

Contents

<i>List of figures</i>	<i>page</i> vii
<i>List of tables</i>	ix
<i>List of contributors</i>	x
<i>Foreword</i>	xxi
Introduction: Corporate responsibility and global business	1
N. CRAIG SMITH, C.B. BHATTACHARYA, DAVID VOGEL AND DAVID I. LEVINE	
Part I Embedding corporate responsibility	11
1 A corporate social responsibility–corporate financial performance behavioural model for employees	13
JEAN-PASCAL GOND, ASSÂAD EL AKREMI, JACQUES IGALENS AND VALÉRIE SWAEN	
2 The integrative benefits of social alliances: balancing, building and bridging	49
IDA E. BERGER, PEGGY H. CUNNINGHAM AND MINETTE E. DRUMWRIGHT	
3 Integrating corporate citizenship: leading from the middle	78
PHILIP MIRVIS AND JULIE MANGA	
4 CSR in search of a management model: a case of marginalization of a CSR initiative	107
AURÉLIEN ACQUIER	

vi		<i>Contents</i>
	Part II Marketing and corporate responsibility	133
5	Global segments of socially conscious consumers: do they exist?	135
	PAT AUGER, TIMOTHY M. DEVINNEY AND JORDAN J. LOUVIERE	
6	Impact of CSR commitments and CSR communication on diverse stakeholders: the case of IKEA	161
	FRANÇOIS MAON, VALÉRIE SWAEN AND ADAM LINDGREEN	
7	The relationship between corporate responsibility and brand loyalty in retailing: the mediating role of trust	191
	FRANCESCO PERRINI, SANDRO CASTALDO, NICOLA MISANI AND ANTONIO TENCATI	
	Part III Corporate responsibility and developing countries	215
8	Stretching corporate social responsibility upstream: improving sustainability in global supply chains	217
	EMMA V. KAMBEWA, PAUL T.M. INGENBLEEK AND AAD VAN TILBURG	
9	Breaking new ground: the emerging frontier of CSR in the extractive sector	241
	V. KASTURI RANGAN AND BROOKE BARTON	
10	Overcoming rural distribution challenges at the bottom of the pyramid	268
	SUSHIL VACHANI AND N. CRAIG SMITH	
	<i>Index</i>	303