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Review Article

The role of social quality in enhancing total quality management: An assessment through corporate social responsibility and business ethics

Kurumsal sosyal sorumluluk ve iş etiği bağlamında sosyal kalitenin toplam kalite yönetimini geliştirmedeki rolü

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Abstract

This study explores the role of Corporate Social Responsibility (CSR) and Business Ethics (BE) in enhancing Social Quality (SQ) within the framework of Total Quality Management (TQM). The primary objective is to analyse how CSR and BE contribute to the development of SQ, focusing on the interconnectedness of these concepts and their practical implications for business performance. A qualitative research design was employed, utilising a content analysis approach to systematically examine data from corporate reports, academic literature, and case studies. The findings reveal that CSR and BE are critical in fostering SQ by promoting brand reputation, stakeholder trust, employee engagement, and operational efficiency. Furthermore, companies that align their strategies with international standards such as ISO 26000, SA8000, and SEDEX achieve higher levels of SQ and sustainability. This study contributes to the existing literature by presenting a holistic framework that links CSR, BE, and SQ, offering theoretical and practical insights for businesses, policymakers, and researchers. The implications of this study highlight the necessity for companies to integrate CSR and BE into their TQM practices to achieve sustainable development and long-term value creation.

Keywords: Social Quality, Social Responsibility, Social Audit, Business Ethics

Jel Codes: M14, Q56, L21

Öz

Bu çalışma, Toplam Kalite Yönetimi (TKY) çerçevesinde Sosyal Kalitenin (SQ) geliştirilmesinde Kurumsal Sosyal Sorumluluk (KSS) ve İş Etiğinin (BE) rolünü araştırmaktadır. Çalışmanın temel amacı, KSS ve BE'nin SQ'nun gelişimine nasıl katkı sağladığını analiz etmek ve bu kavramların birbirleriyle olan ilişkisini ve işletme performansı üzerindeki pratik etkilerini ortaya koymaktır. Bu kapsamda, nitel bir araştırma tasarımı benimsenmiş ve kurumsal raporlar, akademik literatür ve vaka çalışmaları gibi kaynaklardan elde edilen veriler içerik analizi yöntemiyle sistematik olarak incelenmiştir. Bulgular, KSS ve BE'nin marka itibarı, paydaş güveni, çalışan bağlılığı ve operasyonel verimliliği artırarak SQ'yu teşvik etmede kritik bir rol oynadığını ortaya koymaktadır. Ayrıca, ISO 26000, SA8000 ve SEDEX gibi uluslararası standartlarla stratejilerini uyumlu hale getiren şirketlerin daha yüksek düzeyde SQ ve sürdürülebilirlik elde ettikleri tespit edilmiştir. Bu çalışma, KSS, BE ve SQ arasındaki ilişkiyi bütüncül bir çerçevede sunarak literatüre katkı sağlamaktadır ve işletmeler, politika yapıcılar ve araştırmacılar için teorik ve pratik içgörüler sunmaktadır. Bu çalışmanın sonuçları, işletmelerin sürdürülebilir kalkınma ve uzun vadeli değer yaratma amacıyla KSS ve BE'yi TKY uygulamalarına entegre etmeleri gerektiğini vurgulamaktadır.

Anahtar Kelimeler: Sosyal Kalite, Sosyal Sorumluluk, Sosyal Denetim, İş Etiği

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Introduction

The modern business environment is characterised by heightened social and ethical responsibilities awareness. Companies are no longer solely evaluated based on their financial performance but also on their contribution to social well-being. Concepts like Corporate Social Responsibility (CSR) and Business Ethics (BE) have gained prominence, urging companies to integrate social objectives into their core operations (Carroll, 1999; Wood, 1991). As businesses operate in increasingly globalised markets, they face growing expectations to address environmental, social, and governance (ESG) issues. These developments reflect a broader shift in societal values, with stakeholders demanding more responsible and sustainable business practices (Frederick, 2006, p.78).

Social Quality (SQ) has emerged as a critical framework for assessing the social impact of business operations. It encompasses dimensions such as social cohesion, social inclusion, and socio-economic security, offering a holistic perspective on the well-being of individuals and communities (Eren, 2000; Ackerman & Bauer, 1973). Unlike traditional quality measures, which often emphasise product and service excellence, SQ focuses on societal welfare. In total quality management (TQM), SQ becomes vital, underscoring the importance of ethical conduct, social investment, and responsible stakeholder engagement (Yönet, 2005,p.250). Companies can achieve both competitive advantage and societal value by fostering social quality.

This study explores the role of CSR and BE in enhancing SQ within the framework of TQM. The research addresses the theoretical underpinnings of SQ, investigates its practical implications for businesses, and examines the potential benefits of adopting a socially responsible approach. Emphasis is placed on the interconnectedness of CSR, BE, and SQ, highlighting how these concepts reinforce each other to create a more inclusive and sustainable business environment (Carroll, 1999; Moir, 2001). Moreover, this study identifies the certification systems and standards that support companies in pursuing social quality, such as ISO 26000, SA8000, and SEDEX, and their impact on organisational performance (Gordon & Miyake, 1999; Eren, 2000).

The research adopts a content analysis approach to investigate how companies operationalise CSR and BE to achieve SQ. Content analysis allows for systematically examining qualitative data and identifying themes, patterns, and relationships among key concepts (Miner, Singleton & Luchsınger, 1985). The study analyses corporate reports, academic literature, and case studies to comprehensively understand the role of CSR and BE in advancing SQ. This methodological approach ensures a rigorous examination of the subject matter, offering evidence-based insights into the dynamics of social quality in the business context (Wood, 1991; Carroll, 1999).

The structure of the paper is as follows: The first section introduces the concept of SQ, providing a theoretical foundation for understanding its relevance in the business world. The second section outlines the role of CSR and BE as key drivers of SQ, presenting their definitions, principles, and implications for business strategy. The third section details the research methodology, including the content analysis process and data sources. The fourth section presents the study's findings, highlighting key insights into the relationship between CSR, BE, and SQ. Finally, the paper concludes by discussing the results, offering recommendations for businesses, policymakers, and researchers, and suggesting avenues for future study.

