

The Role of Digital Innovations in Driving Meaningful Social Change for Businesses and Society

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Abstract

Purpose: Despite the growing convergence of digital transformation and Corporate Social Responsibility (CSR), existing research remains fragmented and lacks a theoretically grounded explanation of how digital innovations systematically drive meaningful social change. This study addresses this gap by developing a Digital CSR Transformation Framework (DCTF) that explains how digital technologies enhance CSR effectiveness through greater transparency, stakeholder integration, and scalable impact.

Methodology: The research is a **theory-based narrative review**, which incorporates the knowledge in the CSR, digital transformation, and sustainability literature. Relying on the stakeholder theory and digital innovation viewpoint, the paper integrates the existing literature to create a conceptual framework of how digital technologies redefine CSR practices.

Findings: The study identifies three core mechanisms through which digital innovation transforms CSR: **(1)** data-driven transparency, **(2)** digitally enabled stakeholder engagement, and **(3)** scalable social impact models. All these mechanisms reposition CSR as a dynamic value creation process that is not based on compliance. However, the results also reflect on the structural tensions associated with digital inequality, ethical risks, and governance constraints.

Research Limitations: As a narrative review, this study lacks empirical validation of the proposed framework. Implying the Digital CSR Transformation Framework (DCTF), future research must test the framework in various industries and institutional situations.

Practical Implications: The framework offers a systematic way of incorporating digital technologies into CSR strategies for managers so that the social impact can be more measurable, transparent, and scalable.

Social Implications: Though digital innovations can potentially democratize CSR and accelerate the attainment of the goals of sustainability, the absence of digital accessibility adds to the threat of inequality that reinforces existing social disparities.

Value: This study contributes in three aspects:

1. introduces a new integrative framework (DCTF),
2. offers a synthesis of CSR and digital innovation literature based on a theory, and
3. transforms the discussion of technology adoption to technology-enabled social value creation.

Keywords: Corporate Social Responsibility, Digital Innovation, Social Impact, Sustainability, Stakeholder Engagement, Digital Transformation.

1. Introduction

Corporate Social Responsibility (CSR) has grown to be a normative, ethics-oriented concept, to a strategic process by which companies generate shared value and maintain a competitive advantage. There is a

growing trend in the modern-day organization to combine economic, social, and environmental goals due to the increased pressure of stakeholders on organizations to be accountable and transparent (Carroll, 1999; Porter and Kramer, 2011). Despite this development, conventional CSR models are still limited by endemic constraints in transparency, impact measurement, and stakeholder integration, posing an urgent question: how can CSR go beyond symbolic compliance to measurable and scalable social impact?

At the same time, the advent of digital technologies has entirely transformed the manner in which organizations create and deliver value. Digital transformation implemented through the use of technologies like artificial intelligence, blockchain, and big data analytics makes the setting of new type of coordination, monitoring, and interaction with stakeholders possible (Bharadwaj et al., 2013; Vial, 2019). Despite the extensive research on these technologies in the field of firm performance and innovation, a poorly developed theory is the role of these technologies in the reinvention of CSR.

The current evidence indicates that digital tools have the potential to positively impact CSR activities, especially in the areas of enhancing transparency, reporting, and engagement with stakeholders. As an example, digital technologies allow collecting and analyzing data in real-time, thus enhancing accountability and evidence-based decision-making (George et al., 2014). Nonetheless, there are three weaknesses in the literature. First, it is still disjointed, with an emphasis on single technologies, but not on systematic change. Second, it does not have a solid theoretical fusion and the usage of the foundational perspectives of stakeholder theory or value creation frameworks are minimal. Third, it fails to elaborate on how digital innovation can be converted into significant social change.

This study addresses these limitations by suggesting a Digital CSR Transformation Framework (DCTF), a conceptual framework of how digital innovations transform CSR through three interrelated mechanisms: transparency, stakeholder integration, and scalability. It is based on the literature on digital transformation (Vial, 2019) and is informed by the assumption that digital technologies are not only a tool of operation, but they enable a new CSR logic: a data-driven, participatory, and impact-oriented logic.

