

Hi everyone-

The finish line is in sight - only one more week to go! Below are the helpful hints and tips for the Unit 7 Complete Section. As always, feel free to contact me with any questions or concerns. Let's finish strong!

**Unit 7, Question 1:** Corporate social responsibility is a broad concept.

1. Explain the dimensions of social responsibility.
2. What actions should organizations take to maximize each dimension of social responsibility?



The online textbook provides information about **corporate social responsibility** on pages 232-235 (Chapter 8, **Unit 6 read section**). The information shown in *Exhibit 8.1 The Pyramid of Corporate Social Responsibility* on page 232 is very helpful. Please note that the pages are included in **LAST WEEK's** read section.

**Unit 7, Question 2:**

1. What is the relationship between social responsibility and organizational success and profitability?
2. What evidence can you provide to support your position?




The online textbook provides information about the relationship between **social responsibility and organizational success and profitability** on **pages 250-252(Chapter 8, Unit 6 read section)**. Please note that the pages are included in **LAST WEEK's** read section.

**Unit 7, Question 3:** There are several potential ethical issues related to marketing strategies.

1. Identify a recent ethical dilemma facing a marketing organization.
2. Describe the ethical situation and the consequences for the organization, its customers, and its other stakeholders.
3. How could the ethical dilemma be avoided?

### Five Sources of Ethical Dilemmas

- When standards conflict with each other
- When standards conflict with institutional demands
- When there are conflicting loyalties
- When good solutions seem unattainable
- When a professional finds it difficult to adhere to an ethical standard



The online textbook provides information about **ethical issues related to marketing strategies** on **pages 237-248 (Chapter 8, Unit 6 read section)**. The information shown in *Exhibit 8.3 Types of Misconduct Observed in Organizations* on page 240 and *Exhibit 8.4 Potential Ethical Issues in the Marketing Program* is very helpful. Please note that the pages are included in **LAST WEEK's** read section.

**Unit 7, Question 4:** Many organizations have a code of ethical conduct.

1. Find an organization's code of ethics and assess the code's ability to enhance ethical decision-making within its organization.
2. What revisions do you propose for the organization's code of ethics?



The online textbook provides information about **code of ethical conduct** on **pages 244-255 (Chapter 8, Unit 6 read section)**. The information shown in *Exhibit 8.5 Key Considerations in Developing and Implementing a Code of Ethical Conduct* on page 248 is very helpful. The Chapter 8 Review, beginning on page 252, provides additional information. Please note that the pages are included in **LAST WEEK's** read section.

**Unit 7, Question 5:**

1. Considering the many factors that may influence consumer brand preferences, how important is it for a brand to be recognized for social responsibility?
2. How can we formulate the return on investment for CSR?



The online textbook provides information about **the influence of CSR on brand recognition, as well as ROI for CSR** on pages 250-252 (Chapter 8, **Unit 6 read section**). The Chapter 8 Review, beginning on page 252, provides additional information. Please note that the pages are included in **LAST WEEK's** read section.

**Potential search terms:**

- Dimensions of social responsibility
- Brand recognition and CSR
- Ethical code of conduct influence on decision making
- Benefits of CSR
- Corporate social responsibility initiatives

**Potential articles available through Google Scholar ([www.scholar.google.com](http://www.scholar.google.com))**

Ashrafi, M., Adams, M., Walker, T. R., & Magnan, G. (2018). How corporate social responsibility can be integrated into corporate sustainability: a theoretical review of their relationships. *International Journal of Sustainable Development & World Ecology*, 25(8), 672-682.

Brunton, M., Eweje, G., & Taskin, N. (2017). Communicating corporate social responsibility to internal stakeholders: Walking the walk or just talking the talk?. *Business Strategy and the Environment*, 26(1), 31-48.

Demirtas, O., & Akdogan, A. A. (2015). The effect of ethical leadership behavior on ethical climate, turnover intention, and affective commitment. *Journal of Business Ethics*, 130(1), 59-67.

- Liang, H., & Renneboog, L. (2017). On the foundations of corporate social responsibility. *The Journal of Finance*, 72(2), 853-910.
- Malik, M. (2015). Value-enhancing capabilities of CSR: A brief review of contemporary literature. *Journal of Business Ethics*, 127(2), 419-438.
- Marín, L., Cuestas, P. J., & Román, S. (2016). Determinants of consumer attributions of corporate social responsibility. *Journal of Business Ethics*, 138(2), 247-260.
- Rahman, M., Rodríguez-Serrano, M. Á., & Lambkin, M. (2019). Brand equity and firm performance: the complementary role of corporate social responsibility. *Journal of Brand Management*, 1-14.
- Saeidi, S. P., Sofian, S., Saeidi, P., Saeidi, S. P., & Saeidi, S. A. (2015). How does corporate social responsibility contribute to firm financial performance? The mediating role of competitive advantage, reputation, and customer satisfaction. *Journal of business research*, 68(2), 341-350.
- Vlachos, P. A., Panagopoulos, N. G., Bachrach, D. G., & Morgeson, F. P. (2017). The effects of managerial and employee attributions for corporate social responsibility initiatives. *Journal of Organizational Behavior*, 38(7), 1111-1129.

**Potential articles available through Bethel's online library:**

- Demirtas, O., & Akdogan, A. A. (2015). The effect of ethical leadership behavior on ethical climate, turnover intention, and affective commitment. *Journal of Business Ethics*, 130(1), 59-67.
- Deng, X., & Xu, Y. (2017). Consumers' responses to corporate social responsibility initiatives: The mediating role of consumer-company identification. *Journal of Business Ethics*, 142(3), 515-526.
- He, Y., & Lai, K. K. (2014). The effect of corporate social responsibility on brand loyalty: the mediating role of brand image. *Total Quality Management & Business Excellence*, 25(3-4), 249-263.
- Iglesias, O., Markovic, S., Singh, J. J., & Sierra, V. (2017). Do customer perceptions of corporate services brand ethicality improve brand equity? Considering the roles of brand heritage, brand image, and recognition benefits. *Journal of Business Ethics*, 1-19.
- Malik, M. (2015). Value-enhancing capabilities of CSR: A brief review of contemporary literature. *Journal of Business Ethics*, 127(2), 419-438.
- Marín, L., Cuestas, P. J., & Román, S. (2016). Determinants of consumer attributions of corporate social responsibility. *Journal of Business Ethics*, 138(2), 247-260.

Rivera, J. J., Bigne, E., & Curras-Perez, R. (2019). Effects of Corporate Social Responsibility on consumer brand loyalty. *Review of Business Management*, 21(3), 395-415.

**Remember - I am here to help you succeed! You may reach me via email at [tylerl@bethelu.edu](mailto:tylerl@bethelu.edu) or cell phone - 731-225-1578.**

**Have a great weekend,  
Dr. Lisa**