Contribution to the literature

This study contributes to the literature by providing a comprehensive analysis of the role of Corporate Social Responsibility (CSR) and Business Ethics (BE) in enhancing Social Quality (SQ) within the framework of Total Quality Management (TQM). While previous research has predominantly focused on the individual impacts of CSR and BE, this study bridges these concepts through the lens of SQ, offering a holistic perspective on their interconnectedness. By employing a content analysis approach, this research identifies key thematic linkages and operational strategies that firms can adopt to foster social well-being alongside business performance. Furthermore, the incorporation of global certification standards such as ISO 26000, SA8000, and SEDEX extends the scope of the analysis, providing practical insights for companies seeking to align with international benchmarks. The findings contribute to the ongoing discourse on sustainable business practices, offering theoretical and practical implications for scholars, policymakers, and business practitioners seeking to promote ethical and socially responsible management strategies.

Methodology

This study employs a qualitative research design, utilising a content analysis approach to investigate the role of Corporate Social Responsibility (CSR) and Business Ethics (BE) in enhancing Social Quality (SQ) within the framework of Total Quality Management (TQM). The content analysis method was selected because it can systematically identify, categorise, and analyse textual data, allowing for an in-depth examination of conceptual relationships and thematic patterns. This approach facilitates the exploration of how CSR and BE initiatives contribute to the development of SQ, thereby offering valuable insights into the interconnectedness of these constructs. This study does not require ethics committee approval as it does not involve human participants, animal subjects, or any data requiring such approval.

Data collection

The data for this study were gathered through a document review approach, utilising both primary and secondary sources, including corporate sustainability reports, industry publications, academic journal articles, and institutional guidelines on social responsibility and quality management standards. Emphasis was placed on analysing reputable and diverse documents to ensure a comprehensive understanding of the research themes. The data collection process involved identifying, recording, and categorising relevant content based on pre-defined CSR, BE, and SQ themes. The selection of documents was guided by criteria that prioritised materials addressing CSR initiatives, ethical business practices, and integrating social responsibility into quality management frameworks.

Literature review

Social quality (SQ)

Social Responsibility (SR) refers to the activities and efforts undertaken by individuals and companies to benefit society without expecting any return or pursuing self-interest. The duties fulfilled for society and the environment, alongside economic activities, help establish a balance, enhancing internal peace and prosperity.

The concept of SR has existed throughout history. Examples can be found in the Sumerian tablets defending workers' rights, King Hammurabi in Babylon outlining the reciprocal responsibilities of merchants in trade, and Aristotle's discussions on Business Ethics (BE). Furthermore, sacred texts of divine religions and teachings such as Buddhism contain commands, prohibitions, and recommendations for doing good, being virtuous, and ensuring social order and welfare (Yamak, 2007, p. 9). H.R. Bowen first introduced the modern understanding of SR in his book Social Responsibilities of the Businessman.

For SR to be correctly understood, it must first be grasped conceptually. A study involving 439 managers concluded that SR evaluates the outcomes of companies' interactions with society (Carroll, 1999, p. 271). There are certain commonalities mentioned throughout the historical development of SR (Sohodol, 2008, pp. 50-54):

Obligations and Duties: Companies must submit to political authority, comply with legal regulations and directives, and follow the guidance of industry organisations and associations. This is their fundamental duty. Companies naturally contribute to social welfare and gain public support by adhering to rules while conducting commercial activities. Thus, they fulfil their SR while carrying out their regular activities.

Voluntariness: Activities that are not considered mandatory should be voluntary. Otherwise, SR loses meaning and may provoke adverse reactions from companies and industry representatives. In such cases, SR can no longer be discussed.

Sensitivity: At the core of genuine activities that consider society, the environment, climate change, and animal rights lies moral sensitivity. The future of the world and a livable life for future generations cannot be achieved solely through laws and sanctions. Therefore, ethical standards should be observed, and existing or potential social problems should be addressed with sensitivity, producing solutions.

To address world problems, projects voluntarily undertaken by citizens, governments, NGOs, industry representatives, and organisations are known as Social Responsibility Projects (SRPs). SRPs do not aim for profit or gain. Topics under SRP may include education, healthcare, the environment, women's rights, animal rights, orphans, poverty, and people with disabilities.

Corporate social responsibility (CSR)

The industrial revolutions and mass production increased consumption over time, mandating a customer-focused approach in business life, resulting in the emergence of Social Responsibility (SR) topics. In the literature, SR was first introduced with Bowen's book Social Responsibilities of the Businessman in 1953. This book highlighted that companies are not merely economic entities but should engage in various practices and projects for society, emphasising the need for sharing wealth and prosperity.

According to Carroll, who significantly contributed to the conceptual development of CSR, companies must comply with state laws and regulations, adhere to Business Ethics (BE) principles representing societal conscience, voluntarily fulfil obligations in SR projects and pursue economic profitability for their sustainability. Firms can achieve long-term stability by taking on the necessary responsibilities in CSR with the support of senior management and all stakeholders. Taking an active role in CSR is considered one of the most important indicators of growth and sustainability. Today, direct investments in CSR projects are a reality in social and business life.

Oliver Shelton, the author of Management Philosophy, was the first advocate of SR. It was noted that in reorganising and developing daily and business life after World War I, companies should conduct their activities about societal welfare.

Although SR activities slowed down in the 1980s, they progressed in proportion to the development of corporate concepts in companies. The term "stakeholder," frequently mentioned in social issues, was introduced by Freeman during this period. It was stated that stakeholders played an important role in companies' management, organisation, planning, and strategic structuring on the path to corporatisation. As a natural result, the inclusion of stakeholders in SR projects was emphasised.

The study's results are significant in demonstrating the state of SR in the 1990s. According to the findings, 40% of customers excluded companies acting against SR consciousness, while 25% preferred products from companies fulfilling their SR.

In the 1990s literature, SR was defined as protecting the physical and social environment in which a company operates, considering environmental factors. Companies were also responsible for ensuring that employees worked under humane conditions by the International Labour Organization (ILO) rules. Additionally, managing the company in a manner that safeguarded the rights of its shareholders, acting with honesty and transparency, and sharing information and reports through independent audits were essential. During this period, SR topics were also discussed in the context of supporting social issues such as health and education in a way that did not affect the company's profitability.

By the 2000s, the concept of SR encompassed adapting to sectoral and market conditions, complying with laws and regulations, developing strategies and policies to act by expectations within the framework of BE, and ensuring the satisfaction of society and stakeholders (Eren, 2000, p. 100). In today's world, companies that disregard human and environmental concerns and view everything as permissible solely for profit gradually lose their reputation and fail to sustain themselves. From this perspective, institutional sensitivity towards social issues, fulfilling responsibilities and duties, and addressing obligations that are not visibly apparent are among the hidden responsibilities of companies. SR is concrete evidence that companies proclaim their commitments and actively work for society. Indeed, some view social initiatives as a strategic marketing tool determining a company's market position (Pringle & Thompson, 2000).

