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Nota di contenuto	Introduction -- Part I Corporate Responsibility Activities and Social Media -- 1. #Sustainability on Twitter: loose ties and green-washing CSR(Ana Adi) -- 2. Helping the world one 'like' at a time: The rise of the slacktivist(Freya Samuelson-Cramp and Elvira Bolat -- 3. CSR Communications on Twitter: An Exploration into Stakeholder Reactions (Francisca Farache, Isobel Tetchner and Jana Kollat) -- 4.The Case of Thessaloniki's Branding: Constructing Social Networking and CSR in the Digital Era(Fragkoulis A. Papagiannis, Seng Kok and Zenon Michaelides) -- Part II Corporate Responsibility and Online Communities -- 5. When corporate responsibility meets digital technology: A reflection on new discourses(Georgiana Grigore, Mike Molesworth and Francisca Farache) -- 6. Complementarity and interconnection between CSR and

crowdfunding: A case study in Greece (Loukas Spanos) -- 7. The consequences of corporate irresponsibility. The Dakota Access Pipeline controversy and how local protest went online and global (David McQueen) -- 8. Exploring sense of community within an online health care context (Tauheed Ramjaun) -- Part III Corporate Responsibility in the Digital Economy: Global Challenges -- 9. The Role of CSR Communication in Master's Degree Curricula throughout Europe – Universities' Roles as Digital Communities in Preparing Students for Future Challenges(Isabell Koinig, Franzisca Weder, Sandra Diehl and Matthias Karmasin) -- 10. Exploring Standards in Communicating Corporate Social Responsibility Online: A case study of a Malaysian University's Corporate Website (Nurul Ain Mohd Hasan) -- 11. License to Kill: Examining Licensing Effect in the Context of Corporate Social Responsibility and Tax Reporting from the Consumers' Perspective (Anat Toder-Alon, Tali Teeni-Harari, Estery Giloz and Eya Rosenstreich) -- 12.CSR, a myth or reality: The case of Pakistan (Samreen Ashraf -- Conclusion.

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Sommario/riassunto

This book explores conceptualizations of CSR and sustainability in the digital economy, focusing upon points of intersection between CSR and online communities. Reflecting on new areas of responsibility that organisations must face in a globalised economy, the contributions explore the ways CSR is being communicated, challenged and reshaped in a rapidly evolving online context. Up-to-date research from around the world shows how diverse communities, citizens and stakeholders are engaging with, and making demands on, organisations in novel ways that pay little respect to international borders. With online communities increasingly influencing the way in which business is carried out and perceived, the case studies explored here offer a useful indication of the variety of new developments and controversies that have emerged in the field of CSR. This book will appeal to postgraduate students and researchers of CSR and CSR communications, as well as communication, public relation and corporate responsibility practitioners. .

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