iJRASET
International Journal For Research in Applied Science and Engineering Technology

INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Volume: 13 **Issue:** V **Month of publication:** May 2025

DOI: https://doi.org/10.22214/ijraset.2025.70330

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International Journal for Research in Applied Science & Engineering Technology (IJRASET)
ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.538
Volume 13 Issue V May 2025- Available at www.ijraset.com

AI-Powered Evaluation of Corporate Social Impact Using NLP

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Abstract: ***Traditional methods of measuring Corporate Social Responsibility (CSR) are frequently plagued by serious shortcomings, such as over-dependence on company-reported data, absence of real-time responsiveness, and narrow representation of public opinion or third-party views. These shortcomings lead to CSR measurements that are prone to bias, static, and divorced from the social context. As business responsibility and ethical investing come to the forefront increasingly, there is a pressing need for stronger, data-based solutions that can capture an organization's actual social footprint. This paper presents an AI-based system for CSR impact measurement that closes these gaps by tapping into publicly available data from diverse, real-time sources like news media, social media, and government and NGO databases. Leveraging natural language processing capability and machine learning, the system extracts unstructured text data and condenses it into quantifiable CSR scores. Scores are metrics of organizational contributions to sustainability, community, and ethics. The system is designed to provide transparent, dynamic, and comparative assessment of corporate behavior to enable stakeholders to make informed decisions based on comparative evidence-based evaluation. This effort further contributes to the advancement of automatic, objective CSR measurement techniques in terms of society context and real conversation.***

Keywords: Corporate Social Responsibility (CSR), Natural Language Processing, Sentiment Analysis, Impact Scoring, Machine Learning, Social Media Mining, Real-Time Analytics, Data Visualization, Named Entity Recognition, Topic Modeling.

I. INTRODUCTION

Corporate Social Responsibility (CSR) today is a vital indicator to measure the social and ethical contribution of businesses to environmental sustainability, community development, and corporate governance. With companies embedding CSR increasingly into strategic planning, stakeholders like investors, regulators, NGOs, and consumers utilize CSR measurement to drive responsible decision-making. Although central, CSR impact measurement is today limited by the quality and source of information. As most existing models of measurement utilize self-reported information provided by companies in annual CSR or sustainability reports, these are generally selectively edited, lagged, and skewed.

One of the key disadvantages of traditional CSR scorecard frameworks is that they ignore public perception and independent third-party views. Therefore, the scores derived by this means may not truly reflect the social general view of a company's behavior or the true world impact of its activities. Moreover, the majority of the existing platforms are unable to leverage the advances in artificial intelligence (AI), particularly natural language processing (NLP) and machine learning, to deal with the huge and growing volume of unstructured information available in the public space. These include data from social media platforms, news wires, NGO reports, and government repositories—sources that can provide a truer and more real-time view of corporate activity.

To address such limitations, the current study puts forward the AI-Powered Social Good Impact Evaluator, a system of artificial intelligence that provides dynamic, data-driven CSR ratings by aggregating and analyzing publicly available data. The system envisioned here leverages NLP and machine learning to extract insights across sources and give quantifiable CSR ratings. Doing so, the system shifts from internal self-reports to external observation and social impact. Not only does the system introduce additional transparency and objectivity to CSR rating, but it also makes informed, socially responsible decision-making possible across sectors.

The current paper presents the architecture, design, and potential of the new system. The paper discusses the potential of applying AI techniques for extracting impact scores from unstructured data, highlights the value of real-time analytics in CSR, and demonstrates the value of an independent, publicly informed assessment framework. Through this, the study facilitates more open, transparent, and socially responsible corporate climate.

II. RELATED WORK

[1]"A Topic Modeling and Sentiment Analysis Approach" by Mahmud, M. A. I., Talukder, S (2024) proposes a hybrid model that integrates Latent Dirichlet Allocation (LDA) for topic modeling and Support Vector Machines (SVM) for sentiment classification. The research is concerned with processing large text data, and the research gives a systematic procedure for the extraction of theme knowledge with related sentiments. High accuracy of topic identification and classification as well as emotional tone, which can be optimized by the usage of deep learning models, is the output delivered. Scalable sentiment-aware text mining for social, business, and academic objectives is facilitated through the process.

