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This research attempts to investigate key drivers motivating corporate social responsibility (CSR) practices by small and medium sized foreign subsidiaries. By using stakeholder theory and regression analysis, we integrate international business and CSR literature to suggest a research model and identify the factors functioning as catalysts in influencing CSR in local markets. We find that consumers, 'internal managers and employees', competitors and non-governmental organizations are primary determinants considerably influencing corporate citizenship behavior particularly in emerging markets. We also believe that our model contributes to current knowledge by filling several research gaps, and our findings offer useful and practical implications not only for local governments but also for multinational enterprises.

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