

## BIBLIOGRAPHY

- Albinger, H. S., & F, S.J. (2000). Corporate Social Performance and attractiveness as an employer to different job seeking populations. *Journal of Business Ethics*, 28, 243-253.
- Ackerman, R.W. (1975). *The social challenge to business*. Cambridge, MA: Harvard University Press.
- Al-Khatib, J, A., Mohammed A. R., & Scot.J. V. (2004). "Organizational ethics in developing counties: a comparative analysis". *Journal of Business Ethics*, 54 (4)
- Amit, R., & Schoemaker, P.J.H. (1993). Strategic assets and organizational rent. *Strategic Management Journal*, 14(1), 33-46.
- Anderson, J. C., & Gerbing, D. W. (1988). Structural equation modeling in practice: a review and recommended two-step approach. *Psychological Bulletin*, 103(3), 411-423.
- Anderson, J. C., & Gerbing, D. W. (1984). The effect of sampling error on convergence, improper solutions, and goodness-of-fit indices for maximum likelihood confirmatory factor analysis. *Psychometric*, 49, 155-173.
- Anderson, J. C., & Gerbing, D. W. (1991). Predicting the performance of measures in a confirmatory factor analysis with a pretest assessment of their substantive validities. *Journal of Applied Psychology*, 76(5), 732-740.
- Andrews, K.R. (1971). *The concept of corporate strategy*. Dow-Jones Irwin, Homewood, IL.
- Andriopoulos, C. (2001). Determinants of organisational creativity: a literature review. *Management Decision*, 39(10), 834-841.
- Antoncic, A., & Hisrich R. D. (2003). Clarifying the intrapreneurship concept. *Journal of Small Business and Enterprise Development*, 10 (1), 7-24.
- Aragón-Correa, J.A. & Sharma, S. (2003). A contingent resource-based view of proactive corporate environmental strategy. *Academy of Management Review*, 28, 71–88.
- Argyris, C. (1991). Teaching smart people how to learn. *Harvard Business Review*, 69, 99 – 109.
- Argyris, C. (1977, September– October). Double loop learning in organizations. *Harvard Business Review*, 115– 125.
- Ansoff, H.I. (1980) 'Strategic issues management'. *Strategic Management Journal*. 1(2), 131–148.

- Asongu, J.J. (2007). The legitimacy of strategic corporate social responsibility as a marketing tool. *Journal of Business and Public Policy*, 1(1), 1-12.
- Aupperle, K. E., Carroll, A.B., & Hatfield, J.D. (1985). An empirical examination of the relationship between corporate social responsibility and profitability. *Academy of Management Journal*, 28(2), 446-463.
- Azzone, G., R. Bianchi, R. M., & Noci, G. (1997). Defining operating environmental strategies: programmes and plans within Italian industries, *Environmental Management and Health*. 8, Part 1, 4–19.
- Baden, J.A., (1998). Environmental entrepreneurship: a new shade of green <http://www.free-eco.org/articleDisplay.php?id=191>. Assessed Jan 20<sup>th</sup> 2009.
- Bagozzi, R. P. (1981). Evaluating structural equation models with unobservable variables and measurement error: A comment. *Journal of Marketing Research*, 18(3), 375-381.
- Bagozzi, R. P., & Yi, Y. (1988). On the evaluation of structural equation models. *Journal of the Academy of Marketing Science*. 16(1), 74-94.
- Bagozzi, R.P., Youjiae, Y. & Phillips, L.W. (1991). Assessing construct validity in organisational research. *Administrative Science Quarterly*, 36(3), 421-458.
- Bagozzi, R.P. & Heatherington, T.F. (1994). A general approach to representing multifaceted personality construct: Application to self-esteem. *Structural Equation Modeling*, 1(1), 35-67.
- Bagozzi, R.P. (1984). A prospectus for theory construction in marketing, *Journal of Marketing*, 48, 11-29.
- Bagozzi, R.P. & Dholakia, U.M. (2006). Antecedents and purchase consequences of customer participation in small group brand communities. *International Journal of Research in Marketing*, 23(1), 45-61.
- Baker, W. E., & Sinkula, J. M. (2005). Environmental marketing strategy and firm performance: effects on new product performance and market share. *Journal of the Academy of Marketing Science*, 33(4), 461-475.
- Baker, W.E., & Sinkula, J.M. (1999). Learning orientation, market orientation and innovation: integrating and extending models of organizational performance. *Journal of Market-Focused Management*, 4(4), 295-308.
- Balmer, J M. T. (2001). Corporate identity, corporate branding and corporate marketing-seeing through the fog. *European Journal of Marketing*, 35(3), 248-291.

- Balmer, J.M.T., & Greyser, S.A. (2006). Corporate marketing: Integrating corporate identity, corporate branding, corporate communications, corporate image and corporate reputation. *European Journal of Marketing*, 40(7/8), 730-741.
- Banerjee, S. B., Iyer, E. S., & Kashyap, R. K. (2003). Corporate environmentalism: Antecedents and influence of industry type. *Journal of Marketing*, 67(April), 106-122.
- Banerjee, S.B. (2002). Corporate environmentalism: The construct and its measurement. *Journal of Business Research*, 55, 177-191.
- Banerjee, S.B. (2001). Corporate environmental strategies and actions. *Management Decision*, 39(1), 36-44.
- Banerjee, S.B. (1998). Corporate environmentalism: Perspective from organisational learning. *Management Learning*, 29(2), 147-164.
- Bansal, P., & Roth, K. (2000). Why companies goes green: A model of ecological responsiveness. *Academy of Management Journal*, 43(3), 717-736.
- Barnett, W.P., Greve, H.R., & Park, D. Y. (1994). An evaluation model of organizational performance. *Strategic Management Journal*, 15 (S1), 11-28.
- Barney, J. (1986). Strategic factor market: Expectations, luck and business strategy. *Management Science*, 32, 1231-1241.
- Barney, J. (1991). Firm resources and sustained competitive advantage. *Journal of Management*, 17(1), 99-120.
- Barney, J.B., & Hansen, M.H. (1994). Trustworthiness as a source of competitive advantage. *Strategic Management Journal*, 15(Winter Special Issue), 175-190.
- Baron, R.M. & Kenny, D.A. (1986). The moderator-mediator variable distinction in social psychological research: Conceptual, strategic and statistical considerations. *Journal of Personality and Social Psychology*, 51(6), 1173-1182.
- Barone, M.J., Anthony, D. M., & Kimberly, A. T., (2000). The influence of cause-related marketing on consumer choice: does one good turn deserve another. *Journal of the Academy of Marketing Science*, 28(3), 248-262.
- Barnett, T. <http://www.referenceforbusiness.com/management/Comp-De/Corporate-Social-Responsibility.html>. Assessed on, 2010-05-22
- Barringer, B.R. & Bluedorn, A.C. (1999), The relationship between corporate entrepreneurship and strategic management. *Strategic Management Journal*, 20(5), 421-44.