The most important aspect of the paper is that digital innovation is not a matter of making CSR more efficient, but a matter of transforming the idea of corporate responsibility. Digital technologies enable companies to change the passive mode of CSR to active and ecosystem-related creation of social values. This is consistent with the new attitudes towards shared value and innovation based on sustainability, where companies create both economic and social value at the same time (Porter and Kramer, 2011).

In this regard, this study will add to the study in three aspects. To begin with, it develops a theoretically-grounded framework (DCTF) that concentrates on CSR and digital innovation under one perspective. Second, it identifies the processes that lie behind the potential to create a significant social change through digital technologies. Third, it contributes to the literature by changing the way CSR is viewed as a technology-based strategic competence, instead of an organizational peripheral activity.

Through a narrative review design, this article presents a theory-based and holistic overview of the dynamic relationship between digital transformation and CSR. By so doing, it provides new insights into how organizations can use digital innovation to generate sustainable, inclusive and measurable social impact.

2. Theoretical Foundations and Conceptual Background

2.1 Corporate Social Responsibility (CSR): Strategic and Stakeholder Perspectives

Corporate Social Responsibility (CSR) has changed to more of a long-term value-creating strategy, rather than a philanthropic and ethics-driven organizational responsibility. Previous research on CSR has

predominantly focused on moral responsibility, legal accountability, and discretionary corporate activities to society (Carroll, 1999). The idea has, over time changed however towards a more strategic orientation where CSR is incorporated into the competitiveness of firms, their reputation, innovation, and sustainable value creation. Modern organizations are now becoming more likely to align economic performance with social and environmental custodianship, with increased stakeholder demands of transparency, legitimacy and accountability.

One of the critical theoretical bases of this change is the stakeholder theory that states that a firm should not just create value to shareholders, but to all other groups that are impacted by organizational decisions, such as employees, clients, suppliers, regulators, local communities, and the entire society in general (Freeman, 1984). In this view, the corporation is redefined as a networked social institution whose survival over time is based on balancing various stakeholder interests. Current literature also supports the fact that CSR and stakeholder theory are closely interrelated as both focus on responsible decision-making, legitimacy creation and long-term trust in the stakeholder networks (Freeman, 1984; Donaldson & Preston, 1995).

From a strategic viewpoint, CSR helps in the development of intangible organizational resources like trust, legitimacy, relational capital and brand credibility. These resources enhance resiliency and enhance the capacity of the firm to cope with reputational, institutional and market uncertainties. Porter & Kramer (2011) build on this argument by introducing the idea of shared value by stating that companies can earn economic profits and at the same time benefit society by addressing societal concerns in their competitive strategy.

Despite this evolution, there are still significant limitations with traditional CSR systems. Most organizations are still using retrospective sustainability reporting, symbolic legitimacy behavior, and activity-based disclosure that is not adequate to show quantifiable social impacts. This establishes a disconnection between corporate assertions and stakeholder perceptions, particularly in the contexts where stakeholders grow more demanding of real-time demonstrations and interactivity. Thus, the increasing strategic significance of CSR is not only in the actions of firms in the social arena, but in the way in which such firms sense, assess, and react to the expectations of the stakeholders in the dynamic settings.

2.2 Digital Transformation and Digital Innovation

Digital transformation can be defined as the fundamental organizational shifts that are created through the adoption of digital technologies in the business activities, decision-making, governance frameworks, and models of value creation. It is more than mere technology adoption, but it also involves a complete reorganization of organizational logic, strategy, and relationships with stakeholders (Bharadwaj et al., 2013; Vial, 2019).

Digital innovation is one of the main dimensions of the digital transformation and it is characterized by the application of digital technology in the development of new products, services, routines and coordination mechanisms. The introduction of technologies like artificial intelligence (AI), blockchain, big data analytics, cloud systems, and digital platforms has revolutionized how organizations gather information, resource allocation, and how they interact with complex ecosystems. The technologies are especially pertinent to CSR as they minimize information asymmetry, enhance traceability, enhance evidence-based decision-making, and increase stakeholder involvement.

