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Exploring the Financial Value of a Reputation for Corporate Social Responsibility During a Crisis

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Seattle represented apparent heightened demand for corporate social responsibility and an increased risk of stricter, future regulation. It was found that a reputation for social responsibility protected firms from stock declines associated with this crisis, even when controlling for possible trade and industry effects.

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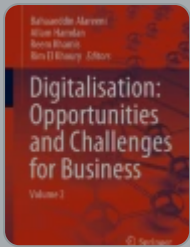
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