- Basu, K. & Palazzo, G. (2008). Corporate social responsibility: a process model of sense making. *Academy of Management Review*, 33(1), 122-36.
- Bennis, W., & Nanus, B. (1985). Organization learning: The management of the collective self. *New Management*, (Summer), 7-14.
- Bentler, P. M. (1990). Comparative fit index in structural models. *Psychological Bulletin*, 107, 238-246.
- Bentler, P. M. (1995). *EQS: Structural Equation Program Manual*. Encino, CA: Multivariate Software, Inc.
- Bergstrom, R. Y. (1995). A macro view of corporate environmentalism. *Production*, 70(3), 30-31.
- Berry, L. L. (1995). Relationship marketing of services – growing interest, emerging perspectives. *Journal of the Academy of Marketing Sciences*, 23(4), 236-245.
- Berry, M.A., & Rondinelli, D.A., (1998). Proactive corporate environmental management: A New industrial revolution. *Academy of Management Executive*, 12(2).
- Bhandari, B.B., & Abe Osamu (2001). Corporate citizenship and environmental education. *International Review for Environmental Strategies*, 2(1), 61-77.
- Bharadwaj, S. G., Varadarajn. P.R., & John. F. (1993). Sustainable competitive advantage in service industries: A Conceptual model and research propositions. *Journal of Marketing*. 57 (October) 83-99.
- Bhattacharya, C.B., & Sen, S. (2004). Doing better at doing good: when, why, and how consumers respond to corporate social initiatives. *California Management Review*, 47(1), 9-24.
- Blomqvist, K. H., & Posner, S. (2004). Three strategies for integrating csr with brand marketing. *Market Leader*, Summer, 33-36.
- Bollen, K. A. (1989). *Structural equations with latent variables*. New York: Wiley.
- Bontis, N., C., M. & Hulland, J. (2002). Managing an organizational learning system by aligning stocks and flows. *Journal of Management Studies*, 39(4), 437-69.
- Branco M. C., & Rodrigues L. L. (2006). Communication of corporate social responsibility by Portuguese banks. *Corporate Communications: An International Journal*, 11(3).
- Bowen, H.R. (1953). *Social Responsibilities of the Businessman*. Harper and Row, New York, NY.

- Brazeal, D. V. (1996). Managing an entrepreneurial organizational environment: a discriminant analysis of organizational and individual differences between autonomous unit managers and department managers. *Journal of Business Research*, 35, 55-67.
- Brockhaus, R. H., & Horwitz, P. S. (1986). *The psychology of the entrepreneur*. In C. A. Kent, D. L. Sexton, & K. H. Vesper (Eds.), *Encyclopedia of entrepreneurship*. Englewood Cliffs, NJ: Prentice-Hall.
- Brown, T.J., & Dacin, P.A. (1997). The company and the product: Corporate associations and consumer product responses. *Journal of Marketing*, 61(January), 68-84.
- Bryman, A. & Cramer, D. (2001). *Quantitative data analysis with spss release 10 for windows: A guide for social scientists*. Philadelphia, PA: Routledge.
- Bryne, B.M. (2001). *Structural Equation Modeling with AMOS: Basic Concepts, Application, and Programming*. Mahwah, New Jersey: Lawrence Erlbaum Associates.
- Bryne, B. M. (1989). *A Primer of LISREL: Basic Applications and Programming for Confirmatory Factor Analytic Models*, Spring-Verlag, New York, NY.
- Burns, A. C. & Bush, R.F. (2000). *Marketing Research*. (3<sup>rd</sup> ed.). Upper-Saddle River, New Jersey: Prentice Hall, Inc.
- Burke, L., & Logston, J.M. (1996), How corporate responsibility pays off. *Long Range Planning*, 29 (4), 495-502.
- Buyse, K., & Verbeke, A. (2003). Proactive environmental strategies: A stakeholder management perspectives. *Strategic Management Journal*, 24, 453-470.
- Calantone, R.J., Cavusgil, S.T., & Zhao, Y. (2002). Learning orientation, firm innovation capability, and firm performance. *Industrial Marketing Management*, 31(6), 515-24.
- Callens, I., & Tyteca D. (1999). Towards indicators of sustainable development for firms – a productive efficiency perspective. *Ecological Economics*, 28, 41–53.
- Carlson, L., Groven, S., & Kangun, N. (1993). A content analysis of environmental advertising claims: a matrix method approach. *Journal of Advertising*, 22 (3), 27-39.
- Carmines, E. G., & McIver, S. P. (1981). *Analysing models with unobserved variables: analysis of covariance structure*. In G. w. Bohrnstedt and E. F. Borgatta (Eds.), *Social Measurement. Current Issues*. Beverly Hills: Sage.