For example, AI can be used to predictively analyze social needs, identify risks, and allocate resources adaptively. Big data analytics enables organizations to combine data in large quantities, both structured and unstructured, of stakeholders, operations, social media and environmental indicators to generate

actionable insights (George et al., 2014). In responsible sourcing, ESG disclosure systems, or social investment tracking, blockchain enhances trust through the ability to have transparent, immutable and verifiable records. Other current developments also indicate that digital transformation has a strong positive impact on corporate social performance as it increases responsiveness to the expectations of stakeholders and improves accountability structures.

Digital platforms are also significant in that they transform stakeholders as mere receivers into active participants. Organizations are able to crowdsource ideas, facilitate feedback, co-design social initiatives and have constant communication with communities and beneficiaries through interactive ecosystems. Therefore, the digital transformation not only transforms the efficiency of operations but the social value creation architecture as well.

2.3 Theoretical Integration: CSR in the Digital Era

The convergence of CSR and digital transformation literature suggests the emergence of a new organizational logic: digitally enabled responsibility. This rationale is based on the fact that corporate responsibility is becoming more and more reliant on how well the organization can implement digital infrastructures as a means to be more transparent, integrate stakeholders, and have an impact at scale.

The combination of the digital innovation perspective and the stakeholder theory can be used to explain this integration theoretically. The stakeholder theory explains why companies have to be open to the ever-stronger, networked, and data-sensitive stakeholders (Freeman, 1984). The digital innovation lens describes how new technologies form new coordination, monitoring, collaboration, and ecosystem coordination mechanisms (Vial, 2019).

Collectively, these viewpoints point to the fact that CSR in a digital age is not an episodic, compliance-based or annual reporting anymore. Rather, it gets integrated into ongoing digital structures that enable companies to gather real-time stakeholder data, quantify results, substantiate assertions, and generalize successful interventions across settings. This shift places CSR in the context of being symbolic legitimacy, to be evidence-based and participatory and measurable to create social values.

Digital technologies, in turn, cannot be considered as simple instruments that will ensure that CSR becomes more effective. Instead, they redefine the nature of responsibility as they allow firms to shift compliance towards active ecosystem governance. The proposed Digital CSR Transformation Framework (DCTF) is theoretically based on this theoretical integration, as the framework describes how digital technologies can transform CSR by influencing transparency, stakeholder integration, and scalability of social impact, through interconnected mechanisms. The theoretical integration of CSR and digital innovation literature provides the conceptual basis for the proposed framework, as summarized in Figure 1.