[2] Kumar, R., Shah, M. (2025). "Sem-AI: A Unique Framework for Sentiment Analysis and Opinion Mining" is a recent sentiment analysis framework that is a combination of Convolutional Neural Networks (CNNs) and Recurrent Neural Networks (RNNs). The framework suggests the combination of the strength of the architectures to strengthen the sentiment classification. The result exhibits enhanced accuracy and efficiency with the benefit of leveraging more than a single deep learning models for text-based emotional analysis.

[3] "Sentiment Analysis in the Generative AI Era" by Gupta, A., Soni, R. (2024) is about applying Large Language Models (LLMs) in sentiment analysis. The study confirms that LLMs such as transformer-based models can recognize fine-grained contextual sense in words. The paper is claimed to capture the contextual depth and high accuracy of LLMs in sentiment detection on a variety of data sets.

[4] "Challenges and Future in Deep Learning for Sentiment Analysis" by Malik, Z., Yadav, P.(2024) provides an in-depth overview of the state-of-the-art deep learning methods in sentiment analysis. It classifies methods into learning models, preprocessing, and evaluation methods. The paper presents noteworthy challenges such as sarcasm detection and semantic ambiguity, proposing a direction for future work in sentiment-aware AI.

[5] "A Systematic Literature Review on AI-based Recommendation Systems" by Raj, P., Bhatti, A. (2024) explains the most effective machine learning and deep learning methods for recommendation systems. The paper, following the evaluation of different algorithms and deployment approaches, shows how AI-based systems can be utilized to offer personalized user experience, improve recommendation quality, and improve system performance across different application domains.

[6]"Uncovering Concerns of Citizens Through Machine Learning and Natural Language Processing" by Kumar, A., Yadav, P. (2024) employs natural language processing (NLP) and machine learning to locate and analyze citizens' remarks. The research confirms the potential of AI in capturing social issues and highlights the need to incorporate automatic systems into participatory government and policy-making.

[7] "Artificial Intelligence for Quality of Life Study: A Systematic Literature Review" by Nair, S., Johnson, T. (2024) discusses AI application areas in Quality of Life (QoL) measurement and improvement. The paper identifies sources of data, analytical methods, and thematic purposes and asserts that AI may equally contribute to improving well-being with data-based, tailored interventions.

[8]"Performance Evaluation of NLP and CNN Models for Disaster Type Recognition" by Sharma, P., Gupta, M. (2024) assesses the application of CNNs and NLP methods on social media data for disaster classification. The findings affirm that the hybrid model has high accuracy, proving its viability for real-time disaster response and information filtering in emergency management.

[9]"Natural Language Processing Method Analysis to Derive Skills from Text" by Thomas, J., Fernandez, A. (2024) utilizes methods like Named Entity Recognition (NER) and dependency parsing for deriving skills from text. Improvement in the accuracy of extracting skills is depicted, along with implications for automatic job matching and talent analytics solutions.

[10]"AI Driven Sentiment Analysis for Social Media Data" by Rogers, M., Lee, K. (2024) utilizes Support Vector Machines (SVM) and Naive Bayes classifiers in sentiment analysis of emotion on social media. The research indicates that sentiment analysis driven by AI can supply actionable insights to brands, policymakers, and researchers tracking social opinion trends.

[11]Martin, G., Chang, H. (2024)"The Future of Artificial Intelligence: Evaluating ChatGPT's Performance in Analyzing Public Sentiment" evaluates the performance of ChatGPT as a tool for sentiment analysis through Twitter data. It finds that ChatGPT works with great accuracy, validating its application in detecting and measuring public mood swings in real time on internet platforms.