- Carroll, A.B., & Buchholtz, A.K. (2003). *Business and Society: Ethics and Stakeholders Management*, (5th ed.) Thomson South-Western: Mason, OH.
- Carroll, A.B. (2004). Managing ethically with global stakeholders; a present and future challenge. *Academy of Management Executive*, 18(2), 114-120.
- Carroll, A.B. (1999). Corporate Social Responsibility: Evolution of a definition construct. *Business and Society*, 38(3), 268-295.
- Carroll, A.B. (2000), "The four faces of corporate citizenship", in Richardson, J.E. (Eds.). *Business Ethics 00/01*, Dushkin/McGraw-Hill, Guilford, CT, 187-91.
- Carroll, A.B., & Hoy, F. (1984). Integrating corporate social policy into strategic management. *Journal of Business Strategy*, 4(3), 48-57.
- Carroll, A. B. (1991). The pyramid of corporate social responsibility: Toward the moral management of organizational stakeholders. *Business Horizon*, 34, 39-48.
- Carroll, A. (1979). Three-dimensional conceptual model of corporate performance. *Academy of Management Review*, 4, 497-505.
- Catherine M. P., & Siegel, D. (2006). Corporate social responsibility and economic performance. *Journal of Productivity Analysis*, 26(3), 207-211.
- Chahal, H., & Sharma, R.D. (2006). Implication of corporate social responsibility on marketing performance: A conceptual framework. *Journal of Services Research*, 6(1), 205-216.
- Chakraborty, S.K., Verghese, K., Singh, J., Mrityunjay, A., Maira, A., Aga, A., & Gupta, A.K. (2004). Management paradigms beyond profit maximization. *Academy of Management Review*, 20(1), 92-117.
- Chan, K.W., & Mauborgne, R. (2005). Value innovation: A leap into the blue ocean. *Journal of Business Strategy*, 26(4), 22-28.
- Chan, R.K.Y. (2010). Corporate environmentalism pursuit by foreign firms competing in China. *Journal of World Business*, 45, 80-92.
- Chen, Z.X., Aryee, S., & Lee, C. (2003). Test of a mediation of perceived organizational support. *Journal of Vocational behavior*, 66(3), 457-470.
- Chen, M. J., & Hambrick, D. C. (1995). Speed, stealth, and selective attack: How small firms differ from large firms in competitive behavior. *Academy of Management Journal*, 38(2), 453-482.
- Cheng, E.W.L. (2001). SEM being more effective than multiple regression in parsimonious model testing for measurement development research. *Journal of Management Development*, 20, 650-667.

- Chevalier, M., & Cartwright, T. (1966). Towards an action framework for the control of pollution. *National Conference on Pollution and Our Environment: Paper D*. Canadian Council of Resource Ministers. Ottawa: Queen's Printer.
- Churchill, G. A. (1995). *Marketing Research Methodological Foundation* (6<sup>th</sup> ed.). Orlando, Florida: The Dryden Press.
- Churchill, G. A., Jr. (1979). A Paradigm for developing better measures of marketing constructs. *Journal of Marketing Research*, 16(1), 64-73.
- Clarke, S., & Roome, N. (1999). Sustainable business: Learning-action networks as organizational assets. *Business Strategy and the Environment*, 8(5), 296-310.
- Clarkson, M. B. E. (1995). A stakeholder framework for analyzing and evaluating corporate social performance. *Academy of Management*, 20(1), 92-117.
- Coddington, W. (1993). *Environmental marketing: Positive strategies for reaching the green consumer*. New York: McGraw-Hill.
- Cohen, J & Cohen, P. (1983). *Applied multiple regression/correlation analysis for the behavioural sciences* (2<sup>nd</sup> ed.). Hillsdale, NJ: Erlbaum.
- Collier, J., & Esteban, R. (2007). Corporate social responsibility and employee commitment. *Business Ethics*, 16(1), 19-33.
- Collinson, E., & Shaw, E. (2001). Entrepreneurial marketing – A historical perspective on development and practice. *Management Decision*, 39 (9), 761-766.
- Collis, D.J. (1994). Research note: How valuable are organizational capabilities? *Strategic Management Journal*, 15, 143-153.
- Cooper, A.C. (1971). *The foundation of technological-based firms*. Milwaukee, WI: The Center for Venture Management.
- Covin, J.G. & Slevin, D.P. (1989). Strategic management of small firms in hostile and benign environments. *Strategic Management Journal*, 10(1), 75-87.
- Covin, J.G. & Slevin, D.P. (1986). *The development and testing of an organizational-level entrepreneurship scale*. In: Ronstadt, R., Hornaday, J.A., Peterson, R. and Vesper, K.H., Editors, 1986. *Frontiers of Entrepreneurship Research—1986*, Babson College, Wellesley, MA, 628–639.
- Covin, J.G., & Slevin, D.P. (1990). New venture strategic posture, structure, and performance. *Journal of Business Venturing*, 5(2),123.
- Covin, J.G., & Slevin, D.P. (1991). A conceptual model of entrepreneurship as firm behavior. *Entrepreneurship Theory and Practices*, (Fall), 7–25.

- Covin, J.G., & Miles, M.P. (1999). Corporate entrepreneurship and the pursuit of competitive advantage. *Entrepreneurship Theory and Practice*, 23(3), 47-63.
- Covin, J.G., Green, K.M., & Slevin, D.P. (2006). Strategic process effects on the entrepreneurial orientation sales growth rate relationship. *Entrepreneurship Theory and Practice*, 30(1), 57-81.
- Creyer, E.H. & Ross, W.T. (1997). The influence of firm behavior on purchase intention: do consumers really care about business ethics? *Journal of Consumer Marketing*, 14 (6), 421-432.
- Cullen, J. (1999). Socially constructed learning: A commentary on the concept of the learning organisation. *The Learning Organization*, 6(1), 45-52.
- Daft, R., & Weick, K.E. (1984). Towards a model of organization as interpretation systems. *Research in the Sociology of Organization*, 5(2), 1-36.
- Dahlsrud, A. (2007). How Corporate Social Responsibility is defined: An analysis of 37 definitions *corporate social responsibility and environmental management corp. Soc. Responsib. Environ. Mgmt.* (in press) Published online in Wiley InterScience (www.interscience.wiley.com) DOI: 10.1002/csr.132
- Damanpour, F. (1991). Organizational innovation: A meta-analysis of effects of determinants and moderators. *Academy of Management Journal*, 34(3), 555.
- Day, S. G. (1994). The capabilities of market-driven organizations. *Journal of Marketing*, 58, 37-52.
- Davenport, K. (2000). Corporate citizenship: A stakeholder approach for defining corporate social performance and identifying measures for assessing it. *Business & Society*. 39(2), 210-219.
- Davis, K. (1960). Can business afford to ignore social responsibilities? *California Management Review*, 2, 70-76.
- Davis, K. (1967). Understanding the social responsibility puzzle: What does the businessman owe to society? *Business Horizons*, 10, 45-50.
- Davis, K. (1973). The case for and against business assumption of social responsibility. *Academy of Management Journal*, 312-322.
- Davis, J.J. (1991). A blue print for green marketing. *Journal of Business Strategy*, (July/August), 14-17.
- Davis, D., Morris, M., & Allen, J. (1991). Perceived environmental turbulence and its effect on selected entrepreneurship, marketing, and organizational characteristics in industrial firms. *Journal of the Academy of Marketing Science*, 19(1), 43-51.



