?SOCIALBOX.BIZ: STUDY DEMONSTRATES THAT CSR INCREASES COMPANY STOCK VALUE

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London, the UK – SocialBox.Biz, a social business and technology startup company based out of London with a special passion for helping businesses and corporations carve out a wide-reaching Corporate Social Responsibility (CSR), this week shared a University study that confirms the expanded benefits of investing in sustainable CSR.

McGill University in Montreal, Canada, has officially proven that the combination of marketing and CSR can provide shareholders with a 3.5 percent gain in stock returns. In the University's released paper, this translates into a $242.34 million gain in stock value, based on the average market capitalization of firms in their sample.

"This study confirmation is monumental – it has assigned a profitable monetary value to CSR and charitable activities by large businesses and corporations," said Peter Paduh, Founder of SocialBox.Biz. "Essentially by participating in our Laptops for the Homeless and Elderly initiative, partnering corporations will be increasing their company wealth one laptop at a time."

The social business venture focuses on partnering with corporations and hosting laptop donation bins onsite for increased donation rates. Outdated laptops and accompanying accessories are placed in the bins and then transported and refurbished via SocialBox.Biz.

Any corporation that participates in the charitable initiative will receive increased CSR ratings with local communities, as well as positive press and marketing exposure to prospective investors.

"This is a win-win for everyone who chooses to be part of our initiative, and we hope more corporations consider the significant monetary gains of pursuing serious CSR," said Paduh.

For more information, visit: https://www.socialbox.biz/

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About SocialBox.Biz

SocialBox.Biz, a socially focused London-based technology startup determined to use their expertise and knowledge for the betterment of both the homeless and elderly in accommodation services as well as unaccompanied refugee minors.

SocialBox.Biz's Laptops for the Homeless Initiative works with the homeless in accommodation services for getting them back on track through digital inclusion. SocialBox.Biz delivers working laptops to the individuals registered with homelessness services for providing them access to the working world. In return, participating corporations and businesses witness incredible Corporate Social Responsibility increases.

https://www.socialbox.biz/homeless-support/

Media:











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