Audit and social quality

Overview

One of the most important aspects of Corporate Social Responsibility (CSR) is achieving global corporate citizenship. In 2001, during the World Economic Forum in Davos, Switzerland, the concept of Global Corporate Citizenship (GCC) was declared by senior executives from the 40 largest firms in the business world (Argüden, 2002, p.50).

The CEO and board members responsible for managing companies are members of the GCC. Senior management always bears the primary responsibility for the company and must lead in matters of GCC. Business Ethics (BE) and CSR are the manifestations of GCC within companies globally. Although the terms may seem different, the activities aimed at the content and main objectives do not vary.

GCC serves the collective conscience of humanity, and all activities adhere to this general framework. Compliance with political authority, legal regulations, and international standards, ensuring employees' health and educational needs, creating humane working conditions, minimising costs through technological investments, increasing profitability, adhering to BE principles, and implementing environmentally conscious company policies all fall under the GCC umbrella.

GCC requires the participation of all stakeholders. Companies must act in harmony within their ecosystem, including suppliers, subcontractors, partner firms, employees, customers, political authorities, and local governments, with a shared purpose and strategic perspective within the framework of CSR.

Accountability 1000 (AA1000)

This SR standard encompasses studies and reporting aimed at determining the level of companies in terms of BE and SR. The Institute of Social and Ethical Accountability (ISEA), established voluntarily in 1999, introduced the AA1000 standards.

FTSE4Good index

In 1995, the FTSE organisation was established jointly by the London Stock Exchange and the Financial Times. When selecting companies to invest in, international investors consider financial performance and reports measuring the level of CSR activities. The FTSE4Good standards and indices, developed by FTSE, guide these decisions. The FTSE4Good evaluates and measures all activities of companies that uphold the collective conscience of humanity and BE in terms of SR, relating them to financial and derivative instruments. The resulting rational data are made available to users as indices. All investors aiming to make sustainable and profitable investments can refer to the FTSE4Good indices in their investment decisions.

The FTSE4Good SR standards uphold human rights, emphasise working in harmony with all stakeholders, and encourage sensitivity and rehabilitation efforts in environmental matters. By using standardised criteria, FTSE4Good realises these elements and makes them measurable.

Social responsibility (SR) certifications

In business, the goal is to deliver products and services of a certain quality to customers at reasonable prices. While doing so, major commercial firms and brands often include rules and standards that require global citizenship responsibilities. They conduct internal controls and external audits and reports to establish compliance mechanisms. These efforts aim to sustain their economic assets while considering environmental and social welfare. The result is a comprehensive control system that centres on social issues, known as Social Auditing (SA). SR and Business Ethics form the fundamental sources for social compliance audits.

The concept of SA was introduced to the literature by H.R. Bowen in the 1950s. In the 1970s, sectoral associations, employers, and brands were seen conducting audits for the public good, independent of firms. In the 1980s, SA became an internal control mechanism integrated into companies' organisational structures. Commercial firms began to show more interest in social issues during this period. SA measures the efficiency of companies' social activities, informs stakeholders, and plays a significant role in identifying the root causes of problems.

SA is a systematic and organised initiative that is periodically conducted, using analytical methods to evaluate and report activities focusing on social welfare (Miner et al., 1985, p. 452). It serves as a control system that systematically measures management performance, contributes to social transformation activities, and ensures that firms exhibit appropriate behaviour in line with demands both within and outside the organisation while also complying with market conditions, legal responsibilities, and ethical standards (Eren, 2000, p. 102).

Implementation and processes of social auditing (SA)

The focal point of SA is the relevant interest groups. The concept of stakeholders was first used by the Stanford Research Institute in 1963. The term stakeholders refers to those directly affected by a company's economic activities and includes all individuals, communities, companies, associations, and voluntary organisations involved due to all its activities, essentially forming the entire ecosystem. Typically, stakeholders include company employees, suppliers, investors, and society.

SA reveals the impact of companies' activities, approaches, and responses on individuals or institutions within the value chain in line with management decisions (Özbirecikli, 2006, p. 74).

The success of SA results depends on transparency and systematic execution, as well as stakeholders' contributions and objectives. Only then can the main goals be defined and pursued. Audit evaluations must also be shared directly with these stakeholders.

SA is the independent measurement of a chain of processes. It includes the life cycles and endpoints of social issues, similar to product life cycles (Seyfang, 1997, p. 6).

Companies interact with SA within their organisational structures in various ways, such as:

- Aligning the company's SR efforts with its objectives, vision, and values.
- Ensuring SR activities fall within the company's management policies and strategies.
- Focusing on the most important issues that support the company's core activities.
- Allocating necessary resources to achieve success in SR-related efforts.

Monitoring and reporting all SR-related activities undertaken or planned by the company, preparing future actions based on feedback.

Objectives and Types of Social Auditing (SA)

The primary objectives of conducting SA include:

- Informing stakeholders and the public about all the company's activities related to a particular social issue.
- Enabling companies to establish upper management strategies and make decisions by taking on SR.
- Comparing and evaluating the company's interests with those of its stakeholders, ensuring joint assessment and adjustments.
- Sharing the resources used in SR activities with the public.
- Monitoring, improving, and evaluating the company's adherence to BE principles and performance.
- Enhancing the company's intellectual capital and achieving organisational learning for continuous development.
- Understanding the social impact of a company's activities is essential for a sustainable future. SA plays a key role in developing these activities and assessing how company policies and practices align with international standards (Seyfang, 1997, p. 4).

SA enables members to collaborate, act together, and motivate each other. Even if measurable income is not generated, SA ensures sustainability and development through future-oriented efforts.

Here are some primary SR certifications and audits directly or indirectly related to Social Responsibility:

SA8000 social responsibility standard

The SA8000 standards were published in 1997 by Social Accountability International (SAI) to reflect the ILO conventions and the Universal Declaration of Human Rights. Today, these standards have been replaced by ISO 26000 in terms of application. The primary objective is to establish a control system that enables companies to operate and maintain their existence in harmony with their employees, including remote workers, the environment, suppliers, subcontractors, customers, the industry, and their position in social life. With SA8000, all activities incorporated into the system, regardless of individuals, institutions, or sectors, are adapted to the standards to ensure continuity. SA8000 certifies companies by evaluating their management systems within the framework of these standards.