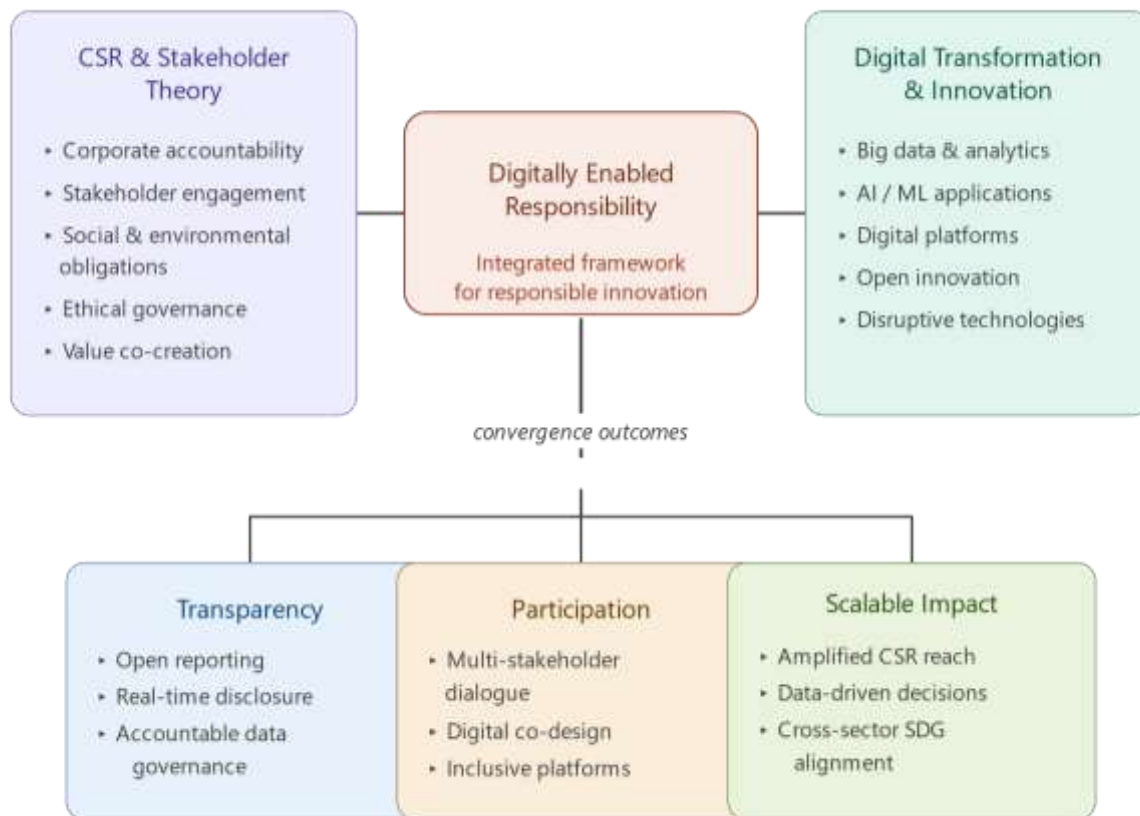


Figure 1. Conceptual integration of CSR, stakeholder theory, and digital innovation perspectives.

3. Methodology

3.1 Theory-Driven Narrative Review Approach

This study employs a **theory-driven narrative review** to synthesize the emerging intersection of Corporate Social Responsibility (CSR), digital transformation, and social value creation. A narrative review is specifically suitable when a research area is conceptually divided and cannot be aggregated statistically but needs to be integrated into various theoretical streams (Snyder, 2019).

Digital CSR is related to strategic management, information systems, sustainability and the stakeholder theory, so a flexible interpretive review design is particularly appropriate in this case. Instead of testing fixed hypotheses as is the case with integrative review, the aim is to come up with conceptual clarity and create a new framework, which is the Digital CSR Transformation Framework (DCTF) (Torraco, 2005; Webster and Watson, 2002).

Based on this, the review is aimed at determining the way digital technologies transform CSR using repetitive mechanisms of transparency, stakeholder engagement, and scalable influence.

3.2 Literature Selection and Analytical Strategy

The literature selection has been done on the basis of a concept-focused purposive approach, which prioritizes the literature with the most theoretical interest in the field of CSR, digital innovation, governance, and stakeholder ecosystems. Four primary streams of foundational and highly cited works were prioritised: CSR theory, digital transformation, data-driven governance, and platform-enabled stakeholder engagement (Whittemore & Knafl, 2005).

The analytical plan was based on three steps.

To begin with, the literature was categorized into key technological areas such as artificial intelligence, blockchain, big data analytics, and digital platforms.

Second, common explanatory processes were distilled out, especially:

1. transparency and traceability
2. stakeholder integration
3. Impact measurement
4. scalability of social interventions.

Third, these mechanisms were coded into the three higher-level dimensions of the proposed DCTF:

1. data-driven transparency
2. stakeholder integration that is digitally enabled.
3. scalability of social impact

It is a concept-based synthesis methodology that adheres to a literature review methodology in the creation of theoretical contributions based on the principle of systematic abstraction (Webster and Watson, 2002; Snyder, 2019). Overall, this brief methodology offers enough rigor to a Scopus-level narrative review but retains high correlations with the theory-building aim of the research. *The thematic domains and analytical focus of the review are summarized in Table 1.*

Table 1. Literature domains and analytical focus of the narrative review.

