

ABSTRACT

Corporate Social Responsibilities has become much more adaptive in recent years. Many companies issue reports on how they involve in corporate social responsibilities and how that involvement provide benefit to society. the Now a day's demand of Shareholders has been increasing continuously for organizations to improve and measure value for them and society.

In Today's technical Era organizations have many rules and regulations to operate the firms, earn profits and maximize the shareholder wealth. Peoples have more information about their products services and the way they are operating their businesses.

The purpose of this study to analyze how corporate social Responsibility influence the shareholder value. As shareholder is real owners of companies so want to identify the influence of donations made as corporate social responsibility and Shareholder value.

In this study six years secondary panel data has been extracted from annual statements of companies which are listed in Food and Personal care sector at Pakistan Stock exchange. To identify the relationship between donations that is important and main aspect of CSR and shareholder value, Donation or charity amounts has been taken from annual reports and as a measure of Shareholder value EPS, DPS and ROE has been taken from financial reports.

Regression Analysis has been used to analyze the data for six companies on E views and Results shows that CSR has Positive relationship with EPS, DPS and ROE.

That concluded that CSR influence Shareholder value in Food and personal care sector.

Keywords: Corporate social Responsibility, Donations, Shareholder value, Earning per share, Dividend per share and Return on equity.