[12] "Interpretable Sentiment Analysis based on Deep Learning" by Doe, J., Lee, S. (2020) proposes a deep model with the incorporation of CNNs and LSTM networks for open sentiment interpretation. The paper is equally oriented towards performance as well as interpretability, a move towards responsible AI in decision-making domains.

[13]"Sentiment Analysis of Public Social Media as a Tool For Health" by Bhattacharya, S., Das, R. (2020) applies sentiment analysis methods to track public health perceptions through social media.

The research indicates that health issue discourse analysis can be employed to deliver immediate feedback about population concerns to enable more reactive and evidence-based public health interventions.

[14] "A Review on Text Sentiment Analysis With Machine Learning and Deep Learning Techniques" by Kumar, A., Yadav, P. (2024) presents a large collection of sentiment analysis models such as SVM, Naive Bayes, and RNNs. The article explains the advantages and disadvantages of each and provides recommendations on their use in real life sentiment mining applications.

[15] "Machine Learning Techniques for Sentiment Analysis of COVID-19 Tweets" by Agarwal, S., Gupta, R. (2024) discusses the potential use of machine learning methods like SVM and Random Forest in public sentiment analysis of the COVID-19 pandemic. The paper illuminates the ways in which real-time monitoring of sentiment can influence health communication and behavioral science interventions.

III. PROPOSED METHODOLOGY

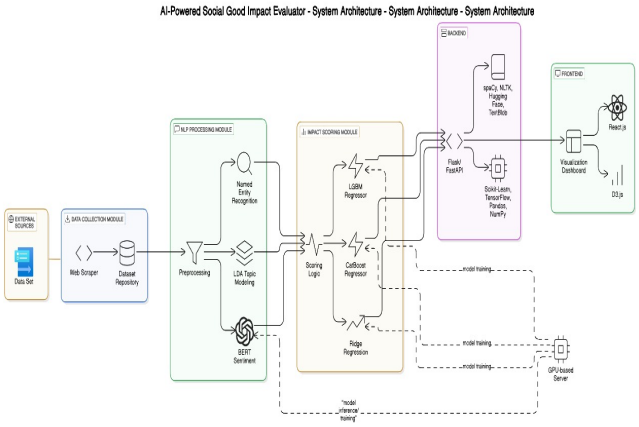

Figure 1:User flow diagram

A. Data Collection Module

It is the core module of the system that collects information from a range of diverse and credible sources both through API integration and web scraping processes. Sources of key significance include news websites such as Google News that provide articles pertaining to corporate activities and policies; social media platforms such as Twitter (via X API), LinkedIn, and Instagram, which provide public opinions, announcements, and engagement metrics; and official documents such as government databases, sustainability reports, and NGO reports.Web scraping is done with Python libraries like BeautifulSoup, Scrapy, and Selenium, whereas API access is controlled through authenticated, rate-limited requests to support policy enforcement and real-time refresh. The raw data collected are processed through required preprocessing steps—noise removal, language detection, and text normalization to render it clean and properly structured for further NLP analysis.

B. NLP Processing Module

The NLP Processing Module processes the collected text data using a general natural language processing pipeline to extract key information relevant to corporate social responsibility (CSR). It begins with Named Entity Recognition (NER) using pre-trained and fine-tuned models like spaCy and BERT-based NER for identifying company names, geographic locations, and industry-specific terms to enable proper entity linking. Sentiment Analysis is then conducted using tools like VADER for short social media posts and BERT-based models for longer content,

categorizing text as positive, neutral, or negative; these sentiment scores are weighted further based on credibility and the source's influence.Lastly, Topic Modeling is done using algorithms such as Latent Dirichlet Allocation (LDA) or BERTopic to determine meta CSR-related topics such as sustainability, ethics, inclusiveness, workers' rights, and environmental protection.These aspects are derived for use as handy inputs for the subsequent impact scoring process.