SA8000 certification is conducted by independent auditors operating under the Social Accountability Accreditation Services (SAAS) organisation. The primary evaluation criteria focus on improving the working conditions within the company. In this context, key areas of assessment include employee wages, non-discrimination in the workplace, the presence of general health and safety measures, the prohibition of forced labour and child labour, the provision of union rights to employees, disciplinary practices within the company, and the compliance of active working hours. From this perspective, understanding and implementing SA8000 standards is not considered complex.

SAI explains the Social Fingerprint (SF) as the step-by-step tracking of management improvements to ensure social standards. It was first introduced in 2019 as a roadmap for measuring SF. It serves as a guide to help companies' top management comply with standards.

With SF, companies, like individuals with unique fingerprints, leave distinctive marks in the economic and social activities of business and social life. The main benefits of SF can be listed as follows:

SF has global characteristics, is sector-independent, and can be applied to institutions and organisations of all sizes.

It provides step-by-step solutions for identifying and addressing management system complexities within companies.

SF facilitates the participation of all firms within the supply chain in the SF process, contributing to the creation and expansion of collective SF.

Amfori BSCI social responsibility standard

Amfori BSCI (Business Social Compliance Initiative) is an independent, voluntary organisation that has become a central body for ethical and social values in the business world. It measures and monitors the compliance of manufacturing companies in supply chains worldwide with all stakeholders and societal needs. The organisation was restructured in 2003, adopting the prefix "Amfori." Amfori BSCI collaborates with all institutions that establish, implement, and support the International Labour Organization (ILO) rules, the UN Declaration of Human Rights, social norms, and business ethics. The system is based on 11 zero-tolerance behavioural rules:

- Freedom of association and the right to collective bargaining.
- Conducting business by general and sectoral ethics.
- Fair wages that ensure a livable minimum income.
- Prohibiting debt bondage and forced repayment through labour.
- Ensuring social and legal protection for employees.
- No child labour in the workplace.
- Employing young workers under legal frameworks with special status.
- Having rules and behaviours that are environmentally sensitive and protective.
- Ensuring occupational health and safety for employees.
- Prohibiting all forms of discrimination among employees.
- Applying humane working hours.
- Respecting individual freedom by upholding the right to organise and bargain collectively.

With Amfori BSCI, the concept of Supply Chain Mapping appears for the first time in compliance monitoring and BSCI requirements. In this method, all direct and indirect business partners are identified first. Then, all relationships, supply, and demand within the supply chain are visualised and evaluated regarding social compliance. Amfori BSCI monitors and improves these relationships within its system through this network of connections.

Companies seeking to join the Amfori BSCI system are evaluated at three levels: audits conducted at a single location, inspections of micro-producers, and audits of factories and subsidiaries requiring multiple stages. In the event of violations of zero-tolerance principles or the escalation of insecurity, companies are expected to terminate their business relationships. In such cases, Amfori BSCI advises implementing a situation assessment procedure first. Conditions that irreparably undermine trust include:

- Explicitly declaring non-compliance with Amfori BSCI's social compliance rules.
- Persistent and visible reluctance to comply with social behaviour standards.
- Failure to participate in revision and improvement efforts in the supply chain.
- Refusal to share correct and necessary information with supply chain partners.

Deliberately misleading business partners, document falsification, bribery, or other unethical behaviours threatening the system's integrity warranting a review and potential termination of business relationships.

SEDEX social responsibility standard

SEDEX (Supplier Ethical Data Exchange) is a voluntary organisation established to rehabilitate and improve companies' supply chains worldwide, focusing on enforceable business ethics standards. It has more than 60,000 members globally and has been a certification system working to enhance supply chain efficiency for over 16 years. SEDEX includes various sectors and companies, from farms to globally recognised brands, from textiles to electronic products and mechanical goods. There are currently 59,884 registered members in the system. Any company participating in the certification process and obtaining a certificate becomes a system member automatically. SEDEX operates through its branches in China, India, the United Kingdom, Latin American countries, and Australia.

SEDEX conducts audits through independent accredited auditing firms. The audits aim to measure companies' social compliance using SMETA (SEDEX Members Ethical Trade Audit) principles, guiding them towards improvements and developments. In this context, it emphasises adherence to ETI (Ethical Trading Initiative) principles based on a country's commercial, environmental, and social laws and regulations, setting minimum compliance standards. The main aspects covered by ETI include environmental and waste management, business ethics, employee working conditions, health, and safety.

SEDEX collaborates with organisations such as APSCA (Association of Professional Social Compliance Auditors), ILO, and the UN. Since the start of the COVID-19 pandemic in 2020, SEDEX has published a COVID-19 guide and continues to update it based on recent developments. The guide and the UNGP (UN Guiding Principles on Business and Human Rights) aim to help identify and address the challenges companies, employees, and suppliers face during the pandemic. It provides guidance for ensuring suitable working conditions to protect employees from the pandemic and recommendations for companies to follow during surges or declines in customer purchase requests.

After conducting a report examining the pandemic's impact on supply chains globally, SEDEX shared its findings with the public and contributed to efforts to mitigate its effects. SEDEX evaluates compliance across all business operations and processes, including migrants, remote workers, and subcontractors, under human rights standards. It promotes the development and improvement of companies regarding environmental conservation, climate change sensitivity, renewable energy use, occupational health and safety, business ethics, and social life while maintaining these within its system.

WRAP certification

WRAP (Worldwide Responsible Accredited Production) is an independent global organisation that certifies production based on legal, human, and business ethics standards. WRAP, established in 2000, has its headquarters in Arlington, Virginia, USA, with full-time branches in Latin America, Southeast Asia, India, Bangladesh, and Europe. WRAP is supported by 36 global organisations and over 150,000 companies, including 25 global community groups such as the International Apparel Federation. It mainly certifies companies that manufacture ready-made clothing, accessories, and footwear. WRAP's certification system is updated every two years and only responds to individual production applications. To maintain independence and credibility, it does not accept donations and does not charge membership fees. Its financial resources come solely from registration and certification fees paid by factories and training fees.

The time required to obtain WRAP certification ranges from six weeks to two and six months, depending on the factory's preparations. The certification process consists of five stages. The factory first applies with a registration form and fee. It then conducts a Self-Assessment Audit to determine its compliance with WRAP's 12 Principles, and the certification process is carried out by an independent accredited auditor or WRAP staff, depending on the location. The audit report is sent to WRAP, where an independent review board evaluates it, leading to a final decision on certification.