Literature Domain	Core Focus	Contribution to DCTF
CSR and stakeholder theory	Responsibility, legitimacy, value creation	Theoretical foundation
Digital transformation	Organizational change through technology	Technology logic
AI and analytics	Predictive governance, risk sensing	Transparency and measurement
Blockchain	Traceability and trust	Accountability
Digital platforms	Engagement and co-creation	Stakeholder integration

4. Digital Innovations and the Transformation of CSR

The conceptualization, implementation, and evaluation of Corporate Social Responsibility (CSR) is fundamentally being redefined by digital innovations. Instead of being independent technological devices, new digital systems are transforming the governance model of responsible business to enhance transparency, increase stakeholder engagement, and facilitate quantifiable social impact. The recent literature is starting to indicate that artificial intelligence (AI), blockchain, big data analytics, and digital platforms have the ability to enhance the sustainability-oriented decision-making and convert CSR into an evidence-based and more scalable strategic capability (Atanasov et al., 2023; Wu et al., 2024).

4.1 Artificial Intelligence and Data-Driven CSR

One of the most powerful technologies that have come into the limelight in changing CSR as a reactive reporting tool to a predictive, adaptive governance tool is artificial intelligence. AI-driven systems also allow companies to handle massive amounts of stakeholder, operational, and environmental data to determine social risks, predict sustainability issues, and allocate resources more effectively (Dwivedi et al., 2023).

For example, machine learning models can be used to process employee reviews, customer sentiment, grievance data, and social media discussions to identify emerging issues about labor rights, diversity, environmental misconduct, or community discontent. This will enable companies to take the initiative instead of reacting to tarnished images once they are painted. Smarter distribution of CSR resources is also facilitated by AI because it could identify the high-need communities, anticipate the social payoff of interventions and enhance the precision of targeting. Recent research also proves that AI-enhanced digital transformation enhances sustainability performance by relying on the quality of governance, responsiveness, and data-driven strategic decisions (Dwivedi et al., 2023).

More importantly, AI makes CSR a learning process with continuous improvements as interventions are being refined and improved in real time through performance data and stakeholder reaction. This transforms CSR to fixed compliance to dynamic social innovation (Akter et al., 2022).

4.2 Blockchain and Transparency Mechanisms

Traceability, immutability and decentralized trust structure are some of the major contributions of blockchain technology to CSR transformation. The conventional CSR reporting practices tend to rely on self-reported sustainability reports that can be slow, selective or hard to assess. Blockchain resolves this credibility issue by establishing tamperproof digital records that enable stakeholders to independently verify transactions, certifications, and claims of responsible sourcing (Aljumah, 2023).

This is particularly valuable in areas such as ethical supply chains, fair labor verification, carbon accountability, philanthropic fund distribution, and ESG reporting. An example is that companies can check on blockchain registries to determine the adherence of suppliers to labor and environmental standards, as well as sourcing standards. Likewise, the end-to-end tracking of community investments and the flow of donations can be established, which minimizes the chances of abuse and enhances the confidence of stakeholders. Empirical studies are growing to reinforce the beneficial implications of blockchain in enhancing CSR credibility and further social sustainability results (Aljumah, 2023; Saberi et al., 2019).

In addition to transparency, blockchain also transfers informational power to multiple stakeholders, as verified data is accessible to multiple users. This greatly enhances legitimacy and dependency on unilateral corporate discourses (Wu et al., 2024).

4.3 Big Data and Impact Measurement

Measurable social impact beyond symbolic activities is one of the long-term limitations of the CSR practice. Big data analytics can address this issue by enabling companies to integrate internal operational data, open external data, stakeholder sentiment, geospatial data, and real-time online behavior into multidimensional impact measurement systems (Akter et al., 2022).