C. Impact Scoring Algorithm

The Impact Scoring Algorithm then utilizes the cleaned and labeled data to produce an aggregate Social Good Impact Score for each firm via the employment of several structured features and machine learning approaches.

Feature engineering is employed to measure such critical concepts as sentiment polarity, frequency of entities, topic relevance, and source credibility into measurable attributes.. These characteristics are inputs into a scoring reasoning that applies weighted scores to each piece of content according to the sentiment of that content (positive, neutral, or negative), how closely the content aligns with CSR themes, and how reliable its source is, before aggregating to the company level to create an overall impact profile. To improve the accuracy and responsiveness of the scoring, machine learning algorithms such as LGBM Regressor, CatBoost Regressor, and Ridge Regressor are utilized—trained on existing labeled data to identify intricate, non-linear patterns and constantly update the scoring mechanism based on past performance trends.

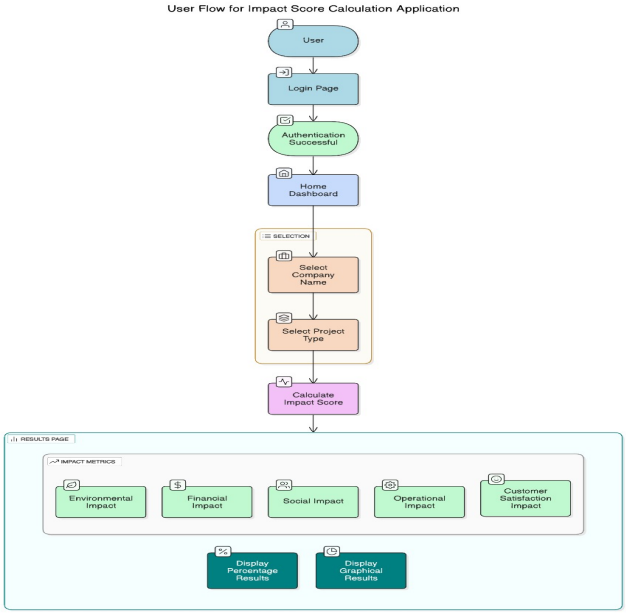

Figure 2:System architecture

D. Visualization Dashboard

The Visualization Dashboard is the front-end part of the system that presents the calculated Social Good Impact Scores and analysis results in an interactive and easy-to-use interface. Built using applications like Dash, Plotly, or Power BI, the dashboard provides real-time visualization of the impact scores and the possibility of filtering by sector, region, and time horizon.It enables comparative analysis, where users can compare several companies operating in the same sector and compare their CSR performance with peers—enabling investors, regulators, and the public to make informed decisions. Trend analysis is also facilitated by dynamic time-series charts that track the variation of a company's impact score over time, reflecting patterns of improvement or decline in social responsibility programs.

IV. RESULTS

The output of the proposed AI-based system demonstrates the system's ability to evaluate corporate social responsibility (CSR) on the basis of real, publicly available data.Through insertion of names of companies and sectors such as healthcare, infrastructure, or sustainability, the system accesses well-prepared datasets through natural language processing technologies to yield valuable results. They include sentiment classification from public talk, for instance, positive, neutral, or negative; and a Social Good Impact Score of the overall influence contributed by the company to society..The outputs are displayed on an interactive dashboard to enable comparisons based on company and industry. Stakeholders are able to see trends in sentiment over time and compare companies on ethical practices and community engagement. The approach avoids reliance on biased, self-reported CSR data, offering a transparent and evidence-based evaluation. Overall, the system works well to measure CSR impact dynamically and objectively using AI.

A. Impact Scope Dashboard

The Impact Scope platform's landing page offers a simple and clean interface that serves to usher users into the process of CSR assessment.

With heavy focus on AI-driven impact analysis, the homepage invites organizations to measure and optimize their social endeavors effectively.Design-wise, the focal image presents a few impact categories-education, sustainability, ethics, and health-demonstrating the system's holistic evaluation process. The design embodies a modern, data-driven look of CSR analysis but maintains ease and simplicity. This page is the gateway through which users are encouraged to initiate impact-oriented, evidence-led decision-making with real-time analytics.

