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Corporate social responsibility as a marketing strategy in foreign markets: The case of Korean MNCs in the Chinese electronics market

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Author(s): Amjad Hadjikhani (Department of Business Studies, Uppsala University, Uppsala, Sweden)
Joong Woo Lee (The School of Management, Inje University, Kimhae City, Korea)
Sohee Park (School of Management, Inje University, Kimhae City, Korea)

Abstract: Purpose
– The authors are witnessing the increasing extent of corporate social responsibility (CSR) performance as strategic behaviour specifically in emerging markets. The purpose of this paper is to investigate how multinational companies (MNCs) manage CSR activities in emerging markets to aid their core business activities. In line with this question, the paper aims to develop a theoretical view for deeper understanding of the strategy in CSR practices aiding internationalization. The view is based on a business network perspective highlighting the four concepts of learning, commitment, legitimacy and trust.

Design/methodology/approach
– The methodology employed is qualitative, based on interviews with involved parties. The case study is about the experiences of a Korean MNC's CSR strategy when entering into the Chinese electronics industry.

Article

Introduction

While there has been extensive research on corporate social responsibility (CSR) since the 1950s (e.g. also Okoye, 2009; Bowen, 1953), it is only recently that MNCs have realized the unavoidable need for 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 much attention from 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, this study investigate how MNCs manage CSR strategy in emerging markets to aid their core business activities. From this intention, the paper proposes a theoretical view containing the four relationship elements of commitment, trust,

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Purpose

Due to climate change and an increasing concentration of the world's population in vulnerable areas, how to manage catastrophe risk efficiently and cover disaster losses fairly is still a universal dilemma.

Methodology

This paper applies a law and economic approach.

Findings

China's mechanism for managing catastrophic disaster risk is in many ways unique. It emphasizes government responsibilities and works well in many respects, especially in disaster emergency relief. Nonetheless, China's mechanism which has the vestige of a centrally planned economy needs reform.

Practical Implications

I propose a catastrophe insurance market-enhancing framework which marries the merits of both the market and government to manage catastrophe risks. There are three pillars of the framework: (i) sustaining a strong and capable government; (ii) government enhancement of the

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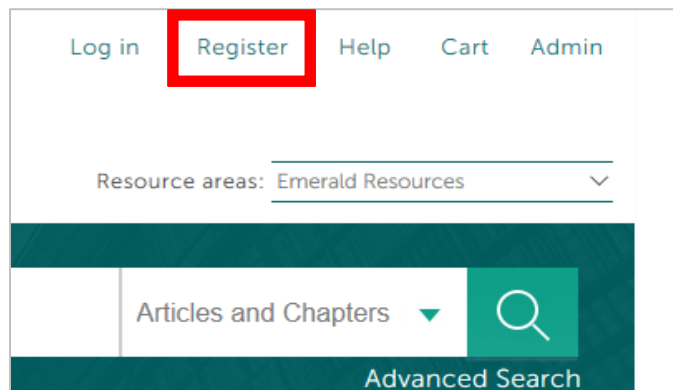
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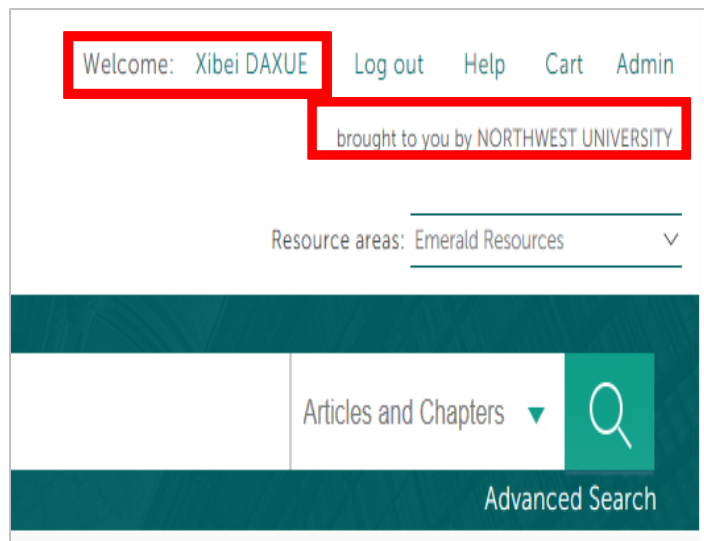