This ability can enable organizations to transition not only on the reporting outputs (i.e., number of beneficiaries or events organized), but also on the resulting outcomes (i.e., livelihood improvement, educational access, health access, environmental recovery, or community resilience). This shift in activity measures to evidence-based outcomes can greatly improve the quality of credibility and managerial decisions in CSR. The latest reviews indicate that big data is significantly beneficial in terms of decision-making, traceability, and accountability frameworks when combined with sustainability governance (Atanasov et al., 2023).

Strategically, big data converts CSR to a performance-based system of social investment whereby corporations can constantly evaluate the effectiveness of interventions in generating valuable social outcomes (Akter et al., 2022).

4.4 Digital Platforms and Stakeholder Integration

The most participatory aspect of digital CSR change is digital platforms. This is in comparison to traditional one-way communication channels as platforms allow multidirectional interaction, co-creation, and distributed stakeholder governance (Kapoor et al., 2022).

Organizations can engage employees, customers, NGOs, local communities, and policymakers through crowdsourcing systems, stakeholder portals, social listening dashboards, and collaborative digital communities in the identification of social priorities and co-design solutions. This transforms CSR into a top-down managerial process into a networked ecosystem process (Bukhari and Abbas, 2024).

The platform-based engagement enhances the inclusiveness and coverage of CSR initiatives as well by providing a connection with geographically distributed stakeholders and feedback loops. Through such systems, legitimacy is enhanced due to engagement of the beneficiaries and communities in the design, implementation, and assessment of the social initiatives. The latest findings of digital governance and sustainability ecosystems are highly supportive of the role of digital platforms in enhancing stakeholder participation and trust-building processes (Atanasov et al., 2023).

Therefore, the digital platforms do not simply enhance the effectiveness of communication; they transform CSR into a shared social innovation potential within the digital ecosystems (Wu et al., 2024). The major digital technologies and their CSR transformation roles are synthesized in Table 2.

Table 2. Digital technologies and their roles in CSR transformation.

Technology	Primary CSR Function	Strategic Outcome
Artificial Intelligence	Predictive risk detection	Adaptive governance
Blockchain	Traceability and immutable reporting	Trust and transparency
Big Data Analytics	Outcome measurement	Evidence-based impact
Digital Platforms	Stakeholder collaboration	Co-created social value

5. Digital CSR Transformation Framework (DCTF)

5.1 Framework Development

Building on the preceding review, this research suggests the Digital CSR Transformation Framework (DCTF) that explains how digital innovations make CSR, which is currently a compliance-based exercise, a strategic system of quantifiable social value generation. According to the recent literature, digital technologies are always found to bolster CSR through better disclosure quality, communication with stakeholders, and accountability processes.

The DCTF combines these findings into a single model where digital technologies (AI, blockchain, big data, and platforms) are enabling inputs that engage three central transformation mechanisms: transparency, stakeholder integration, and scalability of social impact. Instead of viewing technology as a facilitative resource, the framework places digital innovation at the heart of the framework as the platform where companies are constantly designing, tracking, and growing responsible business practices.

5.2 Core Mechanisms

5.2.1 Transparency

Transparency is the first mechanism and can be defined as the capability of digital systems to enhance visibility among CSR processes. Dashboards, blockchain registers, and digital reporting platforms are AI-

based and minimize information asymmetry and reinforce accountability in real-time. This will enable the stakeholders to check on responsible sourcing, ESG disclosures, and investments within the communities more confidently (Atanasov et al., 2023; Aljumah, 2023).

5.2.2 Stakeholder Integration

The second mechanism is stakeholder integration. The digital platforms, feedback systems, and collaborative tools allow firms to involve employees, customers, NGOs, and communities in the co-creation of CSR initiatives. This makes CSR a participatory ecosystem process, instead of a top-down corporate activity, enhancing legitimacy and responsiveness (Kapoor et al., 2022).

