King’s
Corporate Social Responsibility
Research Day

King’s Business School
Wednesday 15th of November 2017
14:00-18:00, Bush House S3.01
PROGRAMME AGENDA

14:00-14:10  Opening Remarks

14:10-15:40  Session 1

1. Ralf Terlutter, Alpen-Adria-Universität Klagenfurt, Austria
2. Martin Edwards, King’s Business School
3. Luisa Andreu and Enrique Bigné, University of Valencia, Spain

15:40-15:50  Coffee Break

15:50-17:20  Session 2

1. Andrea Ettinger, Alpen-Adria-Universität Klagenfurt, Austria
2. Thomas Roulet, King’s Business School
3. Salvador Ruiz de Maya, University of Murcia, Spain

17:20-17:25  Closing Remarks

17:25-18:00  Social Reception
Dear colleague,

We are pleased to announce the King’s Corporate Social Responsibility (CSR) Research Day on 15th November at Bush House. This event aims to provide an intellectual platform to discuss cutting-edge research. Through a series of presentations by our international and local invited speakers, we strive to facilitate a better understanding of CSR in diverse contexts, to develop new approaches, and to propose future research directions.

Our invited speakers are:

- Luisa Andreu, University of Valencia, Spain
- Enrique Bigné, University of Valencia, Spain
- Martin R Edwards, King’s Business School, King’s College London, UK
- Andrea Ettinger, Alpen-Adria-Universität Klagenfurt, Austria
- Thomas Roulet, King’s Business School, King’s College London, UK
- Salvador Ruiz de Maya, University of Murcia, Spain
- Ralf Terlutter, Alpen-Adria-Universität Klagenfurt, Austria

We thank King’s Business School, in particular, Dean, Professor Stephen Bach, and professional services, Ms Flores Anderson and Ms Hannah Pike for their support and assistance. The research event has been funded by the Research Innovation Fund 2017-2018.

We hope you enjoy the presentations and participate in the discussions.

Best regards,

Shintaro Okazaki & Kirk Plangger
King’s CSR Research Day Organisers
King’s Business School
1. Ralf Terlutter, “Is my organization really doing good? Employees’ evaluation of the authenticity of their organization’s corporate social responsibility (CSR) engagement”

Abstract: We analyse drivers of employees’ evaluation of the authenticity of their company’s CSR engagement and communication and the role of employees’ involvement in CSR and the CSR dimension (customer-oriented, employee-oriented, environmental, and philanthropic). Findings from a study with employees (n=432) of an energy provider in Austria suggest that attitude towards the CSR advertisements and perceived corporate culture fit have a higher impact on employees’ authenticity evaluations than perceived CSR motives. Employees’ involvement in CSR diminishes the influence of attitude towards the CSR advertising, but strengthens the influence of perceived corporate culture fit on employees’ authenticity evaluation. With increasing involvement in CSR, the perceived CSR motives become less important. Differences were found in the relationships depending on the four CSR dimensions. Implications for advertising, CSR practice, and internal communication are derived and limitations are addressed.


Abstract: This study explores differential employee responses to perceived corporate social responsibility (CSR) treatment of social and non-social stakeholder foci of the community, customers, shareholders and environment along with first-party employee justice perceptions. At a finance-sector multinational, we test the mediating role of commitment and pride in accounting for the relationship between perceptions of stakeholder treatment and in-role performance. We propose and pilot a new multi-foci CSR measure and include this in a mediated model within a separate study. Socially responsible treatment of customers and the environment play a role in predicting performance; these foci are related to either pride or commitment. Community-CSR, first-party justice perceptions and commitment predict performance either directly or indirectly. Our research shows an absence of any positive employee response associated with CSR towards shareholders. The study uncovers new insights into our understanding of complexities in employee responses to CSR activities.
3. Luisa Andreu and Enrique Bigné, “Do consumers grant value to CSR?”

Abstract: This presentation focuses on the consumer perception on CSR initiatives through two independent studies. The aim is twofold. Study 1 analyses the presence of the CSR dimensions in the online comments on tourism destinations posted on TripAdvisor. Study 2 aims to evaluate the effects of eWOM about dimensions of CSR on information adoption and consumer-based brand equity. Our findings show that eWOM about the environmental dimension of CSR has a higher level of perceived helpfulness, perceived influence, and consumer-based brand equity. The interaction between the preference of environmental values and the dimensions of CSR impacts differently on the eWOM information adoption.

