

Csr Story Telling: A Strategic Tool for Trajectory Growth of a Brand And Company a Literary Review.

- **Author(s):** Dr.B.Nagarjuna
- **Abstract:** Storytelling became formerly a famous approach of disseminating facts. Humans' perceptions may be widened because of this. For corporations seeking to stand out, storytelling has grown into a sturdy marketing approach. It has the ability to convey brands to lifestyles, and it has been shown to increase emblem equity thru the shipping of price and the cultivation of emotional brand ties. person participation and involvement in CSR discourse had been significantly inspired by using corporate social duty. The achievement of CSR storytelling, it's miles believed, has a beneficial have an effect on both monetary effectiveness (profitability) and brand fairness. corporate social responsibility is related to brand fairness and/or revenue boom. in spite of the truth that CSR storytelling is still in its infancy and the shortage of definitive data on the subject, it is utilized in advertising and marketing. The researcher affords an entire conceptual model for CSR storytelling based totally on a radical evaluate of the literature, which ability researchers may additionally use to predict the degree of correlation between variables the usage of the structural equation model (SEM).
- **Keywords:** Storytelling, structural equation model, monetary effectiveness