

## Business Owners' Perspective on Corporate Social Investment

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**ABSTRACT** The purpose of this paper is to give an account of the concept of corporate social responsibility as implemented by small business owners in the Northern townships of Pretoria, South Africa. The research used a cross-sectional design where a quantitative approach was employed to investigate the practice of corporate social responsibility of small and medium enterprises in the northern townships of Pretoria. The findings indicate that businesses in the surveyed areas practice Corporate Social Responsibility (CSR). It was found that small, medium enterprises (SMEs) believed that practising CSR is likely to promote the business image. Corporate social responsibility also brings new opportunities for the business in the terms of support from the community that they are operating in. The findings provide valuable insight on how small; medium enterprise owners and managers perceive the Corporate Social Responsibility practices within their businesses. In the end SMEs owners believed that it is imperative to contribute towards Corporate Social Investment for sustainable profitability whilst caring for the customers as well the broad community. It can be deduced that practising social responsibility is likely to contribute to a favourable image of the enterprise.