The 12 mandatory WRAP principles are as follows:

- Occupational health and safety for workers.
- No child labor.
- No tolerance for harassment or abuse.
- No forced labour in the workplace.
- Ensuring employees' compensation rights.
- Setting humane and legal working hours.
- No discrimination in the workplace.
- Granting freedom of association and the right to collective bargaining.
- Environmental sensitivity.

- Compliance with laws and regulations set by authorities.
- Adherence to customs rules.
- Ensuring workplace security.

If certification is required for multiple manufacturing sites, separate certifications must be obtained for each. Retailers and brands are generally not certified individually. Currently, more than 700 retailers and brands prefer WRAP certification. Social compliance audits for WRAP are conducted by auditors working for WRAP or independent third-party firms, which must be members of APSCA (Association of Professional Social Compliance Auditors).

Certified companies are audited every six months (Silver), annually (Gold), or every two years (Platinum), depending on their level. All certified companies are subject to unannounced and random inspections. The list of certified companies is available on the official WRAP website.

GRS certification

GRS (Global Recycled Standard) certifies intermediate and finished products made from recycled materials regarding health, quality, and assurance. It was first implemented in 2008 by Control Union. GRS is a recycling standard that assesses chemical, environmental, and social factors based on the hazards posed by waste management and recycled materials. In 2011, it was also referred to as Textile Exchange. It operates voluntarily, and independent accredited third-party auditors carry out certification processes.

GRS monitors and ensures the processes of transforming international waste materials into reusable products. It applies to all products containing at least 20% recycled material. It oversees and ensures the continuity of all processes, including the collection, storage, handling, processing, and transformation of solid waste materials into products. GRS is used in textiles and recycling plastic, paper, glass, scrap iron, and other materials. GRS-certified products guarantee the following:

- Resource creation from the transformation of waste into raw materials.
- Compliance with sectoral and socially responsible production conditions.
- Involvement of all stakeholders in the system and traceability.
- Improvement of product quality and standards.
- Ensuring the occupational health and safety of employees.
- Preference by manufacturing companies.
- Increased public reputation and product preference.
- Enhanced quality and productivity, with reduced costs through raw material recycling.
- Contribution to sustainable, transparent, and socially integrated corporate identities.

RCS certification

RCS stands for the Recycled Claim Standard. RCS-certified products contain recycled materials through reprocessing, with a minimum content ranging from 5% to 100%. The certification covers materials used as raw or semi-finished products. RCS serves the same purpose as GRS (Global Recycled Standard), with the primary distinction being that the percentage of recycled material in the final products must not fall below 5%. This certification influences B2B markets, especially in companies' purchasing decisions. Key aspects evaluated in products containing recycled materials include:

- The amount of reclaimed polypropylene (PP) material in plastic products.
- The quantity of scrap metal used in metal products through reprocessing.
- The proportion of recycled paper in paper products.
- The ratios of organic and synthetic fibres in textile products.

RCS-labeled products are also used as a marketing tool to guarantee product reliability and quality. They significantly raise awareness by reducing environmental pollution and carcinogenic materials throughout the product life cycle.

ISO 26000 social responsibility management system certification

The SA8000 standards were made public by SAI (Social Accountability International) in 1997, setting a standard for all aspects of Social Responsibility (SR). In 2010, to address current changes and expectations, ISO 26000 (Social Responsibility Management System) was updated through the involvement of the International Organization for Standardization (ISO), becoming internationally recognised. Consequently, companies are also required to obtain this certification.

ISO 26000 supports the policies and activities of international organisations such as the ILO, UN, OECD, and GPI in addressing social issues. It is a certification that NGOs can obtain, prioritising public interests, public institutions, and companies of all sectors and sizes. The core principles of ISO 26000 include respecting human rights, adhering to business ethics, acting in a customer-oriented manner by considering their needs and rights, complying with laws and regulations, being sensitive and responsible regarding environmental issues, and adopting transparent, sustainable, and honest management as a global corporate citizen.

ISO 26000 incorporates philosophy, business, and social culture within quality management systems, using managerial and operational tools based on processes to contribute to developing the company's strategy. The main objectives of ISO 26000 are to improve and humanise working conditions, evaluated under seven main aspects of SR:

- Approaching environmental issues, such as carbon footprint and climate change, with sensitivity.
- Meeting customer expectations and needs.
- Establishing a sustainable, transparent, socially responsible, and corporate management identity.
- Acting fairly and honestly in all stages and applications of the value chain.
- Ensuring the protection of employee rights as individuals.
- Prioritising social welfare and applying ethical values in all company activities.
- Integrating and creating synergy with all stakeholders as a socially responsible company.

ISO 26000 enables companies to establish a corporate identity infrastructure successfully. It allows firms to gain a reputation globally and obtain market advantages. By ensuring employee satisfaction and loyalty, companies achieve performance improvements, increased productivity, cost advantages, and enhanced product and service quality, leading to profitability. Companies can establish continuous and healthy communication channels across all sectors and channels within their ecosystems. Consequently, they become more attractive to various investments and possess strong credibility.

The importance of social quality for businesses

Since the early 1970s, Social Responsibility (SR) has emerged and is now a term we hear on all platforms. Companies that had long strived solely for profit have realised that not everything can be valued in monetary terms. As a result, they have become aware of their responsibilities and duties not only to society and the environment but also to their employees, suppliers, competitors, local governments, and the state. Socially-oriented projects and activities have led to new perspectives within companies, additional working hours for employees, and resources allocated for social purposes. These changes have transformed business structures and processes. Furthermore, companies began to manage their social activities systematically, ensuring their feasibility and improvement through established standards. Audits and measurements were conducted to convert activities into analytical evaluations and quantitatively assessed results, which were publicly reported and announced. The successful outcomes of SR efforts brought companies social recognition and financial gains. Consequently, many companies today undertake Social Responsibility Projects (SRPs) to the best of their abilities and place great importance on SR issues (Lantos, 2001, p. 595).

Key concepts related to social efforts include

Corporate Social Responsibility (CSR): Refers to the behaviour and practices of companies regarding social issues. Non-profit organisations and NGOs represent the other side of social awareness.

Business Ethics (BE): Business Ethics (BE) refers to the organisation of business practices by companies around shared principles that go beyond legal requirements and consider humane and ethical rules. Companies should act with a social conscience and share their ethical practices with all stakeholders.

Social Sensitivity: Involves companies adapting their management practices to account for their external environment when engaging in profit-driven activities. Companies demonstrate sensitivity by implementing practices that reduce costs for surrounding institutions and organisations, fulfilling CSR by considering stakeholders and nature (Ackerman & Bauer, 1973).