5.2.3 Scalability of Social Impact

The third mechanism is **scalability**, where digital infrastructures enable effective CSR initiatives to be scaled to other places, groups, and institutions. Social programs have the potential to be greatly expanded at reduced marginal cost when they are supported by data-driven systems and digital platforms without compromising on the standard of monitoring and evaluation. This renders the digital CSR highly useful to companies that have ambitious sustainability and inclusion objectives in mind.

In general, the DCTF re-contextualizes CSR as a dynamic capability which is technology-based and can assist organizations in designing transparent, inclusive, and scalable societal outcomes. The proposed Digital CSR Transformation Framework (DCTF) is illustrated in Figure 2.

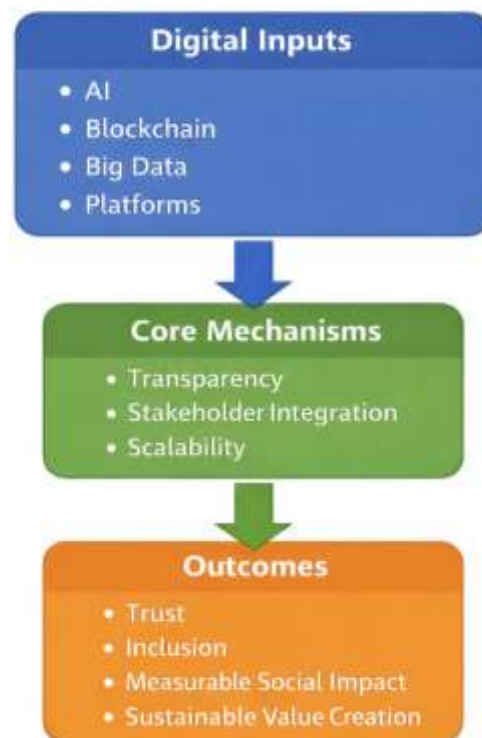


Figure 2. Digital CSR Transformation Framework (DCTF).

6. Challenges and Boundary Conditions

CSR effectiveness may be greatly boosted by digital innovations but their social impact will hinge on several structural and contextual limitations. Digital access, ethical governance and institutional support are the factors that determine the success of technology-enabled CSR. In the absence of these facilitating

conditions, digital transformation can enhance efficiency and end up producing non-inclusive and trustworthy social results (Camilleri, 2023).

6.1 Digital Inequality and Inclusion Risks

One of the key boundary conditions is digital inequality, defined as unequal access to internet infrastructure, digital literacy, and technological resources. Unconnected or digitally illiterate communities might not be engaged in platform-based CSR activities, which restricts their engagement and perpetuates the social divides that already exist. Digital CSR may therefore inadvertently favor existing stakeholders and discriminate against vulnerable groups (van Dijk, 2020).

6.2 Ethical and Governance Issues

AI, big data, and blockchain have brought up important ethical and governance issues to CSR, especially with respect to privacy, bias in algorithms, explainability, and accountability. Automated decision-making can lead to unjust results or decrease trust in stakeholders in case of the weakness of the governance systems. Thus, digital CSR should be implemented responsibly, which requires ethical control, clear data management, and human control (Camilleri, 2023; Jobin et al., 2019; Floridi et al., 2018).

6.3 Institutional and Regulatory Constraints

Digital CSR also depends on institutional and regulatory settings to emerge as successful. The disparities in the laws of data protection, ESG disclosures, and AI governance frameworks affect the implementation of responsible technologies by firms. Digital tools can help to increase visibility when the regulatory environment is weak and may not guarantee actual accountability, but more robust institutional environments can contribute to trust and compliance (Aguilera et al., 2021). The key challenges and contextual boundary conditions affecting digital CSR are summarized in Table 3.

Table 3. Challenges and boundary conditions of digital CSR implementation.