4. Andrea Ettinger, “Online CSR communication in the hotel industry: Evidence from small hotels”

Abstract: This research examines online CSR communication of small, Austrian hotels. The CSR communication strategies of stakeholder information, response and involvement of Morsing and Schultz (2006) were used as conceptual framework. Three studies were conducted. Study 1 explored how 47 CSR-certified hotels communicate CSR activities via their webpage. Study 2 analysed 1383 online reviews of the same hotels on TripAdvisor regarding CSR references. Study 3 analysed hotels’ responses to online reviews. Results show that environmental issues and supplier relations receive highest attention from hotels and reviews. The three studies uncover opportunities for intensified stakeholder integration in CSR engagement and communication strategies.
5. Thomas Roulet, “Sins for some, virtues for others: Media coverage of investment banks’ misconducts as a signal of proximity to a field-level logic”

Abstract: In this study, we conceptualize professional misconduct as a clash between industry norms and a field-level institutional logic on one side, and broader order institutions on the other side. Some audiences will disapprove those professional wrongdoings, while other stakeholders can interpret this negative perception as a positive signal because it indicates the extent to which the focal organization is loyal to the dominant logic of the field. We use the investment banking industry as the empirical setting and empirically show that during the financial crisis, corporate customers interpreted the reporting of banks’ misconducts in the print media as a signal of the quality of service they would offer.

6. Salvador Ruiz de Maya, “From corporate social responsibility to personal social responsibility”

Abstract: Our research on Corporate Social Responsibility (CSR) is linked to the idea of a strong consumer-company relationship oriented toward the identification of the consumer with the group formed by the company and its stakeholders. Through different studies, we have analysed relevant variables that mediate and moderate the effects of CSR on consumer behaviour such as congruence, company evaluation, or consumer’s generativity and scepticism. More recently, we have analysed whether we can establish a parallelism between the company’s CSR and a similar concept for the consumer (Personal Social Responsibility) that may contribute to a better understanding of consumer reactions to CSR.
**SHORT SPEAKER BIOGRAPHIES**

**Luisa Andreu** is Associate Professor of Marketing at the University of Valencia, Spain. Her main research interests are tourism marketing, CSR, consumer behaviour and social media. She has published extensively in leading international journals, including *Annals of Tourism Research, Tourism Management, Cornell Hospitality Quarterly, Journal of Business Research, European Journal of Marketing, European Management Journal, International Journal of Tourism Research, Current Issues in Tourism,* and *Journal of Services Marketing*, among others.

**Enrique Bigné** is Professor of Marketing at the University of Valencia, Spain. His main research interests are advertising, CSR, tourism marketing and neuromarketing. His work has been published in the *European Journal of Marketing, Psychology & Marketing, Journal of Current Issues and Research in Advertising, International Journal of Advertising, Annals of Tourism Research, Tourism Management, Journal of Business Ethics, Journal of Business Research,* and *Journal of Services Marketing*, among others.

**Martin R Edwards** is a Reader in HRM and Organisational Psychology at the King’s College London Business School. Martin’s academic interests include researching organizational identification, employee-organizational linkages, social and multiple identities in organizations, the role of employee and employer branding in organizations, employee responses to mergers and acquisitions, HR Analytics as well as employer responses to judgments of their employer’s CSR credentials. Martin has published in numerous international journals including the *Human Resource Management Journal, Human Relations, International Journal of Management Reviews, Economic and Social Democracy, European Journal of Work and Organisational Psychology* and *Personnel Review*.

**Andrea Ettinger** is an Assistant Professor at the Department of Marketing and International Management at the Alpen-Adria-Universität Klagenfurt, where she is also pursuing her PhD. She received her master degrees in Marketing from Vienna University of Economics and Business (WU), focussing on tourism marketing, marketing communications and service marketing, and in English and American Studies from the Alpen-Adria-Universität Klagenfurt. Her research interests include CSR communications and tourism marketing. She has recently published her first research paper in the *International Journal of Hospitality Management*.

**Thomas Roulet** is an organization theorist based at King’s College London, where is also the director of the MSc in International Management. He is also research fellow at the University of Oxford (Said Business school) and HEC Paris. His work focuses on misconducts, scandals and negative social evaluations and is published in the *AMJ, AMR* and *AoM Annals*.

**Salvador Ruiz-de-Maya** is Professor of Marketing at the University of Murcia, Spain. He holds a PhD in Marketing from the same institution. His research has been published in such journals as the *Journal of Business Research, Journal of Interactive Marketing, Journal of Advertising, Marketing Letters, Journal of Business Ethics* and *Ecological Economics*. His current research interests include family decision-making, emotions, information processing and corporate social responsibility.

**Ralf Terlutter** is Professor of Marketing and International Management and Head of the Department of Business Management at the Alpen-Adria Universitäet Klagenfurt, Austria. He received his Ph.D. and his habilitation from Saarland University, Germany. He has also worked in the international management consultancy Droege & Comp. AG, Duesseldorf, Germany. His current research focuses on health and CSR communication, intercultural advertising and advertising in new media. He is past president of the European Advertising Academy (EAA). He serves on the editorial board of the *Journal of Advertising* and the *International Journal of Advertising*. 