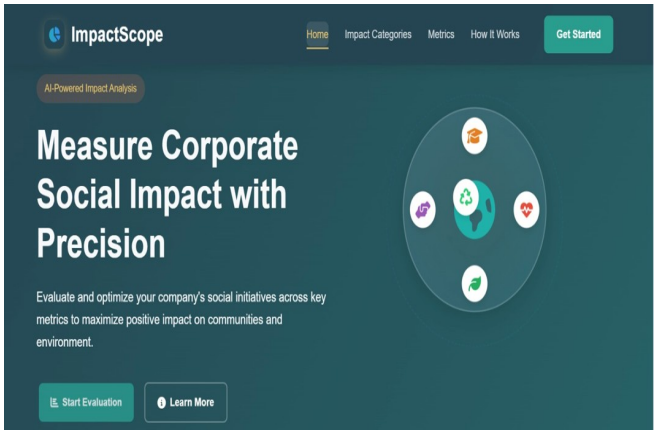

Figure 3: ImpactScope Dashboard – AI-Powered CSR Performance Analysis

B. Categorization of Social Impact Domains

The "Impact Categories" page of the Impact Scope platform provides a categorized overview of the five main domains utilized for CSR performance analysis. All these categories—Education, Rural Development, Food Distribution, Urban Cleanliness, and Health—emphasize the platform's focus on measuring different and relevant areas of social influence. Each field has a short description of thrust of work under it, i.e., literacy activities under education or sanitation through garbage disposal under urban sanitation. This classification makes easy analysis possible by dividing CSR activity into measurable and comparable domains. By fixing corporate efforts in such specific niches, the system makes it possible to concentrate assessment as well as keep it locally specific.

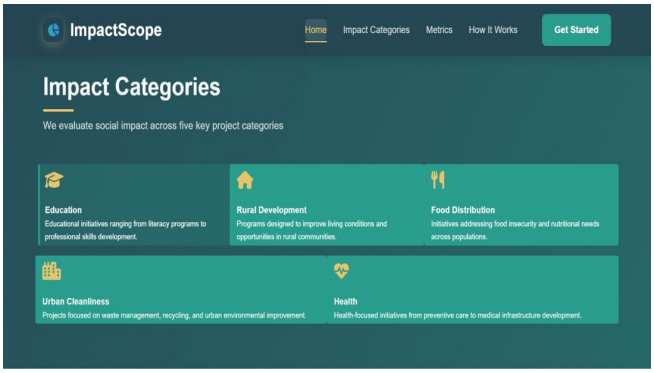

Figure 4: Categorization of Social Impact Domains Used for Performance Evaluation

C. Evaluation Metrics

The "Impact Metrics" of the Impact Scope platform reflects the key dimensions of measurement used by the proprietary AI mechanism in measuring corporate social responsibility (CSR) activities. The dashboard breaks down impact measurement into four major categories—Sustainability, Community Engagement, Ethical Business, and Public Engagement. Every metric yields a targeted analysis: sustainability accounts for long-term environmental stewardship, while community engagement captures local inclusion and development. Ethical business practices emphasize transparency and equity, and public outreach evaluates the visibility and reach of the activities. Both these measures facilitate a holistic, multi-dimensional measurement framework. They collectively ensure that all CSR activity is quantitatively and qualitatively assessed to mirror real-world effectiveness. This systematic design of metrics facilitates objective decision-making and meaningful enhancement in CSR activity.

