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

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Abstract

This study investigates the effect of corporate social responsibility (CSR) and corporate nationality on public reactions to negative news about corporations. To explain how CSR activity works as a buffer for a negative issue of an organization, we propose a halo effect th s. no CSR activity) ign. For this experim cal company. The d actions agai tionality have the e local compan ic) were significa on against the local company. Further, there was a significant interaction effect of CSR activity and

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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: corporate social responsibility | halo effect | issue management | nationality | pro-social image

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