CONTENTS

LIST OF TABLES ix
LIST OF FIGURES xi
LIST OF APPENDIX xiii
LIST OF CONTRIBUTORS xv
EDITORIAL ADVISORY AND REVIEW BOARD xix
ACKNOWLEDGEMENTS xxiii

PREFACE
Phil Wilson xxv

PART I: INTRODUCTION

INTRODUCTION: CSR COMMUNICATION AS AN EMERGING FIELD OF STUDY
Ralph Tench, William Sun and Brian Jones 3

PART II: COMMUNICATION IN CSR: THE COMMUNICATIVE ROLE, STRATEGY AND EVALUATION

FOUR ACES: BRINGING COMMUNICATION PERSPECTIVES TO CORPORATE SOCIAL RESPONSIBILITY
Øyvind Ihlen, Steve May and Jennifer Bartlett 25
COMMUNICATING, CONNECTING AND DEVELOPING SOCIAL CAPITAL FOR ORGANISATIONS AND THEIR COMMUNITIES: BENEFITS FOR SOCIALLY RESPONSIVE ORGANISATIONS

Joy Chia 41

CORPORATE SOCIAL RESPONSIBILITY COMMUNICATION: TOWARDS A PHASE MODEL OF STRATEGIC PLANNING

Bernd Lorenz Walter 59

CORRELATING LEADERSHIP STYLE, COMMUNICATION STRATEGY AND MANAGEMENT FASHION: AN APPROACH TO DESCRIBING THE DRIVERS AND SETTINGS OF CSR INSTITUTIONALIZATION

Lars Rademacher and Nadine Remus 81

A MODEL FOR EVALUATING CORPORATE ENVIRONMENTAL COMMUNICATION

Magnus Fredriksson and Eva-Karin Olsson 111

THE ROLE OF CORPORATE SOCIAL RESPONSIBILITY IN INTERNATIONAL INVESTMENT LAW: THE CASE OF TOBACCO

Yulia Levashova 131

PART III: CSR DISCOURSES AND CORPORATE REPORTING

A DIALECTICAL APPROACH TO ANALYZING POLYPHONIC DISCOURSES OF CORPORATE SOCIAL RESPONSIBILITY

Ganga S. Dhanesh 157
BRAND HERITAGE AND CSR CREDENTIALS: A DISCOURSE ANALYSIS OF M&S REPORTS  
Deviraj Gill and Anne Broderick 179

CAN ONE REPORT BE REACHED? THE CHALLENGE OF INTEGRATING DIFFERENT PERSPECTIVES ON CORPORATE PERFORMANCE  
Adrián Zicari 201

COMMUNICATING ABOUT INTEGRATING SUSTAINABILITY IN CORPORATE STRATEGY: MOTIVATIONS AND REGULATORY ENVIRONMENTS OF INTEGRATED REPORTING FROM A EUROPEAN AND DUTCH PERSPECTIVE  
Tineke Lambooy, Rosemarie Hordijk and Willem Bijveld 217

PART IV: CSR ONLINE COMMUNICATION AND SOCIAL MEDIA

THE RESPONSIBILITIES OF SOCIAL NETWORKING COMPANIES: APPLYING POLITICAL CSR THEORY TO GOOGLE, FACEBOOK AND TWITTER  
Theresa Bauer 259

TWITTER AND ITS USAGE FOR DIALOGIC STAKEHOLDER COMMUNICATION BY MNCs AND NGOs  
Sarah Inauen and Dennis Schoeneborn 283

CSR ONLINE COMMUNICATION: THE METAPHORICAL DIMENSION OF CSR DISCOURSE IN THE FOOD INDUSTRY  
Magdalena Bielenia-Grajewska 311
PART V: THE ROLE OF STAKEHOLDERS IN CSR COMMUNICATION: MANAGERS, EMPLOYEES AND CONSUMERS

CORPORATE SOCIAL RESPONSIBILITY COMMUNICATION FROM THE VEDANTIC, DHARMIC AND KARMIC PERSPECTIVES
Balakrishnan Muniapan and Sony Jalarajan Raj 337

SCEPTICAL EMPLOYEES AS CSR AMBASSADORS IN TIMES OF FINANCIAL UNCERTAINTY
Anastasios Theofilou and Tom Watson 355

CREATING CONSUMER CONFIDENCE IN CSR COMMUNICATIONS
Guido Berens and Wybe T. Popma 383

QUID PRO QUO? DUTCH AND GERMAN CONSUMER RESPONSES TO CONDITIONAL AND UNCONDITIONAL CORPORATE GIVING INITIATIVES IN ADVERTISING
Brigitte Planken and Steef Verheijen 405

ABOUT THE EDITORS 425

ABOUT THE AUTHORS 427