Corporate Social Responsibility:
Concepts, Methodologies, Tools, and Applications

Information Resources Management Association
USA

Volume I
Table of Contents

Preface.............................................................................................................................................................. xx

Volume I

Section 1
Fundamental Concepts and Theories

Chapter 1
Defining Corporate Social Responsibility for Developing and Developed Countries: Comparing Proposed Approaches........................................................................................................................................ 1

Duane Windsor, Rice University, USA

Chapter 2
Corporate Social Responsibility (CSR) in China A Contextual Exploration .................................................. 28

D. Kirk Davidson, Mount St. Mary’s University, USA
Juelin Yin, Xi’an Jiaotong-Liverpool University (XJTLU), China

Chapter 3
Corporate Social Responsibility in Tourism Industry: Issues and Challenges .................................................. 49

Anu Jhamb, Panjab University, India

Chapter 4
Social Value Co-Creation: Insights From Consumers, Employees, and Managers ........................................ 55

Michael T. Devereux, University of North Carolina, USA
Martina G. Gonzales Gallarza, Universidad de Valencia, Spain

Chapter 5
Developing Corporate Social Responsibility Projects: An Explorative Empirical Model of Project Development, Processes, and Actor Involvement in Australia ................................................................. 80

Jessica Williams, University of Wollongong, Australia
Lynnaire Sheridan, University of Wollongong, Australia
Peter McLean, University of Wollongong, Australia
Chapter 6
Corporate Sustainability Programs and Reporting: Responsibility Commitment and Thought Leadership at Starbucks ................................................................................. 110
Mark J. Kay, Montclair State University, USA

Chapter 7
CSR Initiatives: An Opportunity for the Business Environment ................................................................. 127
Ioana Duca, Titu Maiorescu University, Romania
Rodica Gherghina, The Bucharest University of Economic Studies, Romania

Chapter 8
Correlations Between Awareness of Green Marketing, Corporate Social Responsibility, Product Image, Corporate Reputation, and Consumer Purchase Intention .............................................................. 143
Norazah Mohd Suki, Universiti Malaysia Sabah, Malaysia
Norbayah Mohd Suki, Universiti Malaysia Sabah, Malaysia

Chapter 9
Corporate Social Responsibility-Based Supplier Selection Process in Sustainable Supply Chains... 155
Lei Xu, Tianjin University of Technology, China
Xiaoran Shi, Tianjin University of Technology, China
Yu Xie, Tianjin University of Technology, China
Sang-Bing Tsai, University of Electronic Science and Technology of China (Zhongshan Institute), China & Nankai University, China

Chapter 10
The Market for CSR Practices: Issues and Challenges for the Food Sector .................................................. 173
Irene Daskalopoulou, University of Peloponnese, Greece

Chapter 11
Outward Foreign Direct Investment as a Corporate Social Responsibility Challenge ...................... 187
Krisztina Szegedi, University of Miskolc, Hungary
Gyula Fülöp, University of Miskolc, Hungary
Ádám Bereczk, University of Miskolc, Hungary

Chapter 12
The Impact of Social Business Strategies in Creating Empirical Social Business Models .............. 210
Siavash Moheb, University of Tehran, Iran
Ali Golrokh, University of Tehran, Iran

Chapter 13
Responsible Management in the CSR 2.0 Era ......................................................................................... 231
Patricia Martínez García de Leaniz, University of Cantabria, Spain
Raquel Gómez-López, University of Cantabria, Spain
Section 2
Development and Design Methodologies

Chapter 14
Foreign Direct Investments, Corporate Social Responsibility, and Economic Development:
Exploring the Relationship and Mitigating the Expectation Gaps .................................................. 250
James O. Odia, University of Benin, Nigeria

Chapter 15
Sustainable Business Transformation Through Ambidextrous Practices ........................................ 274
Dipak Kumar Bhattacharyya, Xavier Institute of Management, India

Chapter 16
Egypt: Sustainable HR Within the CSR Policies in a Multinational Hospitality Group ...................... 292
Taghreed Badawoud, ARADO, Egypt

Chapter 17
Multi-Stakeholder Initiatives and Corporate Social Responsibility in Global Value Chains
Towards an Analytical Framework and a Methodology ................................................................. 305
Ahmad Hassan, Copenhagen Business School (CBS), Denmark
Peter Lund-Thomsen, Copenhagen Business School (CBS), Denmark

Chapter 18
Dimensions of CSR in Tourism Industry in India ............................................................................. 322
Prabhjot Kaur, Government College Derabassi, India

Chapter 19
The Impact of CSR on Consumer Behavior in Bar Service Operation: A Conceptual Framework ... 342
Abhishek Ghai, Panjab University, India

Chapter 20
Serving the Purpose? Communicating Self-Serving CSR Motives to Increase Credibility .............. 356
Anya Zebregs, University of Amsterdam, The Netherlands
Lars Moratis, NHTV Breda University of Applied Sciences, The Netherlands & Antwerp Management School, Belgium

Chapter 21
Comparative Perspectives on CSR 2.0 in the Contexts of Galicia and North of Portugal ............... 378
María Dolores Sánchez-Fernández, University of A Coruña, Spain
José Ramón Cardona, University of Illes Balears, Spain
Valentín-Alejandro Martínez-Fernández, University of A Coruña, Spain

Chapter 22
A Conceptual Model of Green HRM Adoption Towards Sustainability in Hospitality Industry ...... 400
Yusmani Mohd Yusoff, Universiti Sains Malaysia, Malaysia
Mehran Nejati, Edith Cowan University, Australia
Chapter 23
Corporate Social Responsibility in Enhancing Disaster Education ........................................... 422
Sudha Arlikatti, University of North Texas, USA
James Kendra, University of Delaware, USA
Eliot Jennings, Colorado Mesa University, USA

Chapter 24
Analyzing CSR’s Expectation Gap Through the World System Differential .......................... 435
Götz Kaufmann, Free University of Berlin, Germany

Chapter 25
Corporate Social Responsibility of Public Banking Sector for Sustainable Development: A Comparative Study Between Malaysia and Egypt ................................................................. 467
Naglaa Fathy El Dessouky, Sadat Academy for Management Sciences (SAMS), Egypt & University of Bahrain (UOB), Bahrain

Chapter 26
Khali Mofuoa, Charles Sturt University, Australia

Chapter 27
Broadening the Concept of Green Marketing: Strategic Corporate Social Responsibility .......... 509
Özlem Alikilig, Yaşar University, Turkey

Chapter 28
From Corporate Social Responsibility to Social Entrepreneurship: A New Methodology ........... 534
Eva Asensio, Universidad Internacional de La Rioja, Spain
Jesús Perán, Universidad Internacional de La Rioja, Spain
Yolanda Rodríguez, Universidad Internacional de La Rioja, Spain

Volume II

Chapter 29
The Nexus Between CSR, Corporate Image, Company Identification, Emotional Attachment and Small Equity Investors Behavior .......................................................................................... 549
Imran Ali, King Abdulaziz University, Saudi Arabia

Chapter 30
Balancing the Old With the New: Creating a Typology for Explicit-Implicit CSRS Interaction .... 564
Richard Peters, Xavier University of Louisiana, USA
Cary Caro, Xavier University of Louisiana, USA
Peggy Golden, Florida Atlantic University, USA