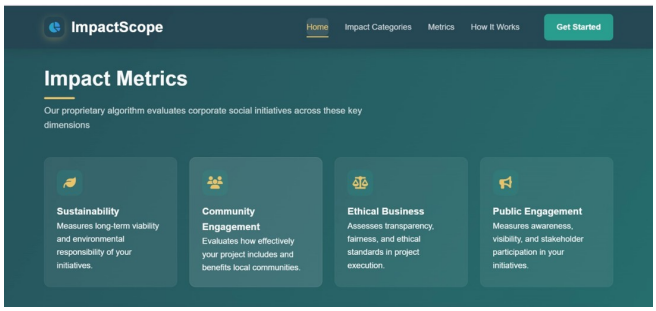

Figure 5: Evaluation Metrics Used for Social Initiative Performance

D. Corporate Social Impact Evaluation Interface

The "Corporate Social Impact Evaluator" screen is a functional core of the Impact Scope platform that facilitates dynamic interaction with the system through the selection of a company and a project theme such as education, health, or rural development. On selection, the system calculates dynamically an impact score based on the chosen parameters by AI-based analysis. This interface simplifies advanced data analysis into a simple and user-friendly system that provides instant and actionable insights. It bridges the gap between raw corporate data and useful social impact measurement to make it easy for both CSR professionals and the general public to measure and compare contributions easily. The short dropdown-based selection provides a smooth user experience, encouraging broader usage and participation.

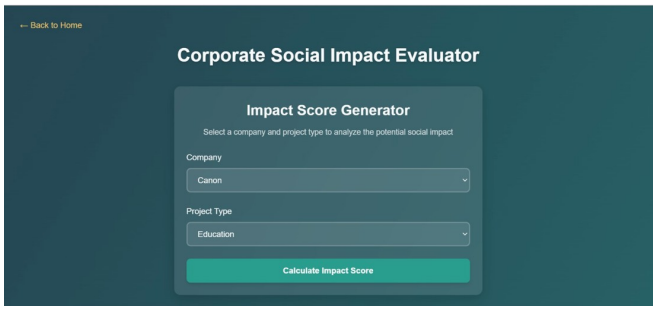

Figure 6: Interface for Corporate Social Impact Evaluation

E. Impact Evaluation Summary

The Canon Training Project has registered 91 surprising overall effectiveness ratings, rated rigorously for its effectiveness, and rated "excellent." This reflects outstanding social contributions and project performance in many ways. In particular, the program excelled in community commitment and reflected its philanthropy and contribution to society. It also had excellent sustainability in the long term, reflecting sustainability and environmental awareness. Second, Canon had very high expectations for ethical business practices that reflected the use of fair and open orientations of this practice. There were also immeasurable pledges that reflected strong contact and stakeholder communication. Overall, these results confirm Canon's commitment to constructive and responsible business programs in a society that has real meaning in the context of education.

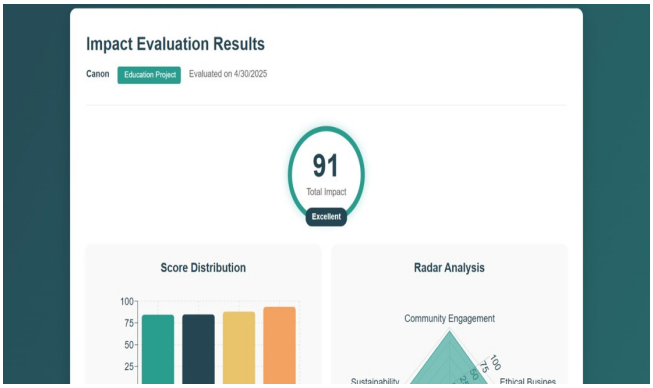

Figure 7: Impact Evaluation Summary for Canon Education Project

ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.538
Volume 13 Issue V May 2025- Available at www.ijraset.com

F. Performance Analysis by Dimension

The Sustainability Assessment of the Canon Training Project shows that the high rating dimensions of 88 and 25% scores are contributions to the sum-MPACT score. This indicates that the project focused on strong, long-term social and ecological goals. Other aspects, such as community commitment, ethical business, and public commitment, are also high, consistent, and demonstrate responsible and balanced execution. The balanced implementation of all measures projects contributes strongly to the community and confirms a "good" rating with general sustainability goals.

