Contents

Part I Professionals' CSR

| 1 | A Critical Review of Corporate Social Responsibility Practices from a Marketing Perspective: Is Cause-Related Marketing really a 'Win–Win–Win' Situation? | 3 |
|----|--|-----|
| 2 | Integrating Best Reporting Practices for Enhancing Corporate Social Responsibility Ioana-Maria Dragu and Adriana Tiron-Tudor | 27 |
| 3 | An Examination of the Relationship Between Companies' Corporate Social Responsibility (CSR) Activities and Consumers' Purchase Behavior Aslı Küçükaslan Ekmekçi | 49 |
| Pa | rt II Corporate Governance and Financial Crisis | |
| 4 | CSR in a Model of Heterogeneous Firms, Financial Constraints and Economic Crisis Luisa Giallonardo and Marcella Mulino | 77 |
| 5 | The Impact of Corporate Social Responsibility on Corporate Governance: The Rise of Standardization of CSR Principles Mia Mahmudur Rahim | 93 |
| 6 | The Corporate Declaration Versus Corporate Practice:The Financial Crisis PerspectiveMaria Aluchna | 115 |



...

| 7 | Corporate Social Responsibility Reporting and Directors' Duties: The Australian Experience | 135 |
|-----|---|-----|
| Par | t III Not-for Profit Sector and SMEs | |
| 8 | Social Responsibility: The Italian Case Within Public Administration | 155 |
| 9 | To the Roots of Entrepreneurial Values: The Relationship with the Territory as a Driver for the Development of Corporate Social Responsibility—An Analysis of the Experiences | 160 |
| | of Italian SMEs Del Baldo Mara | 169 |
| 10 | Social Responsibility and Health Care Public Sector: Some Notes on the Concept of "Value" Patrizia Torrecchia and Carmela Gulluscio | 191 |
| Par | t IV Ethics, Morality and CSR in Corporations | |
| 11 | The Two Walmarts | 207 |
| 12 | Cultural Heritage and Women: The Case of Beypazari Melike Kaplan and Zuhal Yonca Odabas | 219 |
| 13 | The Challenges of a Peruvian Inclusive State | 229 |
| 14 | Dynamics Behind the 'Moral Corruption' of the Financial System Özlem Arzu Azer | 245 |
| 15 | The Responsibilities of Corporations: An Analytical Appraisal Abubakar Sadiq Kasum | 261 |
| 16 | Success in Philanthropic Corporate Social Responsibility: The Case of Turkey İrem Eren-Erdoğmuş, Emine Çobanoğlu and Burcu Öğüt | 271 |

Contents

Part V CSR in Education and Socially Responsible Investment

| 17 | Fostering Management Education for Professional Integrity: The Case of the Centre for Economic and Managerial Sciences, University of Guadalajara, Mexico José G. Vargas-Hernández | 289 |
|-----|---|-----|
| 18 | Do Institutional Investors Prefer to Invest in Socially Responsible Companies? An Empirical Analysis in Turkey Ali Osman Gurbuz, Mehpare Karahan Gokmen and Aslı Aybars | 311 |
| 19 | Investing Peacefully: A Global Overview of Socially Responsible Investing Asli Yuksel Mermod and Samuel O. Idowu | 325 |
| Ind | ex | 357 |