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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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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: [corporate social responsibility](#) [halo effect](#) [issue management](#) [nationality](#) [pro-social image](#)

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