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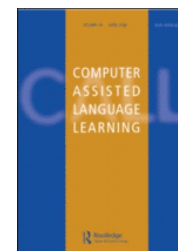


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Corporate social responsibility as a marketing strategy in foreign markets: The case of Korean MNCs in the Chinese electronics market

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Author(s): Amjad Hadjikhani (Department of Business Studies, Uppsala University, Uppsala, Sweden)
Joong Woo Lee (The School of Management, Inje University, Kimhae City, Korea)
Sohee Park (School of Management, Inje University, Kimhae City, Korea)

Abstract: Purpose

– The authors are witnessing the increasing extent of corporate social responsibility (CSR) performance as strategic behaviour specifically in emerging markets. The purpose of this paper is to investigate how multinational companies (MNCs) manage CSR activities in emerging markets to aid their core business activities. In line with this question, the paper aims to develop a theoretical view for deeper understanding of the strategy in CSR practices aiding internationalization. The view is based on a business network perspective highlighting the four concepts of learning, commitment, legitimacy and trust.

Design/methodology/approach

– The methodology employed is qualitative, based on interviews with involved parties. The case study is about the experiences of a Korean MNC's CSR strategy when entering into the Chinese electronics industry.

Article

Introduction

While there has been extensive research on corporate social responsibility (CSR) since the early 1990s (e.g. also Okoye, 2009; Bowen, 1953), it is only recently that MNCs have realized the unavoidable need for its obvious assistance, specifically on legitimizing their position in emerging markets (Park and Ghauri, 2015). Beside a few studies like those of Park and Ghauri (2015), Oh *et al.* (2013) and Ghauri (2011) on CSR as strategic behaviour in emerging markets, the research field has not attracted much attention from researchers. Stressing CSR strategy, researchers like Polonsky and Jevons (2009) and Ma (2014) have generally agreed that CSR is a key marketing strategy that influences competition, market entry and expansion (Park *et al.*, 2014; Ghauri *et al.*, 2012), and long-term competitive advantage (Bondy and Starkey, 2014). As Park and Ghauri (2015) and Oh *et al.* (2013) state, further research on CSR as a marketing strategy. Following the suggestions of these researchers, this study investigates how MNCs manage CSR strategy in emerging markets to aid their core business activities. From this intention, the paper proposes a theoretical view containing the four relationship elements of commitment, trust,

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Abstract

Purpose

Due to climate change and an increasing concentration of the world's population in vulnerable areas, how to manage catastrophe risk efficiently and cover disaster losses fairly is still a universal dilemma.

Methodology

This paper applies a law and economic approach.

Findings

China's mechanism for managing catastrophic disaster risk is in many ways unique. It emphasizes government responsibilities and works well in many respects, especially in disaster emergency relief. Nonetheless, China's mechanism which has the vestige of a centrally planned economy needs reform.

Practical Implications

I propose a catastrophe insurance market-enhancing framework which marries the merits of both the market and government to manage catastrophe risks. There are three pillars of the framework: (i) sustaining a strong and capable government; (ii) government enhancement of the

