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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 study is to examine the effects of perceived CSR, pride, team identification, and regional attachment on the relationship between perceived CSR and team identification. The results show that perceived CSR has a positive effect on team identification, and this relationship is moderated by gender. Specifically, the effect of perceived CSR on team identification is stronger for males than for females. The results also show that perceived CSR has a positive effect on regional attachment, and this relationship is moderated by gender. Specifically, the effect of perceived CSR on regional attachment is stronger for males than for females. The results suggest that perceived CSR is an important factor for enhancing team identification and regional attachment, and that this relationship is moderated by gender.

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