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| Nota di contenuto | Corporate Management, Corporate Social Responsibility and Customers: An Empirical Investigation; Table of Contents; List of Tables; List of Figures; List of Abbreviation; 1. Introduction; 2. Conceptual Framework; 2.1. Corporate Social Responsibility (CSR); 2.1.1. Definition of CSR; 2.1.2. CSR in America and Germany - A Comparison; 2.1.3. CSR-related Activities; 2.1.3.1. Cause-related Marketing; 2.1.3.2. Employee Volunteering; 2.1.3.3. Corporate Philanthropy; 2.1.4. Review of the Literature; 2.1.4.1. CSR and Customer Outcomes; 2.1.4.2. Effectiveness of Different CSR Activities in Comparison 2.1.5. Theoretical Framework 2.1.5.1. Social Identity Theory; 2.1.5.2. Attribution Theory; 2.1.5.3. Moral Behavior and Behavioral Decision Theory; 2.2. Customer Integration; 2.2.1. The Concept of Customer Integration; 2.2.2. Customer Integration in CSR; 2.2.3. Review of the Literature - Customer Integration; 2.2.4. Theoretical Framework; 2.2.4.1. Means-end Theory; 2.2.4.2. Empowerment Strategy; 3. Development of Hypotheses; 3.1. Absolute Effects of CSR-related Activities; 3.2. Relative Effects of CSR-related Activities; 3.3. Effects of CSR-related Activities with Customer Integration 4. Empirical Investigation 4.1. Theoretical Foundations of the Empirical Investigation; 4.1.1. Definition and Conception of the Experiment; 4.1.2. Quality Criteria of the Experiment; 4.1.3. Analysis of the |

Experiment using the Analysis of Variance; 4.2. Data Ascertainment and Experimental Design; 4.2.1. Data Ascertainment; 4.2.2. Experimental Design; 4.3. Data Evaluation; 4.3.1. Descriptive Evaluation of the Sample; 4.3.2. Operationalization and Quality Evaluation of the Constructs; 4.3.2.1. Operationalization and Quality Evaluation of the Independent Variables
4.3.2.2. Operationalization and Quality Evaluation of the Dependent Variables
4.3.3. Evaluation of the Hypotheses; 5. Summary, Limitations, Suggestions for Future Research, and Implications; Appendix; Appendix A; Appendix B; Appendix C; Appendix D; Appendix E; Appendix F; Bibliography; Author's Profile

Sommario/riassunto

Hauptbeschreibung Corporate Social Responsibility (CSR) of corporations is a trend today. However, the more companies are practicing it, the less it becomes a unique business strategy helping to differentiate from competitors. For that reason, this study examines whether an integration of customers in all decisions and/or the carrying out of different CSR activities leads to it being a more effective marketing strategy. In the conceptual part, a definition of CSR is given: Different approaches are presented reaching from a more detailed one dealing with economic, legal, ethical
