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# Corporate Social Responsibilities (CSR) and Corporate Reputation – Case of Gauranty Trust Bank (GTB) in Kano - Nigeria

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## Abstract

The study sought to investigate Guaranty Trust Bank (GTB) customers ranked favorite for corporate social responsibility (CSR) initiative and determine which initiative has the greatest effect on corporate reputation toward the bank. A sample 397 customers as respondent was employed in the study. The methodology used by this study is descriptive and cause effects as the method gathering primary data from respondents for analysis. The findings revealed that the variable was positive and has significant effect on CSR program except legal responsibility in which customers of (GTB) need the corporations should add more support on legal activities in the community as the marketing strategies plan to win in the pace of competitors.

*Keywords: Corporate Social Responsibility, Corporate Reputation, Gauranty Trust Bank*