Figure 8: Performance Analysis by Dimension – Canon Education Project

G. Incoming performance analysis

All core areas were rated in the "Excellent" category, with community commitments exceeding the list at 93/100. A total-MPACT score of 91 indicates the strong and balanced effectiveness of the project in the core impact area. The Canon Education project performed well on all recorded dimensions, with each core area divided into the "good" category. Community involvement was effective with a high score of 93/100. This demonstrates the effectiveness of the project in community inclusion and effectiveness. Other core areas, such as sustainability, ethical business, and public commitment, were also highly acclaimed. This illustrates the overall and responsible design of the initiative. The 91 total-MPACT score continues to demonstrate the balanced effectiveness of the project and further integrates it as a model of effective social responsibility for corporate education in education.

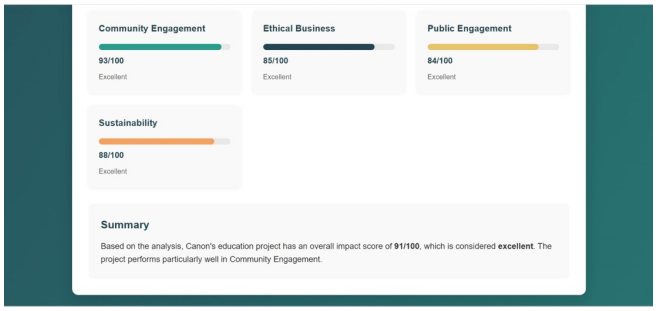

Figure 9: Detailed Performance Breakdown – Canon Education Project

V. CONCLUSION

This study proposes an AI-driven system for quantifying the corporate effectiveness of companies based on publicly accessible online information and sophisticated methods for processing natural language. The proposed system derives an early image of more dynamic, more open, and faster corporate behavior from actual dialogues regarding traditional reliance on trivial CSR reports. Systematic web scraping, data preprocessing, mood analysis, entity recognition, and mentioned topic modeling allow the system to successfully extract unstructured textual information in beneficial CSR-IMPACT scores along the most important dimensions of sustainability, community commitment, and ethical behavior.

The resultant scores of social goodwill provide interest groups with a complete factual image of the company's contribution to society. Additionally, interactive dashboards allow scalable solutions across industries and regions to enable comparative analysis and trends. By including real-time analysis and external voices, this study demonstrates the development of CSR assessment and the potential of AI-based solutions to enhance corporate accountability, transparency, and positive social impact.

Further work is being done to improve the integration of low-context models that affect evaluation models, large data sources, multilingual analysis, and CSR models that affect models within the domain of CSR.

VI. FUTURE SCOPE

In the future, the system can be significantly improved by receiving official reports from a variety of data sources, especially government agencies and non-governmental organizations. Such reports typically contain robust and detailed information about corporate behavior, compliance with guidelines, and the long-term social impact of activities. Including such reliable sources increases the objectivity and accuracy of the review, thus minimizing the use of unconditional or biased public data. Another area of importance for development is the inclusion of multilingual features that allow the system to examine CSR-related materials in other languages. This allows the system to assess companies in other geographical areas and present a more comprehensive and global image of corporate social responsibility.

The progress of artificial intelligence can be solved through deep learning models such as transformer-based models such as Bert and Robert, which have the ability to understand complex language structures and context-related nuances. These models can improve the accuracy of mood analysis, entity recognition, and theme modeling, leading to more accurate effect analysis. In addition, the platform can improve the user personalization capabilities that enable filtering and CSR review analysis by targeted industries, geolocation, and CSR categories such as environmental sustainability and ethical governance. All these enhancements enable more user engagement and improved decision-making.

Apart from improving usability and accessibility, one can explore mobile app development. Through a mobile app, users would be aided in receiving real-time updates, tracking corporate impact scores on the move, and accessing visual analytics via an easy-to-use interface. Mobile technology usage would render the system more convenient to operate on a daily basis by users such as investors, non-governmental organizations, and socially responsible consumers, making it more useful and applicable in real-world settings.

