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Original articles

Corporate social responsibility (CSR) as a halo effect in issue management: public response to negative news about pro-social local private companies

Seungho Cho & Yong-Chan Kim

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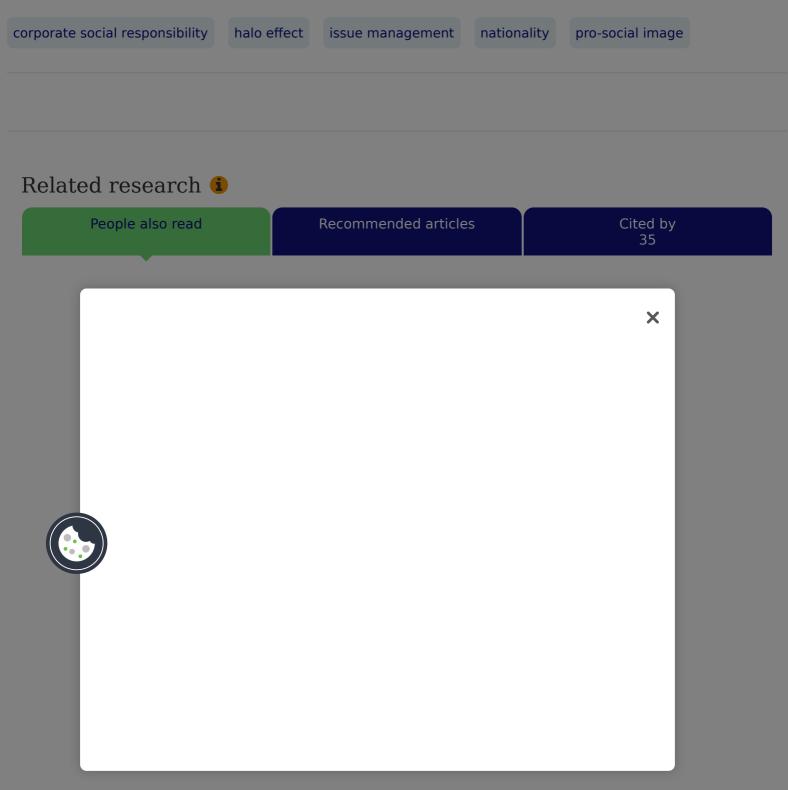
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against this company. We found that both CRS activities and corporation nationality have the main effects on individuals' willingness to take an action against the local company. CSR activities and the company's national identity (being domestic) were significant positive factors in attenuating participants' intention to take action against the local company. Further, there was a significant interaction effect of CSR activity and the company's nationality on individuals' willingness to take action against the company: CSR activity had a greater positive impact on soothing the public's negative reactions when the local company was identified as foreign rather than domestic. The results were discussed as a halo effect of CSR activities.

Keywords:



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