- Dawkins, J., & Lewis, S. (2003). CSR in stakeholder expectations: And their implication for company strategy. *Journal of Business Ethics*, 44(2/3), 185.
- De Bruijn, T., & Tukker, A. (ed.). (2002). *Partnership and Leadership: Building Alliances for A Sustainable Future*. Dordrecht: Kluwer.
- De la Cruz Deniz, M., & Cabrera Suarez, K. (2005). Corporate Social Responsibility and family business in Spain. *Journal of Business Ethics*, 56, 27-41.
- de Madariaga, J. G., & Valor, C. (2007). Stakeholders management systems: Empirical insights from relationship marketing and market orientation perspectives. *Journal of Business Ethics*, 71(4), 425-439.
- Deakin, S., & Hobbs, R. (2007). False dawn for CSR? Shifts in regulatory policy and the response of the corporate and financial sectors in Britain. *Corporate Governance*, 15(1), 68-76.
- Dechant, K., & Altman, B. (1994). Environmental leadership: From compliance to competitive advantage. *Academy of Management Executives*, 8(3), 7-20.
- De Vaus, D. (2002). *Analyzing Social Science Data*. London: Sage Publications.
- De Geus, A. P. (1988). Planning as learning. *Harvard Business Review*, 66(March-April), 70-74.
- De Vaus, D. A. (1995). *Surveys in Social Research* (4th ed.). North Sydney: Allen and Unwin.
- De Pelsmacker, P., Driesen, L., & Rayp, G. (2005). Do consumers care about ethics? Willingness to pay for fair-trade coffee. *Journal of Consumer Affairs*, 39(2): 363-385.
- Deshpandé, R., & Webster, F.E. Jr. (1989). Organizational culture and marketing: defining the research agenda. *Journal of Marketing*, 53(January), 3-15.
- Dess, G.G., & Picken, J.C. (2000). Changing roles: Leadership in the 21st Century. *Organizational Dynamics*, 28 (3), 18-34.
- Dess G.G., Lumpkin, G.T., & Covin, J.G. (1997). Entrepreneurial strategy making and firm performance: tests of contingency and configurationally models. *Strategic Management Journal*, 18(9), 677-95.
- Dickson, P. (1992). Toward a general theory of competitive rationality. *Journal of Marketing*, 56, 69-83.
- Dierickx, I. & Cool, K. (1989). Asset stock accumulation and sustainability of competitive advantage. *Management Science*, 35(12), 1504-11.

- Dixon, S. E. A., & Clifford, A. (2007). Ecopreneurship –A new approach to managing the triple bottom line. *Journal of Organizational Change Management*, 20(3), 326-345.
- Donaldson, T., & Preston, L. (1995). The stakeholder theory of the modern corporation: concepts, evidence and implications. *Academy of Management Review*, 20, 65-91.
- Dodd, E., & Merrick Jr. (1932). For whom are corporate managers trustees? *Harvard Law Review*, 45(7), 1145–1163.
- Doyle, P. (2000). Valuing marketing's contribution. *European Management Journal*, 18 (3), 232-245.
- Doyle, P., & Hooley, G.J. (1992). Strategic orientation and corporate performance. *Journal of Research in Marketing*, 9, 57-73.
- Downs, G.W., & Mohr, L.B. (1976). Conceptual issues in the study of innovation. *Administrative Science Quarterly*, 21, 700-714.
- Greening, D.W. & Turban, D.B., 2000. Corporate social performance as a competitive advantage in attracting a quality workforce. *Business and Society*, 39, 254-280.
- Drucker, P. (1984). The new meaning of corporate social responsibilities. *California Management Review*, 26, 53-63.
- Drumwright, M. E. (1994). Socially responsible organizational buying: environmental concerns as a noneconomic buying criterion. *Journal of Marketing*, 58(July), 1-19.
- Dummet, K. (2006). Drivers for corporate environmental responsibility. *Environment, Development and Sustainability*, 8, 375-389.
- Dunn, S. C., Seaker, R. F., & Waller, M. A. (1994). Latent variables in business logistics research: scale development and validation. *Journal of Business Logistics*, 15(2), 145-172.
- Dutton, J.E., Dukerich, J.M. & Harquail, C.V. (1994), Organizational images and member identification. *Administrative Science Quarterly*, 39, 239-63.
- Elkington, J. (1997). *Cannibals with forks: The triple bottom line of 21st Century Business* Capstone Publishing Ltd., Oxford, UK.
- Elkjaer, B. (2003). Organizational learning with a pragmatic slant. *International Journal of Lifelong Education*, 22(5), 481-94.

- Eltantawy, R.A., Giunipero, L., & Fox, G.L. (2009). A strategic skill based model of supplier integration and its effect on supply management performance. *Industrial Marketing Management*, 38(8), 925-936.
- Eisenhardt, K.M., & Martin, J.A. (2000). Dynamic capabilities: What are they? *Strategic Management Journal*, 21, 1105-1121.
- Epstein, M. J. & Roy, M. (2003). Improving sustainability performance: Specifying, implementing and measuring key principles. *Journal of General Management*, 29(1), 15-31.
- Fahey, L., & Prusak, L. (1998). The eleven deadliest sins of knowledge management. *California Management Review*, 40(3), 265-276.
- Fan, Y. (2005). Ethical branding and corporate reputation. *Corporate Communication: An International Journal*. 10(4), 341-350.
- Farrell, M.A. (2000). Developing a market-oriented learning organization. *Australian Journal of Management*, 25(2), 201-222.
- Feldman, L.P. (1971). Societal adaptation: A new challenge for marketing. *Journal of Marketing*, 35(3), 54-60.
- Feltus, C., Petit, M., & Dubois, E. (2009). *Strengthening employee's responsibility to enhance governance of IT: COBIT RACI chart case study*, Proceedings of the first ACM workshop on Information security governance (WISG'09), Chicago, IL, USA.
- Fenwick, T. (2007). Developing organizational practices of ecological sustainability a learning perspective. *Leadership and Organization Development Journal*, 28(7), 632-645.
- Finch, J. F., & West, S. G. (1997). The investigation of personality structure: Statistical methods. *Journal of Research in Personality*, 31, 439-485.
- Fiol, C. M., & Lyles, A. M. (1985). Organizational Learning. *Academy of Management Review*, 10(October), 803-813.
- Fischer, K., & Schot, J. (ed.) (1993). *Environmental strategies for industry: International perspectives on research needs and policy implications*. Washington: Island Press.
- Flamholtz, E. (2001). Corporate culture and the bottom line. *European Management Journal*, 19(3), 268-275.
- Fornell, C., & Larcker, D. F. (1981). Evaluating equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 18(1), 39-50.