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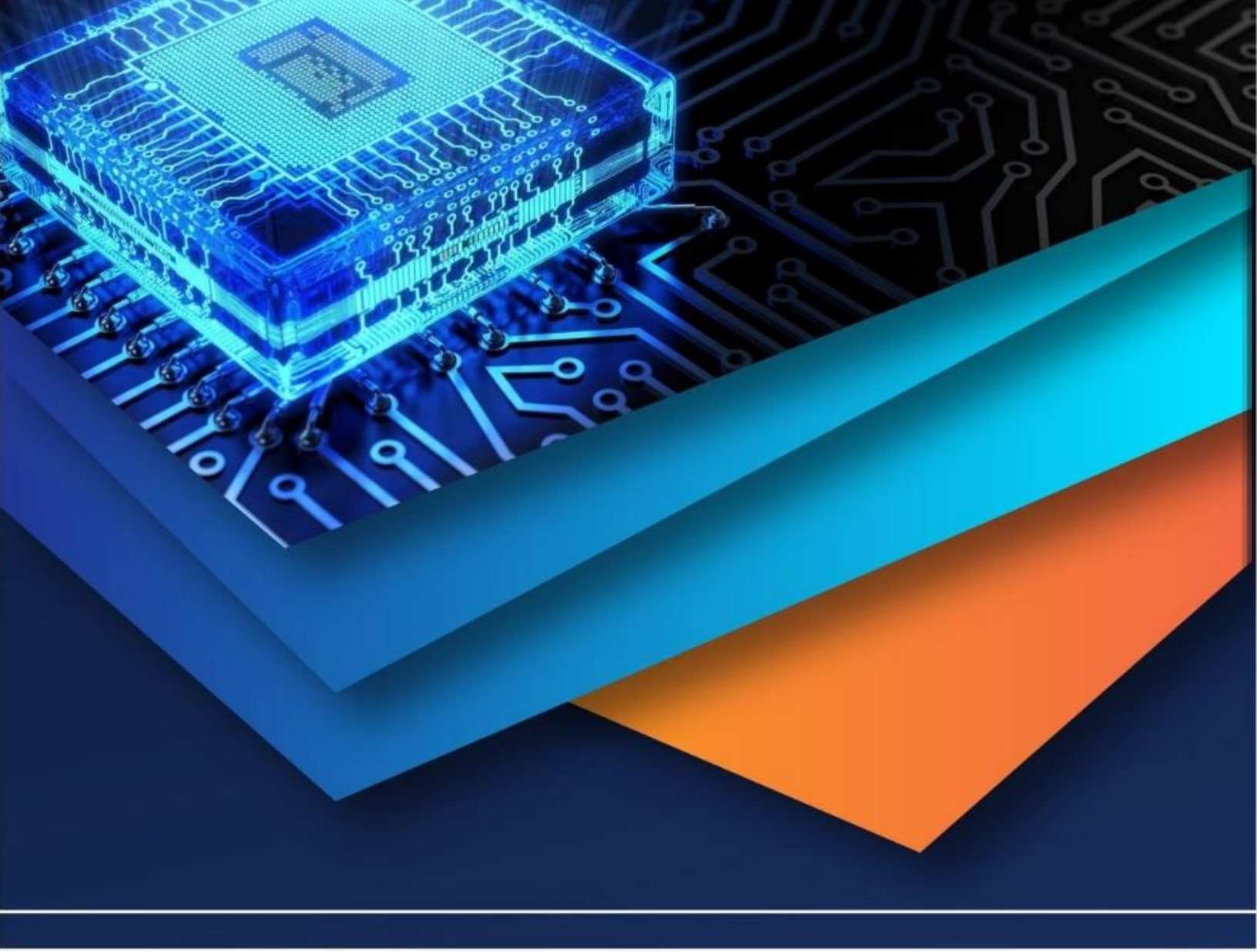

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