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# Corporate Social Responsibility Effects on Competitiveness: Manufacturing SMEs in Guadalajara, Mexico

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## EXECUTIVE SUMMARY

*Corporate Social Responsibility (CSR) is the role that companies play for a sustainable development, in order to get a balance between economic growth, social wellness and the correct use of natural resources in the environment. This balance is vital to business operations. Companies have an important part in the solution to challenges we have as a society, in order to have a safe and prosperous environment. Therefore, we are focusing our work on CSR on manufacturing SMEs in the Guadalajara metropolitan area and their effect on competitiveness, which results in better positioning and recognition by society.*

**Keywords:** Social responsibility, Competitiveness, Manufacturing SMEs.