- Foxall, G. (1984), *Corporate innovation: marketing and strategy*. New York: St. Martin's Press.
- Frazer, L., & Lawley, M. (2000). *Questionnaire design and administration: A practical Guide*. Milton, Qld: Wiley.
- Frazier, P.A., Barron, K.E. and Tic, A.P. (2004). Testing moderator and mediator effects in counseling psychology research. *Journal of Counseling Psychology*, 51(4), 115-134.
- Freeman, R.E. (1984). *Strategic management: A stakeholder approach*. Pitman, Boston, MA.
- Frederick, W.C, Post, J.E, & Davis, K (1992). *Business and Society: Corporate Strategy, Public Policy, Ethics*, 7th (ed). McGraw Hill, Maidenhead.
- Frederick, W. C. (1960). The growing concern over business responsibility. *California Management Review*, 2, 54-61.
- Friedman, M. (1962), *Capitalism and freedom*. University of Chicago Press, Chicago, IL.
- Fritz, W. (1996). Market Orientation and corporate success: Findings from Germany. *European Journal of Marketing*, 30(8), 59-74.
- Galbreath, J. (2006). Corporate social responsibility strategy: Strategic options, global considerations. *Corporate Governance*, 6(2), 175-187.
- Galer, G., & van der Heijden, K. (1992). The learning organization: How planners create organizational learning. *Marketing Intelligence and Planning*, 10(6), 5-12.
- Garavan, T., O'Conneide, B., Fleming, P., McCarthy, B., & Downey, A. (1997). *Entrepreneurship & Business Start-Ups in Ireland*, Oak Tree Press, Dublin.,
- Garcia , V.J., & Llorens-Montes, F.J., (2006). Antecedents and consequences of organizational innovations and organizational learning in entrepreneurship. *Industrial Management and Data System*, 106(1), 21-42.
- Gardberg, N. A., & Fombrun, C.J. (2006). Corporate citizenship: creating intangible assets across institutional environments. *Academy of Management Review*, 31(2), 329-356.
- Gartner, W. (1985). A conceptual framework for describing the phenomenon of new venture creation. *Academy of Management Review*. 10(4), 696-706.

- Garver, M. S. & Mentzer, J.T. (1999). Logistic research methods: employing structural equation modeling to test for construct validity. *Journal of Business Logistics*, 20 (1), 33-57.
- Garvin, D. (1993). Building a learning organization. *Harvard Business Review*, 71(July-August), 78-91.
- Gibb, A.A. (1995). Entrepreneurship and small business management: can we afford to neglect them in the twenty-first century business school?. *British Journal of Management*, 7(4), 309-21.
- Gilly, Mary. C. & Wolfinberger, M. (1998). Advertising's internal audience. *Journal of Marketing*, 62 (1), 69-73.
- Ginsberg, A. (1985). Measuring changes in entrepreneurial orientation following industry deregulation: The development of a diagnostic instrument. Proceedings of the International Council of Small Business, 50-57.
- Ginson, R. B. (2006). Beyond the pillars: Sustainability assessment as a framework for effective integration of social, economic and ecological considerations in significant decision-making. *Journal of Environmental Assessments Policy and Management*, 8(3). 259-280.
- George, W.R., & Berry, L.L. (1981). Guidelines for advertising services. *Business Horizons*, 52-56.
- Gladwin, T. (1993). 'The meaning of greening: A plea for organizational theory' in *environmental strategies for industry. International perspectives*. K. Fischer and J. Schot (eds). Washington: Island Press.
- Goh, S.C. (2003). Improving organizational learning capability: lessons form two case studies. *The learning Organization*, 10(4), 216-227.
- Gorsuch, R.L. (1983). *Factor Analysis*. Hillsdale, NJ: Lawrence Erlbaum Associates.
- Grant, R.M. (1991). The resource-based theory of competitive advantage: implications for strategy formulation. *California Management Review*, 33(3), 114-135.
- Gray, E. R., & Balmer, J.M.T. (1998). Managing corporate image and corporate reputation. *Long Range Planning*, 31(5), 695-702.
- Greenfield, W.M. (2004). In the Name of Corporate Social Responsibility. *Business Horizon*. (January- February), 19-28.
- Greenley, E.G., Hooley, G.J., & Rudd, J.M. (2005). Market orientation in a multiple stakeholder orientation context: implications for marketing capabilities and assets. *Journal of Business Research*, 58(11), 1483-1494.