Global Citizenship: Refers to companies taking their place in society by fulfilling their SR obligations and complying with laws and regulations, similar to human behaviour, in their pursuit of profit. Corporate global citizenship has emerged in the borderless business world, requiring companies to act according to ethical rules and expectations.

Accountability: Companies are responsible to stakeholders and society for all their economic and social practices and reactions. CSR represents a behavioural trend for companies, encompassing participation and interaction, which requires evidence through information, analyses, reports, and indicators reflecting accountability.

Internal and External Codes of Conduct: Companies are expected to adhere to specific behavioural standards within the scope of BE in general and sector-specific contexts. These rules are set for employees and stakeholders, are applied voluntarily by companies, and are declared across all platforms. Pledges are made to society to avoid any form of discrimination, such as religion, language, race, or gender, and to prohibit child labour and illegal employment. Once announced publicly, these rules become binding (Gordon & Miyake, 1999).

Social Compliance Audits: Independent third parties carry out controls to measure and analyse the quantitative aspects of companies' SR activities. These audits assess compliance with social standards, which are well-known brands and customers worldwide, especially in demand. Through these audits, companies can track their progress in adhering to BE rules and fulfilling SR obligations, as well as their efforts to improve processes. The results are positively supported by society.

Social Performance (SP) Reporting: Involves measuring, examining, and publishing companies' SP to show that they fulfil their responsibilities. Corporate firms, especially those publicly traded, also publish SP reports alongside their annual financial and activity reports.

The importance of corporate social responsibility (CSR)

The primary duty of all companies is undoubtedly to generate profit and survive. However, from a societal perspective, companies' primary duties are to be honest reliable, and avoid unfair competition. The belief that the costs associated with SR—time, labour, resources, and money—would only increase expenses without any benefits has been disproven by research. Contrary to popular belief, proactive companies in CSR issues experience increased brand value, product and service recognition, and prestige in the economic and social spheres. As a result, companies leading efforts to solve social problems generate more revenue and continue to grow stronger (Moir, 2001, p. 17).

Research in developed countries has shown that companies that respect the environment and animal rights and adhere to BE rules have products and services in higher demand. As societal welfare increases, social issues, environmental concerns, and future life considerations gain importance. If companies actively engage in SR and go beyond their responsibilities, they will attract potential customers, generate more revenue from existing customers, and enhance loyalty. Furthermore, from a financial and corporate perspective, multinational companies that provide funding globally consider SP assessment reports alongside financial analyses and indices when making investment decisions (Mohr & Webb, 2005, p. 125).

With the advancement of the information sector and the removal of borders, companies face several key issues in CSR globally:

Globalisation: With globalisation, SR has become significant in all areas. Multinational companies must demonstrate that they provide fair working conditions without discrimination based on religion, language, race, gender, or social class when defining CSR and sustainability roadmaps. The standardisation of SR sensitivity has led companies toward transparency and accountability.

Misguided Government Policies: Especially in developing economies, government policies and administrative failures have hindered social welfare, prompting the public to demand that companies and NGOs fill the void in SR. As a result, companies take on responsibilities beyond being economic entities, gaining prestige and public appreciation for their products and services.

Continuity: Mass production has rapidly consumed natural resources and caused environmental pollution and magnetic changes from high-tech devices. In response, SRPs have increased to make the world more livable, starting the carbon footprint movement and integrating CSR into value chains, leading to the concept of reputation management.

Transparency: The widespread use of technology and internet access has increased information production, sharing, and storage. As information about companies spreads worldwide instantly, companies must be cautious in their economic activities and SR responses. No information remains hidden; instead, it is publicly declared. Companies are responsible for adhering to transparency principles by sharing necessary information with the public.

Data: The combination of data mining and the information sector allows consumers and investors to access economic and social information about companies, including brands, promotions, campaigns, sales, and after-sales processes. Customers now use integrated technological tools for purchasing decisions, influencing the firm's social and economic status through shared experiences of products and services.

The benefits of CSR for all stakeholders

The main reason CSR efforts are embraced by society is that they benefit everyone. Competing in the global market, becoming a corporate social citizen, transforming products into recognisable brands, gaining corporate reputation, and integrating with the environment and society are all outcomes of CSR efforts (Argüden, 2002, p. 14).

Companies earn appreciation and rewards along with all stakeholders in their value chains. The benefits of proactive companies that support SR activities through projects include:

- Increased trust in corporate structures.
- Enhanced social and economic reputation.
- Recognition in the public eye.
- Strengthen corporate structures, making social sensitivity part of organisational culture.
- Positive impact and motivation on employees, both internally and externally.
- Increased market value of the company.
- Growth in profits alongside business volume.
- Improved productivity and reduced costs.
- Ownership of environmentally sensitive companies.
- Contribution to solutions for social problems, leading to social integration.
- Recycling of certain cost elements, creating resources, such as obtaining raw materials from recycled plastic bottles.

Challenges and additional costs of CSR for companies

The additional costs of time, labour, money, and other resources spent on CSR are added to the cost of products and services, potentially leading to higher prices and customer loss. Managers ' overemphasis on CSR could divert attention from core business activities, resulting in losses. Implementing CSR projects may require restructuring and hiring new employees.

When facing issues related to SR, companies can react in different ways, with key considerations as follows:

CSR's role in transforming consumers into customers

Companies that gain public trust also invest in the environment and social life. Projects like Social Fingerprint (SF) allow companies to assess their social sensitivity and conduct situation analyses, enabling them to reach and gain consumers' trust. The best practices for increasing brand and product awareness are achieved through SRPs, benefiting companies.

Customers can now easily access all kinds of information through social media, the internet, visuals, audio, and texts, leading to a revolution in purchasing behaviour. Establishing a continuously active market communication channel is essential for reaching consumers. Companies can use these channels to promote their CSR activities, environmental impact, and contributions to the country and humanity, gaining potential customers and fostering loyalty through more excellent governance and interaction (Barutçu, 2007, p. 353).

A survey conducted among 450 face-to-face customers of Akbank, Garanti Bank, and Yapı Kredi Bank (YKB) between 2015 and 2016 showed a relationship between CSR awareness, ownership, and customer loyalty. The study found that Akbank was noted for its BE and SRP achievements, Garanti Bank for customer loyalty, and YKB for fulfilling its commercial obligations. Companies should consider social values such as VALS 2 (Values and Lifestyle) and economic, educational, age, and status information when conducting market research.

