

References

- Andrioff, J. and Waddock, S. (2002), Unfolding stakeholder engagement, in Andrioff, J., Waddock, S., Husted, B. and Rahman, S. (Eds), *Unfolding Stakeholder Thinking: Theory, Responsibility and Engagement*, Greenleaf, Sheffield, pp. 19-42.
- Arendt, S., Brettel, M. (2010), Understanding the influence of corporate social responsibility on corporate identity, image, and firm performance, *Management Decision*, Vol. 48 Issue: 10, pp.1469 – 1492
- Baden, D. A., Harwood, I. A., Woodward, D.G. (2009), The effect of buyer pressure on suppliers in SMEs to demonstrate CSR practices: An added incentive or counter productive?, *European Management Journal*, 27, pp 429– 441
- Balabanis, G., Philip, H.G. and Lyall, J. (1998), Corporate social responsibility and economic performance in the top British companies: are they linked?, *European Business Review*, Vol. 98 No. 1, pp. 25-44.
- Babbie, E. & Mouton, J. (2001). *The practice of social research*. Cape Town: Oxford. University Press
- Becchetti, L., di Giacomo, S., Pinnachio, D., 2005. Corporate Social Responsibility and Corporate Performance : Evidence from a Panel of US Listed Companies CEIS Research Paper Series, No. 26-78.
- Brigden, H., Guyatt, D., Ja, X. (2009), Gaining ground: integrating environmental, social and governance (ESG) factors into investments process in emerging markets, IFC-Mercer Report
- Camillio, A. A., Connolly, D. J., Kim, W. G. (2008), success and Failure in Northern California: Critical success factor for independent restaurants, *Cornell University*, Vol. 49, Issue 4, pp 364-380
- Coakes, S., Steed, L., Ong, C. (2010), *SPSS Version 17 for Windows: Analysis without Anguish*, 1st edition, John Wiley & Sons Australia, Ltd
- Chomvilailuk, R., Butcher, K. (2010), Enhancing brand preference through corporate social responsibility initiatives in the Thai banking sector, *Asia Pacific Journal of Marketing and Logistics*, Vol. 22 Issue: 3, pp.397 – 418
- Cruz, Y.D.M.A., Rodriguez, F.J.G. (2007), Relation between social–environmental responsibility and performance in hotel firms, *International Journal of Hospitality Management* 26, 824–839.
- Cryer, E., Ross, W. (1997), The Influence of Firm Behavior on purchase intention: do consumers really care about business ethics? *Journal of Consumer Marketing*, 14(6), 421-433. Cornell, B., Shapiro, A. (1987), Corporate stakeholders and corporate finance, *Financial Management* 16, 5–14.
- Galbreath, Jeremy (2008). Building corporate social responsibility into strategy. *European Business Review*. Vol. 21 No. 2, 109-127.
- Gjølberg, M. (2009), Measuring the immeasurable?: Constructing an index of CSR practices and CSR performance in 20 countries, *Scandinavian Journal of Management*, Volume 25, Issue 1, pp 10-22

- Golob, U., Bartlett, J. L. (2007), Communicating about corporate social responsibility: A comparative study of CSR reporting in Australia and Slovenia, *Public Relations Review*, Volume 33, Issue 1, pp 1-9
- Gray, R. (2001). Thirty years of social accounting, reporting and auditing: What (if anything) have we learnt? *Business Ethics: A European Review*, 10(1), pp 9–15.
- Green, T., Peloza, J. (2011), How Does Corporate Social Responsibility Create Value For Consumers?, *Journal of Consumer Marketing*, Vol. 28
- Haque. A., Khatibi, A., Rahman, S. (2009), Factors Influencing Buying Behavior of Piracy Products and its Impact to Malaysian Market, *International Review of Business Research Papers*, Vol.5 NO. 2, pp. 383-401
- Huh, C., Kang, K. H., Lee, S. (2010), Impacts of positive and negative corporate social responsibility activities on company performance in the hospitality industry. *International Journal of Hospitality Management* 29, 72–82.
- Jose, P. E. (2003), University of Wellington, extracted from http://www.victoria.ac.nz/psyc/paul-jose-files/helpcentre/help3_mediation_background.php
- Jones, P., Comfort, D., Hillier, D. (2006), Reporting and reflecting on corporate social responsibility in the hospitality industry: A case study of pub operators in the UK, *International Journal of Contemporary Hospitality Management*, Volume: 18 Issue: 4
- Kang, KH., Lee, S., Chang Huh, C. (2010), Impacts of positive and negative corporate social responsibility activities on company performance in the hospitality industry, *International Journal of Hospitality Management*, Volume 29, Issue 1, pp 72-82
- Kotler, P. (2010), *Marketing 3.0: from products to customers to the human spirit*, 1st edition, John Wiley & Sons, Inc.
- Lacy, P., Neberger, L., Hayward, R., Copper, T. (2010), A New Era of Sustainability CEO reflections on progress to date, challenges ahead and the impact of the journey toward a sustainable economy, Accenture report for United Nation Global Compact
- Laroche, M., Bergeron, J., Barbaro-Forelo, G. (2001), targeting consumers who are willing to pay more for environmentally friendly products, *Journal of Consumer Marketing*, Vol. 18 No. 6, pp. 503-520
- Lee, K-H., Shin, D. (2010), Consumers' responses to CSR activities: The linkage between increased awareness and purchase intention, *Public Relations Review* 36, pp 193 -195
- Lee. H., Park. T., Moon, H. K., Yang, Y., Kim, C. (2009), Corporate philanthropy, attitude towards corporations, and purchase intentions: A South Korean Study, *Journal of Business Research* 62, pp 939 – 946
- Lee, S., Heo, C. Y. (2009), Corporate social responsibility and customer satisfaction among US publicly traded hotels and restaurants, *International Journal of Hospitality Management*, 28, pp 635–637