- Greening, D.E., & Turban, D. B. (2000). Corporate social performance as a competitive advantage in attracting a quality workforce. *Business and Society*, 39 (3), 254-280.
- Greening, D.E., & Turban, D. B. (1997). Corporate social performance and organizational attractiveness to prospective employees. *Academy of Management Journal*, 40(3) 658-672.
- Greenproofing.org, (2010). Assessed on Mac 25 2010.
- Greve, H. R. & Park, D. Y. (1994) An evolutionary model of organizational performance. *Strategic Management Journal*, 15(special issue), 11-28.
- Gronroos, C. (1994). From marketing mix to relationship marketing: Towards a paradigm shift in marketing. *Management Decision*, 32, 4-20.
- Grundey, D., & Zaharia, R. M. (2008). Sustainable incentives in marketing and strategic greening: the cases of Lithuania and Romania. *Technological and Economic Development*, 14(2), 130-143.  
[http://www.tede.vgtu.lt/upload/ukis\\_zurn/tech%20eco%20dev\\_2008-2\\_4%20str.pdf](http://www.tede.vgtu.lt/upload/ukis_zurn/tech%20eco%20dev_2008-2_4%20str.pdf) Assessed on May 1<sup>st</sup> 2009.
- Gummesson, E. (1997). Relationship marketing as a paradigm shift: some conclusions from the 30R Approach. *Management Decision*, 35, 267-72.
- Hair, J.F., Black, W.C., Babin, B.J., Anderson, R.E. & Tatham, R.L. (2006). *Multivariate data analysis* (5<sup>th</sup> ed.) Upper-Saddle River, New Jersey: Prentice Hall.
- Hair, J. F., Black, W. C., Babin, B.J., Anderson, R. E., & Tatham, R. L. (1998). *Multivariate data analysis with readings* (5th ed.).Upper Saddle River, NJ: Prentice Hall.
- Hair, J. F., Anderson, R. E., Tatham, R. L., & Black, W. C. (1995). *Multivariate data analysis with readings* (4th ed.). Englewood Cliffs, NJ: Prentice Hall.
- Hair, J.F., Black, W.C., Babin, B.J., Anderson, R.E. & Tatham, R.L. (2006). *Multivariate data analysis* (6<sup>th</sup> ed.) Upper-Saddle River, New Jersey: Prentice Hall.
- Hamel, G., & Prahalad, C.K. (1991). Corporate imagination and expeditionary marketing. *Harvard Business Review*, 69(4), 81-92.
- Hamid, E.R. (1997). Phasing out ODS for a clean, green sky. *Productivity Digest*, 17-19.
- Han, S. (1991). *Antecedents of buyer-seller long-term relationships: An exploratory model of structural bonding and social bonding*. Unpublished doctoral dissertation, The Pennsylvania State University, University Park, PA.

- Hanas, J. (2007). A world gone green. *Advertising Age*, 78(24), S1-2.
- Hancock, J. (2005). Introduction: Why this subject? Why this book? in J. Hancock (eds.), *Investing in corporate social responsibility: a guide to best practice, business planning and the uk's leading companies* (Kogan Page, London), 1-4.
- Handelman, J. M. & Stephen J. A. (1999). The role of marketing actions with a social dimension: appeals to the institutional environment. *Journal of Marketing*, 63(July), 33-48.
- Hart, S. L. (1997). Beyond greening: Strategies for a sustainable world. *Harvard Business Review*.
- Hart, S.L. (1995). A natural-resources-based view of the firm. *Academy of Management Review*, 20(October), 986-1014.
- Hatcher, L. (1994). *A step-by-step approach for using sas ® system for factor analysis and structural equation modeling*. Cary, NC: SAS Institute.
- Hedberg, B. (1981). How organization learn and unlearn. in P.C. Nystrom and W.H.Starback (eds,) *Handbook of Organizational Design*. London: Oxford University Press.
- Heerama, D.I., & Giannini, R. (1991). Business organizations and the sense of community. *Business Horizon*, 34(4), 87-91.
- Hemphill, T.A. (1993). Corporate environmentalism and self-regulation: keeping enforcement agencies at bay. *Journal of Environmental Regulation*, 3 (2), 145-154.
- Hendriques, I., & Sadorsky, P. (1999). The relationship between environmental commitment and managerial perceptions of stakeholder importance. *Academy of Management Journal*, 42(1), 87-99.
- Henri, Jean-Francois., & Giasson, A. (2006). Measuring environmental performance: a basic ingredient of environmental management. *CMA Management*, 80(5), 28-32.
- Hill, C.W.L. & Deeds, D.L. (1996). The importance of industry structure for the determination of firm profitability: A Neo-Austrian perspective. *Journal of Management Studies*, 33 (4), 429-51.
- Hoe, S. L. (2007). Shared vision: A development tool for organizational learning. *Development and Learning in Organizations*, 21 (4), 12-13.
- Hoffman, A. (1997). *From heresy to dogma: An institutional history of corporate environmentalism*. San Francisco: New Lexington.

- Holliday, C., Schmidheiny, S. & Watts, P. (2002). Walking the talk. the business case for sustainable development. Greenleaf, Sheffield.
- Holmes-Smith, P., Coote, L., and Cunningham, E. (2006). *Structural Equation Modelling: From the Fundamentals to Advanced Topics*. Melbourne: SREAMS.
- Holmqvist, M. (2003). A dynamic model of intra- and inter-organization learning. *Organization Studies*, 24 (1), 95-123.
- Holt, D.T; Rutherford, M.W., & Clohessy, G.R. (2007). Corporate entrepreneurship: an empirical look at individual characteristics, context, and process. *Journal of Leadership and Organizational Studies*, 13(4), 40–54.
- Hooley, G., Broderick, A., & Moller, K. (1998). Competitive positioning and the resource-based view of the firm. *Journal of Strategic Marketing*, 6(2), 97-116.
- Hornsby, J.S., Kuratko, D.F., & Zahra, S.A. (2002). Middle managers' perception of the internal environment for corporate entrepreneurship: Assessing a measurement scale. *Journal of Business Venturing*, 17, 253-273.
- Hoyle, R.H. (1995). The structural equation modeling approach: basic concepts and fundamental issues. In R.H. Hoyle (ed.), *Structural Equation Modeling: Concept, Issues and Applications*. (1-15). London: Sage Publications.
- Hosmer, L.T. (1994). Strategic planning as if ethics mattered. *Strategic Management Journal*, 15(Summer),17-34.
- Hostager, T.J., Neil, T. C., Decker, R. L., & Lorentz, R.D., (1998). Seeing environmental opportunities: effects of intrapreneurial ability, efficacy, motivation and desirability. *Journal of Organizational Change Management*, 11(1), 11-25.
- Hu, L.-T., & Bentler, P. (1995). Evaluating model fit. In R. H. Hoyle (Ed.), *Structural Equation Modeling. Concepts, Issues, and Applications*. 76-99. London: Sage.
- Hult, G.T.M. & Ketchen, J.D.J. (2000). Does market orientation matter? A test of the relationship between positional advantage and performance. *Strategic Management Journal*, 22 (9), 899-906.
- Hult, G. T. M. & Ketchen Jr.D.J. (2001). Does market orientation matter? A test of the relationship between positional advantage and performance?. *Strategic Management Journal*, 22 (9): 899-906.
- Hult, G.T.M., Hurley, R.F., & Knight, G.A. (2004). Innovativeness: Its antecedents and impact on business performance. *Industrial Marketing Management*,33, 429-438.
- Hunt, C.B., & Auster, E.R. (1990). Proactive environmental management: Avoiding the toxic trap. *Sloan Management Review*, 31(Winter), 7-18.



