

Linking Cultural Dimensions and CSR Communication: Emerging Research and Opportunities

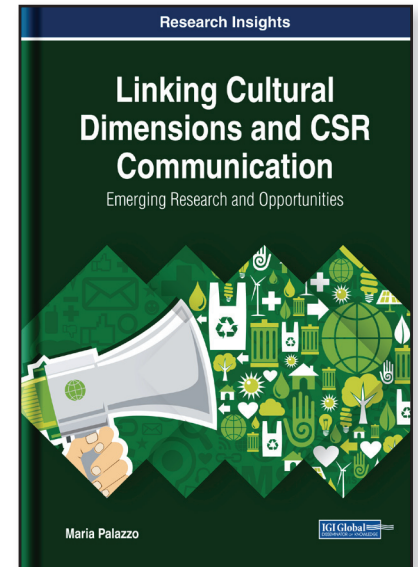
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Description:

Cultural differences among nations are being recognized as critically important for the corporate social responsibility (CSR) agendas of multinational companies. For this reason, the past few years have shown an increase in comparative studies seeking to identify the role played by cultural dimensions in CSR engagement, performances, and communications.

Linking Cultural Dimensions and CSR Communication: Emerging Research and Opportunities is a collection of innovative research on evaluating how cultural dimensions, reflected in CSR content embedded on corporate websites, vary between the Asian context and the other countries in the world and considering how these factors affect societies and business ethics. While highlighting topics including business ethics, corporate philanthropy, and stakeholder engagement, this book is ideally designed for managers, business professionals, academicians, and researchers.



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Topics Covered:

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- Corporate Philanthropy
- Corporate Social Responsibility
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