- Lewis, S. (2003), Reputation and corporate responsibility, *Journal of Communication Management* Vol. 7, pp 356–364
- Levy, R. (1999), Give and take. Cambridge (MA)7 *Harvard Business School Press*
- Maignan, I., Ferrell, O. C. (2000), Measuring corporate citizenship in two countries: The case of the United States and France. *Journal of Business Ethics*, 23, pp 283-297.
- Maignan, I., Ferrell, O. C., Hult, G. T. M. (1999), Corporate citizenship: cultural antecedents and business benefits. *Journal of the Academy of Marketing Science*, 27(4), pp 455-469.
- Maignan, I. (2001). Consumers' perceptions of corporate social responsibilities: A cross-cultural comparison. *Journal of Business Ethics*, 30(1),pp 57–72.
- Mandhachitara, R., Poolthong, Y. (2009), Customer expectations of CSR, perceived service quality and brand effect in Thai retail banking. *International Journal of Bank Marketing*, Vol. 27 No. 6, 408-427.
- Meidan, A., Moutinho, L. (1988), Bank Customers' Perceptions and Loyalty: An Attitudinal Research, *European Marketing Academy Proceedings*, pp. 472-93.
- McEachern, M. G., Schroder, M. J. A. (2005), Fast foods and ethical consumer value: a focus on McDonald's and KFC. *British Food Journal*, Vol. 107 No. 4, 212-224.
- Nielsen, A. E., Thomsen, C. (2007). Reporting CSR: what and how to say it? *Corporate Communications. An International Journal*. Vol. 12 No 1, 25-40.
- Nunnally, J.C. (1978). *Psychometric Theory* (2nd ed.), McGraw-Hill, New York, NY.
- Osterhus, T. (1997), Pro-social consumer influence strategies: When and how do they work? *Journal of Marketing*, 61(4), pp 16– 29.
- Pallant, J. (2007). *SPSS survival manual* (3rd ed.). New York, NY: Open.University Press.
- Parsa, H. G., Self, J. T., Njite, D.,king, T. (2005), Why restaurant fail, Cornell University, Volume 46, Number 3, pp 304-322
- Pomerantz, J. R. (2003), Perception: Overview, In: Lynn Nadel (Ed.), *Encyclopedia of Cognitive Science*, Vol. 3, London: *Nature Publishing Group*, pp. 527–537
- Ramasamy, B., Yeung, M. (2009), Chinese Consumers' Perception of Corporate Social Responsibility (CSR), *Journal of Business Ethics*, Vol. 88, pp 119 – 132
- Roscoe, J. T. (1975), *Fundamental Research Statistics for the Behavioral Sciences*, 2nd edition, New York: Holt Rinehart & Winston.

- Sekaran, U. (2003), *Research Methods for Business: Skill Building Approach*, 4th edition, New York, John Wiley & Sons, Inc.
- Self, J. T. (2004), *An Analysis of Restaurant Failure Rates: A Longitudinal Study*, CHRIE Conference Poster Presentation, Philadelphia
- Sen, S., & Bhattacharya, C. B. (2001). Does doing good always lead to doing better? Consumer reactions to corporate social responsibility. *Journal of Marketing Research*, 38(20), pp 225–243.
- Shang, J., Basil, D. Z., Wymer, W. (2010), Using social marketing to enhance hotel reuse programs, *Journal of Business Research* 63, pp 166–172
- Shaw J.J.A., (2006), *CSR: Where is the Love?*, *Social Responsibility Journal* Volume 2 Number 1
- Sisodia, R., Sheth, J., Wolfe, D. B. (2007), *Firms of Endearment: How world class companies profit from passion and purpose*, 1st edition, Wharton School publishing
- Starbutts, N. (2003), Can SMEs “do” CSR? A practitioner’s views of the ways small- and medium-sized enterprises are able to manage reputation through corporate social responsibility, *Journal of Communication Management*, Vol. 7 Issue: 4, pp.340 – 347
- Werther W. B., Chandler, D. (2005), Strategic corporate social responsibility as global brand insurance, *Business Horizons*, 48, pp 317—324
- Wigley, S. (2008), Gauging consumers’ responses to CSR activities: Does increased awareness make cents? *Public Relations Review* 34, 306–308.
- Yoon, Y., Gurhan-Canli, Z., Schwarz N. (2006), The Effect of Corporate Social Responsibility (CSR) Activities on Companies With Bad Reputations, *Journal of Consumer Psychology*, 16(4), pp 377-390
- Zwolak, R. (2010), *Empty tables: Consumers are eating out less while the economy recovers slowly*, IBISWorld Industry Report H5731 on Cafes and Restaurants in Australia