- Hunt, S. D., Sparkman, R. D., & Wilcox, J. B. (1982). Pretest in survey research: issues and preliminary findings. *Journal of Marketing Research*, 19(2), 269-273.
- Hurley, A.E., Scandura, T.A., Schriesheim, C.A., Brannick, M.T., Seers, A., Vandenberg, R.J. & Williams, L.R. (1997). Exploratory and confirmatory factor analysis: guidelines, issues and alternatives. *Journal of Organizational Behavior*, 18, 667-683.
- Hurley, Robert F., Hult, G., & Tomas M. (1998). Innovation, market orientation, and organisational learning: An integration and empirical examination. *Journal of Marketing*, 42(July), 42-54.
- Husted, B. W. & De Jesus Salazar, J. (2006). Taking friedman seriously: maximizing profits and social performance. *Journal of Management Studies*, 43(1), 75–91.
- Hyland, P. & Beckett, R. (2002) Learning to compete: The value of internal benchmarking. *Benchmarking: An International Journal*, 9(3), 293-304.
- Ibrahim, N. A., Howard, D.P., & Angelidis, J.P. (2003). Board members in the service industry : an empirical examination of the relationship between corporate social responsibility orientation and directional type. *Journal of Business Ethics*, 47, 393–401.
- Ireland, R D., Hitt, M. A., Camp, S. M., & Sexton, D. L. (2001). Integrating entrepreneurship and strategic management actions to create firm wealth. *The Academy of Management Executive*, 15(1), 49-63.
- Jackson, I., & Nelson, J., (2004). Values-Driven performance: seven strategies for delivering profits with principles. *Ivey Business Journal*, 69(2), 1-8.
- Jacobson, R. (1992), The ‘Austrian’ school of strategy. *Academy of Management Review*, 17(4), 782-807.
- Jamali, D., & Mirshak, R. (2007). Corporate Social Responsibility (CSR): Theory and practice in a developing country context. *Journal of Business Ethics*, 72(3), 243-262.
- Jamali, D., Sidani, Y., & Khalil El-Asmar (2009). A three country comparative analysis of managerial csr perspectives: insights from Lebanon, Syria and Jordan. *Journal of Business Ethics*, 85,173–192.
- Jan, J., & van Pijkeren, M. (2006). In search for business strategies for CSR. <http://cosmic.rrz.uni-hamburg.de/webcat/hwwa/edok07/f10912g/RP41-2006.pdf> Assessed on May 25th 2009.
- Jaworski, B.J., & Kohli, A.K. (1993). Market orientation: Antecedents and consequences. *Journal of Marketing*, 57 (July), 53-70.

- Jay, L (1990). Green about the tills: Market discovers the eco-consumer. *Management Review*, 79(June), 24-29.
- Jenkins, H., & Yakovleva, N. (2006). Corporate Social Responsibility in the mining industry: Exploring trends in social and environmental disclosure. *Journal of Cleaner Production*, 14(3-4), 271-284.
- Jennings, P.D. & Zandbergen, P.A. (1995). Ecologically sustainable organizations: An institutional approach. *Academy of Management Review*, 20 (4), 1015–52.
- Jones, C. (2003). As if business ethics were possible: Within such limits. *Organization*, 10(2), 223-248.
- Jones, G.R. (2000). *Organizational Theory*. (3<sup>rd</sup> ed.) Prentice Hall, Englewood Cliffs, NJ.
- Jones, T. (1980). Corporate Social Responsibility revisited, redefined. *California Management Review*, 22(3), 59–67.
- Jones, T.M. (1994). Essay on the Toronto conference. *Business & Society*, 33, 98-101.
- Jones, T. M. (1995). Instrumental stakeholder Theory: A synthesis of ethics and economics. *Academy of Management Review*, 20(2), 404-437.
- Jones, T.M., & Wicks, A.C. (1999). Convergent stakeholder theory. *Academy of Management Review*, 24, 206-21.
- Jöreskog, K., & Sörbom, D. (1981). *LISREL V: Analysis of Linear Structural Relationships by the Method of maximum Likelihood*. Chicago: National Education Resources.
- Jöreskog, K., & Sörbom, D. (1996). *LISREL 8: User's Reference Guide*. Chicago: Scientific Software International.
- Joyner, B.E., & Payne, D. (2002): Evolution and implementation: A study of values, business ethics and corporate social responsibility. *Journal of Business Ethics*, 41(4), 297-311.
- Judge, W.Q, & Douglas, T.J. (1998). Performance implications of incorporating natural environment issues into strategic planning process. *Journal of Management Studies*, 35(March), 241-262.
- Kane, G.O. (1994). Green audits bring savings. *Asian Business*, (July), 42-43.
- Kang, G. D., & James, J. (2007). Revisiting the concept of a societal orientation: conceptualization and delineation. *Journal of Business Ethics*, 73(3), 301-318.