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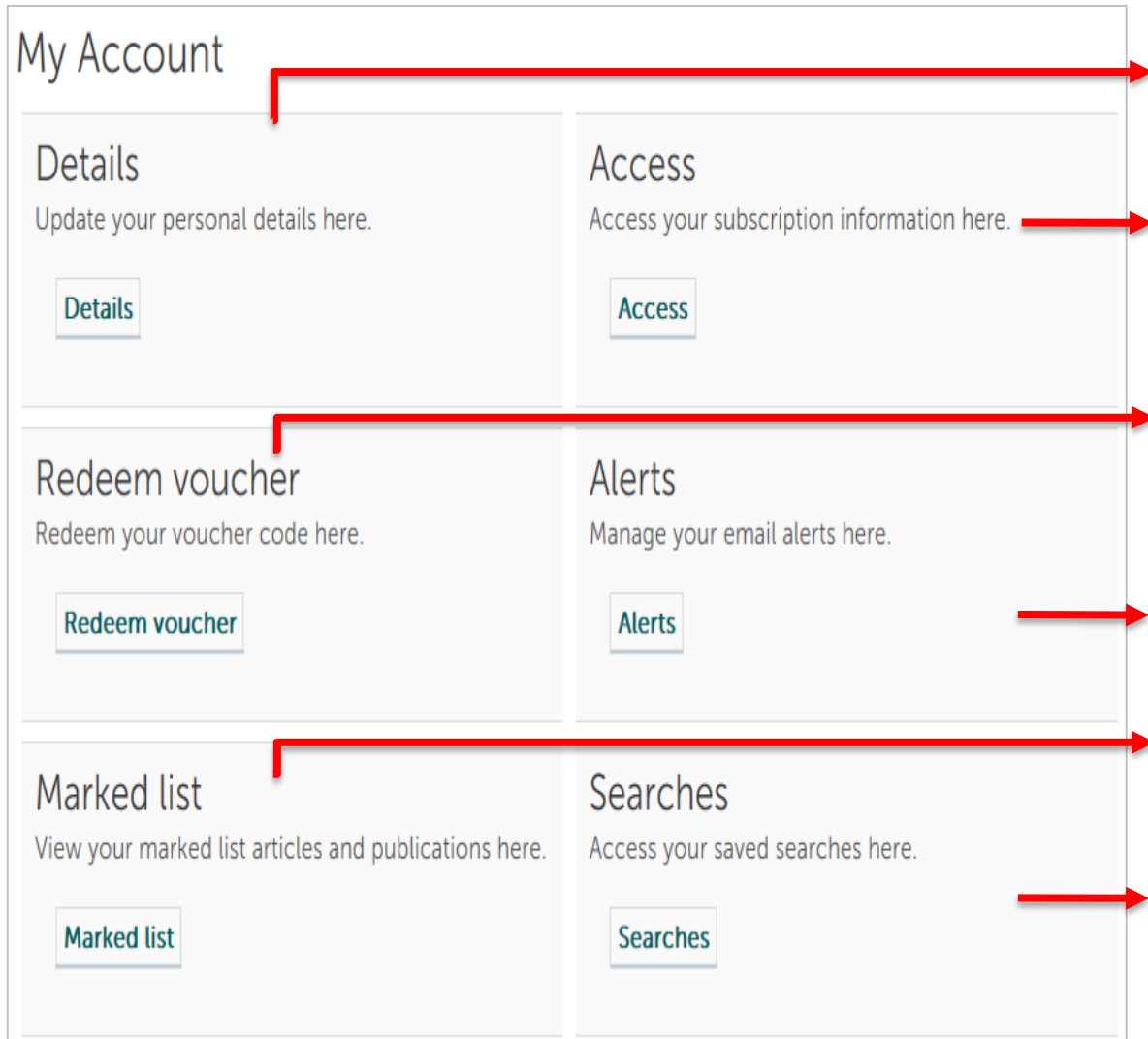
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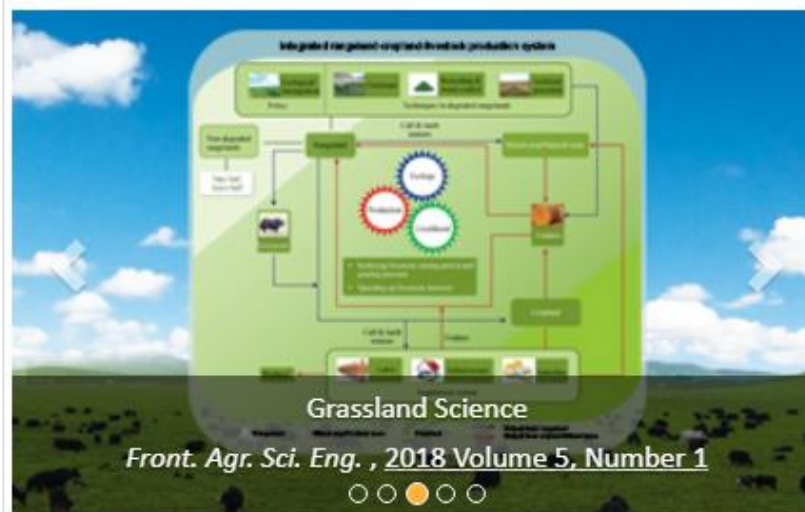
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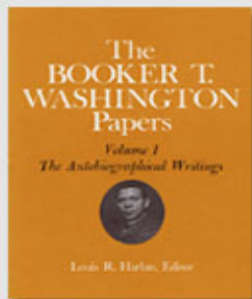
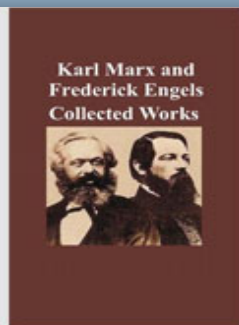
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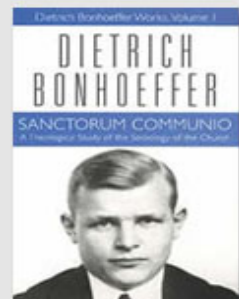
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美国联邦和各州的立法和法律法规——包括著名的 USCS 美国联邦立法信息服务

