

CSR marketing outcomes and branch managers' perceptions

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#	ARTICLE	IF	CITATIONS
1	The Nexus of CSR and Co-Creation: A Roadmap towards Consumer Loyalty. Sustainability, 2021, 13, 523.	3.2	35
2	The Relationship between CSR Communication on Social Media, Purchase Intention, and E-WOM in the Banking Sector of an Emerging Economy. Journal of Theoretical and Applied Electronic Commerce Research, 2021, 16, 1025-1041.	5.7	52
3	The integration of corporate social responsibility and marketing concepts as a business strategy: evidence from SEM-based multivariate and Toda-Yamamoto causality models. Oeconomia Copernicana, 2021, 12, 125-157.	6.0	15
4	The interrelationship of marketing, accounting and auditing with corporate social responsibility. PSU Research Review, 2021, ahead-of-print, .	2.4	3
5	The impact of perceived corporate social responsibility on value-in-use through customer engagement in non-profit sports clubs: the moderating role of co-production. European Sport Management Quarterly, 2023, 23, 789-810.	3.8	12
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15	Consistency between Definition and Reasons for Applying Corporate Social Responsibility: The Perspective of Social Responsibility Managers. Sustainability, 2023, 15, 14838.	3.2	0
16	Corporate social responsibility in Indian banking sector: A moderated-mediation approach linking corporate social responsibility to purchase intention. Business Strategy and Development, 2024, 7, .	4.2	0
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18	Corporate social responsibility marketing; a way to firm performance; an empirical study: case of Egypt. Future Business Journal, 2024, 10, .	2.8	0

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19	The Effect of Corporate Social Responsibility and Sustainable Development Practices on Employer Branding – A Case Study of an International Corporation Operating in Poland. Sustainability, 2024, 16, 2654.	3.2	0