-driven education into their CSR frameworks. Through both qualitative and quantitative analyses of CSR case studies from leading global companies, the paper examines the influence of ideological education on organizational identity, stakeholder relations, and sustainable business practices. The findings highlight the growing importance of ideological education in aligning CSR efforts with broader societal goals, promoting corporate resilience, and facilitating long-term value creation. This research offers practical recommendations for integrating value-based education into CSR strategies, aiming to foster more ethical, inclusive, and sustainable global business practices.

Keywords: Corporate Social Responsibility, Ideological Education, Ethical Management, Cultural Values, Stakeholder Engagement, Sustainability, Global Business.

1. Introduction

1.1. Background

Corporate Social Responsibility (CSR) has undergone significant transformation over the past few decades, evolving from a voluntary, often peripheral activity into a central strategic component for many organizations. In today's rapidly globalizing world, CSR initiatives must now tackle a broader spectrum of challenges, from environmental degradation to social inequality, and from human rights issues to corporate governance. CSR has shifted from a focus on philanthropy to a comprehensive approach that is embedded into core business operations, essential not only for meeting regulatory requirements but also for fostering long-term business success and building reputational capital.

A key emerging trend within CSR is the incorporation of ideological education. This approach goes beyond ensuring compliance with social and environmental standards and extends to the proactive dissemination of cultural, ethical, and societal values throughout an organization. Ideological education helps shape an organization's culture and practices by fostering awareness of broader societal issues, ethical norms, and sustainable development goals. Companies that successfully integrate ideological education into their CSR strategies are better positioned to cultivate organizational alignment, strengthen stakeholder relationships, and create a lasting impact on society.

This paper explores how ideological education can be embedded into CSR frameworks, particularly within multinational corporations (MNCs). It examines how companies use ideological education not only to meet regulatory expectations but also to advance their strategic goals, promote ethical behavior, and contribute to global sustainability.

1.2. Research Objective

The primary objective of this study is to investigate how global businesses incorporate ideological education into their CSR practices. Specifically, this research seeks to:

Examine the relationship between CSR initiatives and ideological education in multinational corporations.