ABSTRACT
This study employs an existing slacks-based measure-data envelopment analysis (SBM-DEA) to calculate enterprise's operational efficiency. With tobit and threshold regressions, the author analyzes the effects of the corporate social responsibility (CSR) engagement of both a focal company and its competitors on its operational efficiency. Long-term CSR engagement plays an important role in corporate efficiency. A firm may enhance the effects of its short-term CSR engagement and decrease those of its competitor's long-term CSR engagement on efficiency by increasing its own long-term CSR engagement. When a competitor's long-term CSR engagement is high, that competitor's short-term CSR engagement will decrease corporate efficiency; when the competitor's long-term CSR engagement is low, the focal company's own long-term CSR engagement improves its efficiency.

Keywords: Corporate social responsibility; efficiency; slacks-based measure-data envelopment analysis (SBM-DEA)