

## The Roles of Multinational Corporations in Social Business

Hiroimi Inami (Ritsumeikan University)

Abstract: Social Business has attracted the attention of multinational corporations (MNCs) to seek to create long-term economic and social value in developing countries. Some MNCs have tried to mitigate social and environmental problems by offering products and services to meet the demands of low-income populations in developing countries. This research investigates how MNCs are involved in social business in developing countries to achieve their business objectives and help alleviate poverty in developing countries. The research result indicates that the social initiatives of MNCs are linked to the corporate mission, values and strategies, and that they aim to achieve social values in connection to their core business. The MNCs are most successful in profiting by finding solutions to global challenges - economic, social, and environmental – and engaging with stakeholders and leveraging partnerships for the greatest impact