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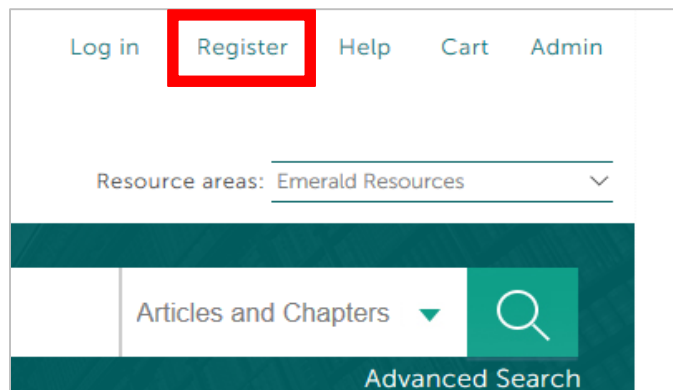
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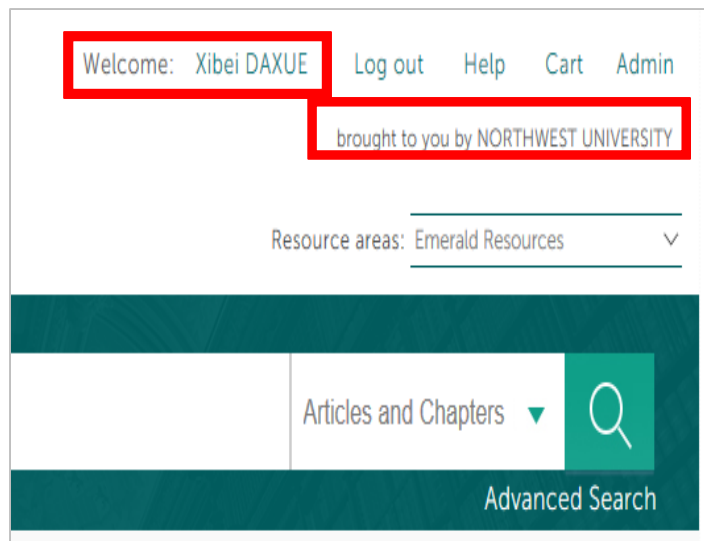