Corporate social responsibility (CSR) and its practices

It is essential that individuals are aware of the projects and campaigns carried out in the field of CSR and participate in and support them. Social needs and expectations of the public are met mainly through Social Entrepreneurship (SE) and Social Responsibility Campaigns (SRC).

An example that illustrates the impact of social projects on society is the results of a survey measuring public awareness of social projects. The top three projects are "Send Daddy to School" (82%), "Let's Go Girls to School" (78%), and "Snowdrops" (71%). Interestingly, two fictitious projects, "Let Mothers Not Cry" (20%) and "Let Children Not Go Hungry" (21%), also received significant attention. Other projects had considerably lower recognition levels.

Another aspect of the survey explored how individuals interact with social projects. It was found that interaction occurred mainly through "Following in the Media" (22%), "Supporting via SMS/Messages" (22%), and "Making Financial Donations" (14%). Moreover, men were more likely than women to donate money or send SMS messages, while women were more engaged in following projects in the media and purchasing products.

Social responsibility campaigns (SRC)

An SRC involves individuals, NGOs, and companies coming together to participate in a project to actively meet a social need. This organisational collaboration involves significant commercial activities, including sourcing resources, managing financial flows, advertising, and expenses.

Modern companies prefer measurable SRCs with visible returns rather than spending effort and money on small, scattered social assistance. They may even use their advertising budgets for these impactful projects, resulting in more effective promotion.

SRCs are undertaken to achieve social goals, bringing together companies, NGOs, or voluntary organisations. Companies benefit from this collaboration by selling products and services, earning profits, and conducting marketing activities without incurring additional costs. Achieving social goals meets societal needs, contributing to social peace and welfare. NGOs fulfil their duties, while companies enhance their reputation and avoid social pressure.

Unlike fundraising, SRCs are long-term and involve advertising for the campaign. Donations are typically intended for quick returns, whereas SRCs operate within a systematic, disciplined corporate structure. Companies must fulfil their obligations and act appropriately in these long-term efforts. From this perspective, SRCs represent a strategic set of actions to achieve their goals (Pringle & Thompson, 2000, p. 101).

Social entrepreneurship (SE)

Structures initially starting as SR initiatives and generating financial value through their main activities may evolve into SE over time. A well-known example of SE is the Florence Nightingale establishment, considered the first social enterprise. John Durand, who worked with individuals with intellectual disabilities, and Horace Mann, an educator and reformer, were involved in its early development (Işık, 2013, p.70).

Another exemplary SE initiative is the microcredit system developed in 1976 by Muhammad Yunus in Bangladesh to empower women economically and reduce poverty. This successful SE project, driven by determination and idealism, was awarded the Nobel Peace Prize in 2006. The system continues in many countries, including Turkey, offering low-interest loans with initial payment deferrals and flexible payment plans (Işık, 2013, p.69).

SE gained attention in the 1980s with the establishment of Ashoka, a firm founded by Bill Drayton to finance social innovations on a global scale. SE initially used economic activities to achieve social goals, with all revenue directed toward these objectives (Aslan, G., Araza, A., & Bulut, Ç. (2012)., p. 72). This approach has fostered SR activities, social responsibility, sustainability, and innovative business models.

SE encompasses corporate structures within the "third sector," addressing areas beyond the reach of official channels and incorporating NGOs and corporate firms operating in free market conditions. SE organisations skillfully combine profit-making activities with voluntary efforts, seizing opportunities arising from social needs, driving social innovation, and taking risks to create resources. This differentiates SE from NGOs in terms of resource generation and from traditional commercial firms in terms of social collaboration and value creation (Kümbül Güler, 2011, p. 85).

These organisations represent a new concept in business and society, feature distinctive business models, and always aim to meet social needs through their mission, vision, purpose, and strategic planning. Their large-scale collaborations make achieving social benefits and values more attainable. Such structures are essential for sustainable living, the future, and environmental well-being. SE is significant in achieving social welfare and takes on important responsibilities.

SR and industry 4.0

According to PWC, a renowned international company, it is estimated that Artificial Intelligence (AI) will increase GDP by 26% in China, 14% in North America, and 10% in EU countries. AI can process and analyse vast amounts of data quickly, making and implementing autonomous decisions.

AI should serve humanity, and BE rules should be redefined across all AI-based platforms. Interaction with AI occurs in three main ways:

AI as an Assistive Tool: AI is an assistant within human-controlled decision support systems.

Human and AI as Part of the Same System: Semi-autonomous, intelligent systems where humans can intervene in decisions and applications at any time, such as autonomous parking systems in vehicles.

AI-Controlled Autonomous Systems: These systems make all decisions and implementations based on pre-defined criteria without human intervention. Emergency braking systems in vehicles are a typical example.

AI applications result in outcomes that significantly affect social life and people beyond technical work. Therefore, regulatory adjustments concerning SR and BE are needed in response to advanced technological developments. Acknowledging the importance and urgency of these issues, the European Commission has established the High-Level Expert Group on Artificial Intelligence.

Conclusion of the literature review

In summary, recent studies underscore the significance of Social Quality (SQ), Corporate Social Responsibility (CSR), and Business Ethics (BE) as critical components of sustainable business strategies. Integrating these concepts into Total Quality Management (TQM) frameworks enhances organisational resilience, stakeholder trust, and market competitiveness. Empirical evidence from recent research highlights the strategic benefits of adopting CSR and BE initiatives, particularly in response to evolving regulatory landscapes and stakeholder demands. The alignment of business practices with SQ principles has become a vital determinant of long-term success, as firms that embrace these values demonstrate greater adaptability, ethical leadership, and social impact.

Results

The analysis conducted in this study has revealed several key findings concerning the role of Corporate Social Responsibility (CSR), Business Ethics (BE), and Social Quality (SQ) within the framework of Total Quality Management (TQM). The results underscore the significance of integrating CSR and BE practices into organisational strategies to achieve enhanced SQ. Thematic analysis of corporate reports, industry publications, and academic literature has provided compelling evidence for the multifaceted impact of CSR and BE on SQ.

Impact on brand reputation and corporate image

The findings indicate that firms that actively engage in CSR initiatives experience a notable enhancement in their brand reputation and corporate image. This outcome aligns with previous studies suggesting that CSR activities positively influence consumer trust and brand loyalty (Carroll, 1991; Moir, 2001). Companies that demonstrate social responsibility through environmental sustainability, community engagement, and ethical labour practices are perceived as more credible and trustworthy. This perception strengthens the company's position in the market and creates a competitive advantage. The analysis of corporate reports further revealed that CSR initiatives focused on environmental sustainability, such as carbon footprint reduction and waste management, have become pivotal in shaping brand reputation.

