



# RAMA UNIVERSITY

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**FACULTY OF COMMERCE AND MANAGEMENT**

**COURSE: BBA & BCH**

**SUBJECT: BUSINESS ORGANIZATION**

**SUBJECT CODE:**

**BCH204**

**LECTURE: 14**

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## LECTURE-14



# **PROFIT MAXMIZATION**

Profit maximization is assumed to be the dominant goal of a typical firm. This means selling a quantity of a good or service, or fixing a price, where total revenue (TR) is at its greatest above total cost (TC).

# **Corporate Social Responsibility Versus Profit Maximization**

Nowadays, many large multinational corporations which occupy increasing shares in the market and high statuses in the society are usually powerful in having both positive and negative effects on the public to a great extent. As a consequence, today, the concept of Corporate Social Responsibilities (CSR) draws much more public attention. Social responsibility goes beyond profit making and social obligation. CSR is a business intention focusing on minimizing the harmful effects and maximizing the benefit for the society