英美立法和政治制度材料

全球近 20 个国家的立法和判例

国际公约及多个国际组织的条约和相关判例，比如欧盟的立法与判例

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- 全球性二次法律文献信息 **Secondary Sources**

约 900 种法律期刊评论、杂志和报告，大多可回溯到 1980 年
法律专业书籍

法律重述资料(Restatements)

美国律师协会、法律继续教育相关资料(ABA,CLE materials)

Mealey 法律报告和会议资料，可以追溯到 1982 年

Martindale-Hubbell 全球律所和律师黄页；以及 100 多个国家的
法律概要（Law Digest）

全球法律新闻

法律百科全书、辞典



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国家哲学社会科学学术期刊数据库
National Social Sciences Database



注意电子资源的合理使用，杜绝过量下载

关于图书馆电子资源合理使用的重要提示

2017-02-28

2017年2月，我校IP段为2001:da8:215::的用户无法正常登录图书馆IEL数据库。经调查了解，其原因为2017年1月28日-至2月4日，此IP段的18个IP地址在短时间内出现了严重的过量下载行为，共下载数据库文档18560篇。

这种违规使用电子资源的行为导致我校图书馆受到出版商的警告，出版商冻结了我校2001:da8:215::IP段的访问权限。这种行为严重影响了我校师生正常使用相关电子资源的权力，严重影响了我校师生的学习和科研，也严重影响了我校的声誉。

近几年来，校图书馆购买了大量的电子资源，较好地保证了学校教学、科研和学科建设对信息资源的需求，受到广大师生的欢迎。电子资源出版商非常重视对知识产权的保护，而且都有严格的监控措施和技术手段。在此我们温馨提示广大读者：

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5．如发现违规行为，图书馆将协同相关部门对用户进行教育并根据情节严重程度进行相关处理。

谢谢大家！