Employee engagement and organisational commitment

Another significant finding pertains to the role of CSR and BE in fostering employee engagement and organisational commitment. Firms that integrate ethical principles into their operational frameworks create a more inclusive and value-driven workplace. Employees are likelier to demonstrate higher motivation, loyalty, and satisfaction when they perceive their employer as ethically responsible (Frederick, 2006; Wood, 1991). This result is supported by data from corporate sustainability reports, where companies with robust CSR programs reported lower employee turnover rates and higher employee retention. Such findings highlight the role of ethical leadership in nurturing a positive organisational culture, which in turn contributes to the overall quality of social life within the firm.

Enhancing stakeholder trust and ınvestor confidence

The analysis has also highlighted the role of CSR and BE in enhancing stakeholder trust and investor confidence. Companies that adhere to ethical standards and demonstrate transparency in their business operations are more likely to attract responsible investors and ethical funds. Industry reports indicate that companies with comprehensive CSR and BE strategies are more frequently listed in sustainability indices such as the FTSE4Good and Dow Jones Sustainability Index (European Commission, 2023). Such recognition increases investor confidence, as stakeholders are assured of the firm's commitment to responsible business practices. Empirical studies have confirmed that investor behaviour is influenced by the company's adherence to CSR principles, particularly in sectors with prominent social and environmental risks.

Operational efficiency and cost reduction

The analysis revealed that companies incorporating CSR and BE into their operations benefit from increased operational efficiency and cost reduction. Firms that adopt sustainable practices, such as energy conservation, waste recycling, and resource optimisation, reduce production costs while simultaneously achieving sustainability goals (Gordon & Miyake, 1999; Eren, 2000). Moreover, companies that align their operations with globally recognised standards, such as ISO 26000 and SA8000, have demonstrated greater efficiency in managing supply chain risks and reducing non-compliance costs. The findings suggest that ethical business conduct enhances SQ and contributes to long-term financial sustainability.

Contribution to social welfare and sustainable development

The study's results further underscore the contribution of CSR and BE to social welfare and sustainable development. Companies prioritising social well-being are more likely to engage in initiatives related to poverty reduction, education, healthcare, and community development (United Nations, 2023). The analysis revealed that firms participating in social responsibility campaigns, such as "Let's Go Girls to School" and other community-oriented projects, significantly promote social welfare. This aligns with earlier research emphasising the role of CSR in supporting the United Nations Sustainable Development Goals (SDGs) (Yönet, 2005,p.250). Such initiatives profoundly impact social inclusion, equality, and overall social quality.

Discussion of findings in the context of literature

The results obtained in this study are consistent with existing literature on CSR, BE, and SQ. Previous research has emphasised that CSR and BE contribute to improved stakeholder relations, operational efficiency, and corporate sustainability (Carroll, 1991; Frederick, 2006). This study builds on those findings by demonstrating that integrating CSR and BE into TQM frameworks significantly enhances SQ. While previous studies have addressed CSR, BE, and SQ in isolation, this study contributes to the literature by examining their interconnections within a holistic framework. The findings reinforce the view that ethical business practices are a moral obligation and a strategic necessity for companies aiming for long-term success.

Furthermore, the results provide practical implications for managers, policymakers, and researchers. The findings highlight the need for managers to incorporate CSR and BE into the strategic planning process to achieve sustainable competitive advantage. Policymakers are encouraged to promote regulatory frameworks that incentivise CSR adoption, while researchers are urged to explore the dynamic interrelationships among CSR, BE, and SQ in different industry contexts. The findings also call for further investigation into how firms in developing economies can adopt CSR and BE principles to achieve sustainable growth and contribute to societal welfare.

Conclusion and recommendations

As we hear the footsteps of a futuristic lifestyle approaching, the most researched topics remain social welfare issues and the corporate behaviours of companies. Each industrial revolution has brought with it new problems and challenges. With mass production, people have changed their consumption habits and lifestyles. Companies have been focused solely on increasing production to earn more profit, reducing costs, and expanding into new markets. Meanwhile, people have been influenced by developments in companies, leading to increased awareness and perceptions in terms of products, services, and commercial matters. As a result, the focus has shifted from merely producing high-quality products to providing high-quality life experiences. In the business world, success is now synonymous with recognition and reputation at both societal and global levels.

In today's fast-changing technological landscape, people can purchase any product, in any quality and quantity, anywhere in the world with a single click. In an environment where alternatives abound, and global competition is fierce, companies that create differentiation and ensure the continuity of high-quality products and services stay ahead. To maintain their sustainability, companies must also meet social expectations. Companies that prioritise human rights in the workplace, protect the environment, use recyclable products and renewable energy sources, and avoid pollution become successful, well-regarded, and preferred by consumers over time. Firms should invest not only in material values but also in developing their ethical values.

Companies, like individuals, have a life cycle within society. Achieving global citizenship under corporate identity is no longer just an expectation but a necessity. All links in the supply chain must adapt to this system in a connected manner. The business world is progressing through standardisation and certification. As a natural consequence, organisations such as SAI, Amfori BSCI, SEDEX, GRS, and WRAP engage in social and commercial formations through voluntary activities, conducting their social audits and certifications. At the same time, they facilitate the formation of an international supply-demand market. For success in a borderless business world, companies—especially factories—must obtain these certifications to meet customer demands. Otherwise, firms that cannot prove their competence and sustainability in commercial and social areas may become unable to continue operations, leading to financial loss and, eventually, closure.

Companies must fulfil their duties as corporate citizens in addressing social problems. Firms can become part of or lead social solutions by implementing social responsibility projects, organising campaigns, and engaging in social entrepreneurship. In conclusion, companies must aim to satisfy all their stakeholders. As the number of companies fulfilling their social responsibilities increases, social harmony and welfare levels will naturally rise. Only in this way can we speak of the quality of life and Social Quality within societies. For these reasons, companies should obtain certifications demonstrating compliance with social standards and developments and integrate them into systems organised within the framework of social solutions. Integrating CSR into core business strategies has become vital for meeting societal expectations. This study emphasises that CSR benefits companies economically and fosters societal and environmental improvements. Businesses are encouraged to align their operations with global standards and engage stakeholders proactively to maximise the impact of CSR initiatives.

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