Challenge	Risk	Strategic Implication
Digital inequality	Exclusion of vulnerable groups	Reduced inclusivity
Ethical risks	Bias, privacy, opacity	Trust erosion
Regulatory variation	Uneven compliance environments	Context dependency

7. Implications for Theory and Practice

The Digital CSR Transformation Framework (DCTF) offers valuable suggestions to the academic theory and managerial practice by redefining CSR as technology-based strategic capability. The framework describes how digital tools revolutionize responsibility by enhancing transparency, integrating stakeholders, and delivering scalable social impact.

7.1 Theoretical Contributions

Theoretically, the study will be valuable because it integrates CSR, stakeholder theory, and digital transformation into a single explanatory framework. It contributes to the literature by demonstrating how digital technologies transform the processes by which firms generate social value and bring CSR beyond compliance to dynamic capability and responsibility within an ecosystem (Atanasov et al., 2023).

7.2 Managerial Implications

For managers, the findings suggest embedding AI, blockchain, analytics, and digital platforms directly into CSR design, monitoring, and evaluation systems. CSR initiatives can be enhanced by real-time

dashboards and stakeholder portals that can enhance accountability, responsiveness, and evidence-based decision-making to produce measurable and scalable impacts (Kapoor et al., 2022).

7.3 Policy Implications

For policymakers, the study highlights the necessity of more robust digital governance principles, ethical AI principles, interoperable ESG reporting frameworks, and inclusive digital infrastructure. This policy support is particularly essential in emerging economies, where digital CSR can boost social development more rapidly but also can increase inequality in case regulatory protections are weak (Camilleri, 2023).

8. Future Research Directions

The proposed **Digital CSR Transformation Framework (DCTF)** opens several promising avenues for future research. To begin with, the framework should be confirmed in future empirical research on the different industries, like manufacturing, healthcare, finance, and digital platform businesses, to determine whether the three main mechanisms, transparency, stakeholder integration, and scalability, are applied in the same way across scenarios. The necessity to provide sturdier sector-wide validation of technology-driven responsibility frameworks is also highlighted in recent review studies on digital sustainability (Atanasov et al., 2024).

Second, a comparative analysis between developed and emerging economies would be particularly useful to study the influence of institutional maturity, digital infrastructure, and governance quality on the results of CSR. Since the level of digital inequality and regulatory capacity varies significantly between nations, cross-national research could be used to determine the boundary conditions under which digital CSR is implemented (George et al., 2021).

Third, the next study should concentrate on the micro-level stakeholder experience of digitally enabled CSR systems. Though organizations can provide evidence of increased transparency and measurement of impact, it is important to learn how these efforts are viewed in practice by employees, customers, NGOs, and local communities. This stakeholder-focused work may enhance the social validity and usefulness of the DCTF (George et al., 2021).

Lastly, longitudinal research is required to evaluate whether the digital CSR capabilities can produce long-term positive effects on ESG performance, trust-building, and social inclusion outcomes. This would aid in establishing whether digitally enabled CSR yields long-term societal change instead of short-term reporting benefits (Akter et al., 2022).

9. Conclusion

This narrative review shows that digital innovation is radically changing the ways organizations design and execute Corporate Social Responsibility (CSR). This paper combines the knowledge of CSR, stakeholder theory, and digital transformation literature to present a new theoretical model of digital technologies transforming responsible business practices: The Digital CSR Transformation Framework (DCTF).

The framework demonstrates that AI, blockchain, big data analytics, and digital platforms support the idea of CSR in three interdependent ways: transparency, stakeholder integration, and the scalability of social impact. These processes shift CSR away from symbolic compliance and towards a more quantifiable, participatory, and strategically integrated system of social value creation (Atanasov et al., 2024).

Simultaneously, the review identifies critical issues connected with digital inequality, ethical governance, and institutional variation, which imply that the digital CSR success is highly context-specific. The long-

term worth of digital transformation, as it is also mentioned in recent sustainability research, relies on responsible governance frameworks and involvement in implementation channels (George et al., 2021). In general, this study contributes to the discourse from mere technology adoption to technology-enabled social change, providing a conceptual foundation for future research and a practical roadmap for managers and policymakers interested in achieving measurable, scalable social impact.

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