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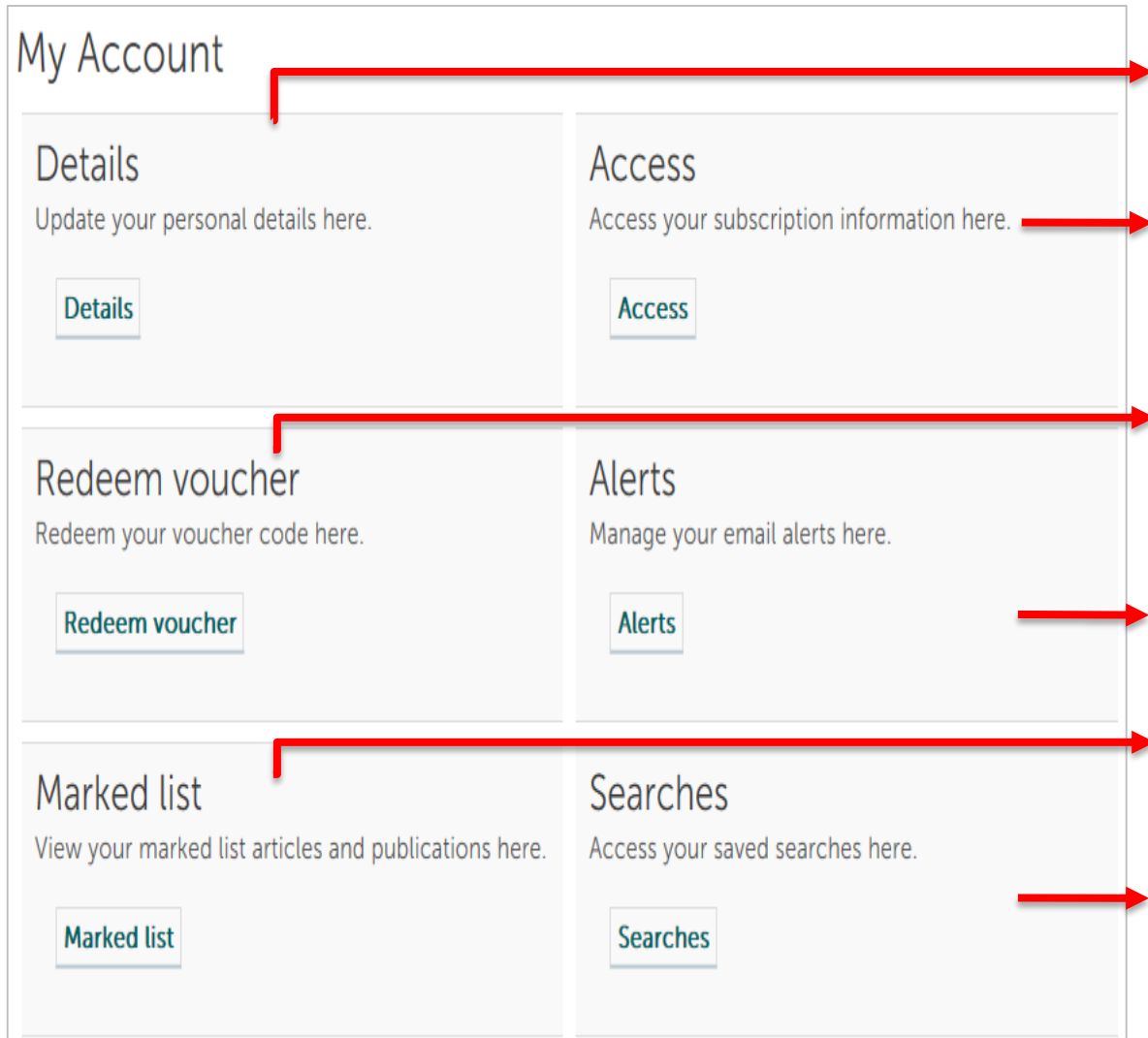
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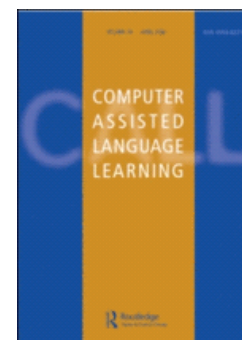


