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一、个性化服务账号

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三、辅助资源

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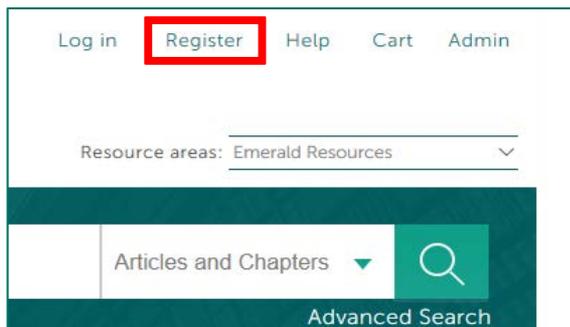
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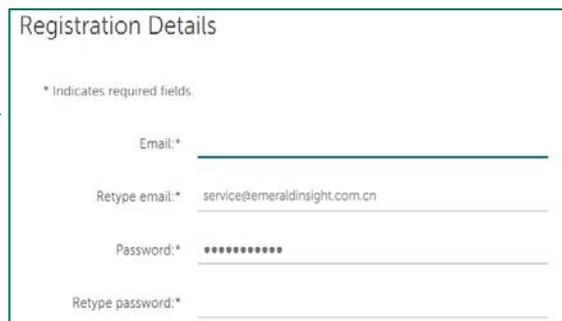
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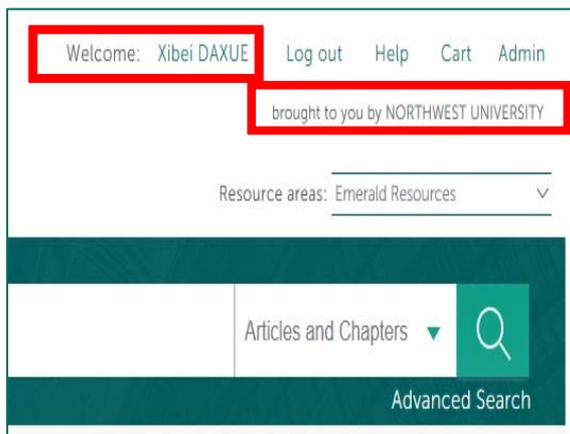
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个性化服务总览-My Account

The screenshot shows a 'My Account' dashboard with six main sections arranged in a 3x2 grid. Each section has a title, a brief description, and a corresponding button. Red arrows point from the Chinese text on the right to the corresponding sections in the screenshot.

| Section | Description | Button |
|----------------|---|----------------|
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| Access | Access your subscription information here. | Access |
| Redeem voucher | Redeem your voucher code here. | Redeem voucher |
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Redeem voucher: 兑换码, 口令激活码

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Publication

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Citation: Amjad Hadjikhani , Joong Woo Lee , Sohee Park , (2016) "Corporate social responsibility as a marketing strategy in foreign markets: The case of Korean MNCs in the Chinese electronics market", International Marketing Review, Vol. 33 Iss: 4, pp.530 - 554

Article

Introduction

While there has been extensive research on corporate social responsibility (CSR) since the 1950s (also Okoye, 2009; Bowen, 1953), it is only recently that MNCs have realized the unavoidable nature of its obvious assistance, specifically on legitimizing their position in emerging markets (Park and Ghauri, 2015). Beside a few studies like those of Park and Ghauri (2015), Oh *et al.* (2013) and Ghauri (2011) on CSR as strategic behaviour in emerging markets, the research field has not attracted many researchers. Stressing CSR strategy, researchers like Polonsky and Jevons (2009) and Ma (2014) have generally agreed that CSR is a key marketing strategy that influences competition, market entry and expansion (Park *et al.*, 2014; Ghauri *et al.*, 2012), and long-term competitive advantage (Bondy and Starkey, 2014). As Park and Ghauri (2015) and Oh *et al.* (2013) state, further research on CSR as a marketing strategy. Following the suggestions of these researchers, we investigate how MNCs manage CSR strategy in emerging markets to aid their core business. With this intention, the paper proposes a theoretical view containing the four relationship elements of commitment, trust,

Section:

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- CSR and MNCs' strategy
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Volume 17 **Editor(s):** J. Jay Choi , Michael R. Powers , Xiaotian Tina Zhang **ISBN:** 978-1-78560-958-9
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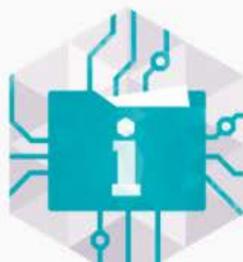
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Learning Zone

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Teaching Zone

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Emerald's Teaching Zone is designed to provide support and ideas for faculty involved in teaching business and management.

Teaching insights offer helpful and usable information to anyone in a teaching role who feels they would benefit from a little extra insight into the performance of that role. Case studies are ideal to use as examples of business issues and are updated regularly. Also included are in-depth reviews of management books and interviews which form an interesting and lively snapshot of the people who shape the business and academic fields. Emerald also supports the Global Foundation for Management Education (GFME). For more information, visit the [GFME website](#).

Teaching Zone resources are available to Emerald subscribers. Simply select the "login" bar above the left-hand menu at the top of the page and use your current name and password to access.

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Multimedia Zone

Audio and video content from Emerald



Featured video: Online social networks and learning

Published in *On the Horizon*, this viewpoint essay seeks to argue that young people's online social networking can serve as sites for and supports for student learning in ways not currently assessed.

This work presents concrete examples of how social network sites, typically seen as a distraction, might be re-envisioned as supports for revised student learning outcomes.



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Featured audio: Marketing and Logistics

Luxury brands go back to nature



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A mountain, a forest, a river and a basic wooden boat on which sits a make-up free and casually dressed Angelina Jolie, her unlaquered hair blowing gently in the breeze; if you want hard evidence of the latest trend in advertising, look no further than Louis Vuitton.

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The Talking Management Series features insightful interviews with leading business figures and management writers.

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This channel features short videos and seminars introducing the key benefits of Emerald products and services.

04: Writing Teaching Cases



Engaging talk split into 8 short videos, by Editor-in-Chief Dr Bachani, on preparing teaching cases for publication.



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