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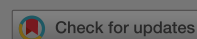
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Articles

The effects of perceived CSR, pride, team identification, and regional attachment: the moderating effect of gender

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ABSTRACT

The aim of this paper was to investigate specific mechanisms of how sport fans' perceived corporate social responsibility (CSR) of teams could enhance their sense of pride, team identification, and regional attachment. The mediating effect of gender was also examined. A theoretical research model was investigated via multi-group structural equation modeling.

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Disclosure statement

No potential conflict of interest was reported by the authors.

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