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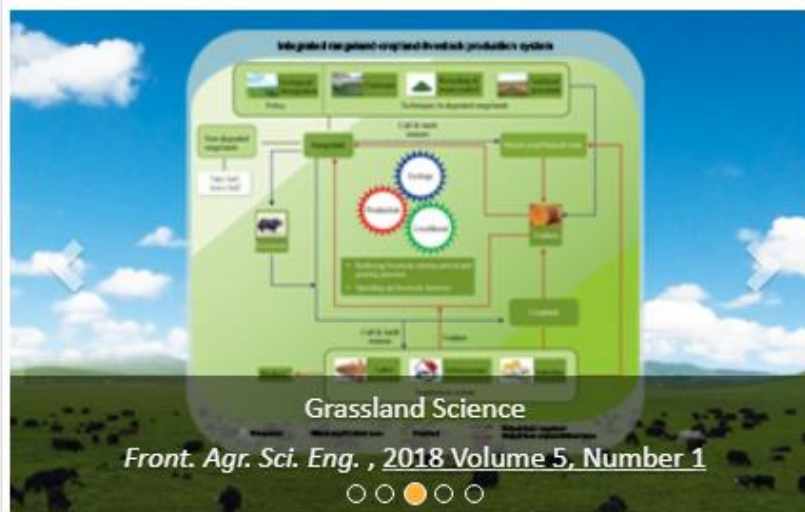
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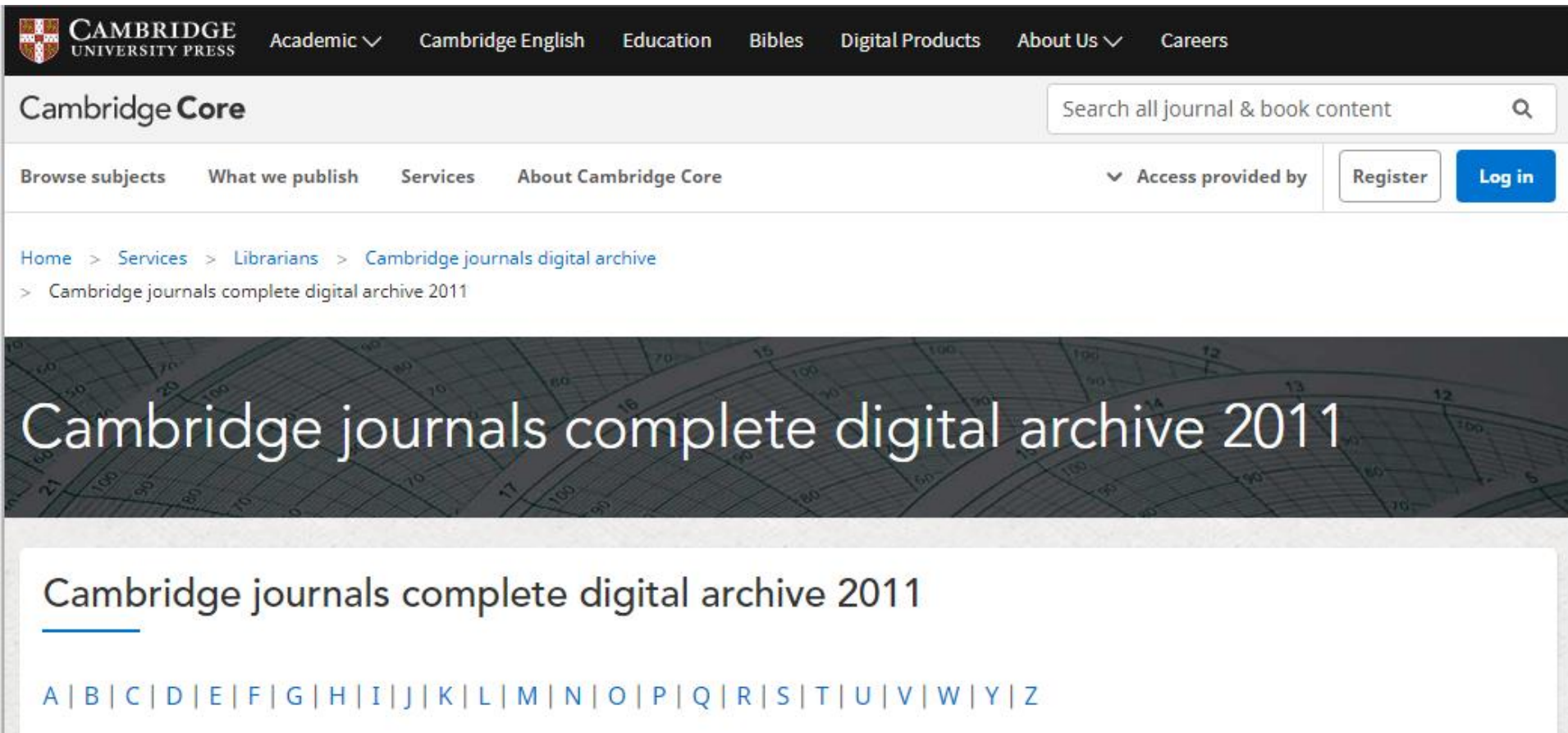
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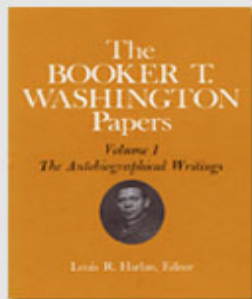
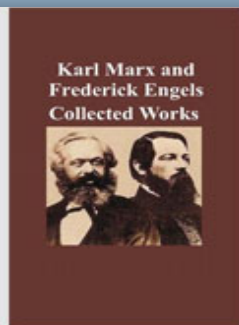
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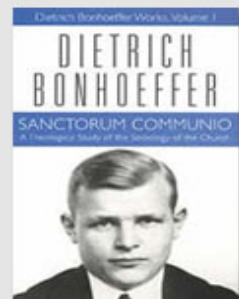
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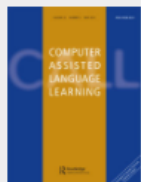


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2017-02-28

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