- Kelloway, E.K. (1995). Structural equation modeling in perspective. *Journal of Organizational Behavior*, 16(3), 215-224.
- Kenny, D. A. (2009). *Measuring model fit*. <http://davidakenny.net/cm/fit.htm>. Assessed 15 July 2009.
- Kenny, D. A. (2006). Mediation. <http://www.davidakenny.net/cm/mediate/htm>. Assessed 15 August 2009.
- Kenny, D. A., Kashy, D.A. & Bolger, N. (1998). Data analysis in social psychology. In D. Gilbert, S.F. and Lindzey, G. (eds.). *The Handbook of Social Psychology*. 1, 233-265. Boston, MA: McGraw-Hill.
- Kemp, R., & Soete, L. (1992). The greening of technological process. An evolutionary perspectives (MERIT Research Memorandum 91-011). *Future*, 24, 437-457.
- Keogh, P.G., & Polonsky, M. J. (1998). Environmental commitment: A basis for environmental entrepreneurship? *Journal of Organizational Change*, 11(1), 38-49.
- Khandwalla, P. N. (1977). *The design of organizations*. Harcourt Beace Jovanovich, Inc.
- Kilcullen, M. & Kooistra, J.O. (1999). At least do no harm: sources on the changing role of business ethics and corporate social responsibility. *Reference Services Review*, 27(2), 158-178.
- Kirkpatrick, D. (1990). Environmentalism: The new crusade. *Fortune*, (February 12), 24-29.
- Klassen, R. D., & Mclaughlin, C. P. (1996). The impact of environmental management on firm performance. *Management Science*, 42(8), 1199-1214.
- Kline, R. B. (1998). *Principles and Practice of Structure Equation Modeling* (1<sup>st</sup> ed.). New York: The Guildford Press.
- Kline, R. B. (2005). *Principles and Practice of Structural Equation Modeling* (2<sup>nd</sup> ed.). New York: The Guilford Press.
- Kotha, S., & Nair. A. (1995). Strategy and environment as determinant of performance: evidence from the Japanese machine tool industry. *Strategic Management Journal*, 16 (7), 497-518.
- Knight, F. (1921). *Risk, Uncertainty and Profit*, Houghton-Mifflin, New York, NY.,
- Kohli, K. Ajay., & Joworski J. B. (1990). Market orientation: The construct, research propositions and managerial implications. *Journal of Marketing*, 54(April), 1-18.

- Kotler, P. 1977. From Sales Obsession to Marketing Effectiveness. *Harvard Business Review*. 55 (November/December), 67-75.
- Kotler, P. (1973). The Major Tasks of Marketing Management. *Journal of Marketing*, 37 (October), 42-49.
- Kotler, P. (1988) *Marketing management, Analysis Planning, Implementation and Control*, Englewood Cliffs, NJ; Prentice Hall.
- Kotler P. 1994. *Marketing Management: Analysis, Planning, Implementation, and Control* (8th edn). PrenticeHall: Englewood Cliffs, NJ.
- Kotler P., & Levy., S.J., (1969). Broadening the concept of marketing. *Journal of Marketing*, 33(January), 10-15.
- Kumar, N. & Idris, K. (2006). An examination of educational institutions' knowledge performance: analysis, implications and outlines for future research. *The Learning Organization*, 13(1), 96-116.
- Kuratko, D.F., Montagno, R.V., & Hornsby, J.S. (1990). Developing an intrapreneurial assessment instrument for an effective corporate entrepreneurial environment. *Strategic Management Journal*, 11(Summer), 49-58.
- Kuratko, D.F., Ireland, R.D., Covin, J.G., and Hornsby, J.S. (2005). A model of middle-level managers' entrepreneurial behavior. *Entrepreneurship Theory and Practice*. 29(5), 699-716.
- Ireland, R. Duane, Kuratko, Donald F., & Morris, Michael H. 2006. A Health Audit for Corporate Entrepreneurship: Innovation at all Levels – Part 2. *Journal of Business Strategy*, 27(2), 21-30.
- Langerak, F., Peelen, Ed., and van der Veen, M., (1998). Exploratory results on the antecedents and consequences of green marketing. *Journal of Marketing Research Society*, 40(4), 323-335.
- Lant, T., and Mezias, S., (1990). Managing discontinuous change: a stimulation study of organizational learning and entrepreneurial strategies. *Strategic Management Journal*, 11, 147-179.
- Lantos, G.P. (2001). The boundaries of strategic corporate social responsibility. *Journal of Consumer Marketing*, 18(7), 595-630.
- Lazer, W. (1969). Marketing's changing social relationships. *Journal of Marketing*, 33(January), 3-9.
- Lee, T.H and Crompton, J. (1992). Measuring novelty seeking in tourism. *Annals of Tourism Research*, 19, 732-751.

- Lee, Les Tien-Shang., & Sukoco, B. M. (2007). The effects of entrepreneurship orientation and knowledge management capability on organizational effectiveness in Taiwan: The moderating role of social capital. *International Journal of Management*, 24(3), 249-260.
- Levinthal, D., & Myatt, J. (1994). Co-evaluation of capabilities and industry: The evolution of mutual fund processing. *Strategic Management Journal*, 15(Winter Special Issue), 45-62.
- Levitt, T. (1958), "The dangers of social responsibility", *Harvard Business Review*, 36(5), 41-50.
- Leitão, J., & Silva, M.J. (2007). CSR and social marketing: What is the desired role for universities in fostering public policies? <http://mpra.ub.uni-muenchen.de/2954/> (Assessds on January 8 2008).
- Lenssen, G., Perrini, F., Tencati, A. & Lacy, P. (2007). Corporate responsibility, strategic management and the stakeholder view of the firm. *Corporate Governance*, 7(4), 344-54.
- Lewin, A.Y., Sakano, T., Stephens, C.U & Victor, B. (1995), 'Corporate citizenship in Japan: survey from Japanese firms', *Journal of Business Ethics*, 14(2), 83-101.
- Lewis, S. (2003). Reputation and corporate responsibility. *Journal of Communication Management*, 7(4), 356-394.
- Lez-Benito, J.G., & Lez-Benito, S, G., (2006). The role of stakeholder pressure and managerial values in the implementation of environmental logistics practices. *International Journal of Production Research*, 7(1), 1353-1373.
- Li. T., & Calantone R.J. (1998). The impact of market knowledge competence on new product advantage: conceptualization and empirical examination. *Journal of Marketing*, 62(4), 13– 29.
- Lichtenstein, D. R., Drumwright, M.E., & Braig, B. M. (2004). The effect of corporate social responsibility on customer donations to corporate-supported nonprofits. *Journal of Marketing*, 68(October): 16-32.
- Liu, S.S., Luo, X., & Shi, Y. (2002). Integrating customer orientation, corporate entrepreneurship and learning orientation in organizations-in-transition: an empirical study. *International Journal of Research in Marketing*, 19, 367-382.
- Liu, Y., & Zhou, X. (2009). Corporate social responsibility and customer loyalty: A conceptual framework. *icsssm*, 794-798, 2009 6th International Conference on Service Systems and Service Management.

- Liechtenstein, D., Drumwright, M., & Bridgette, B. (2004): The effect of corporate social responsibility on customer donations to corporate-supported nonprofits. *Journal of Marketing*, 68(4), 16-32.
- Lober, D.J. (1997). Explaining the formation of business-environmentalist collaborations: Collaborative windows and the paper task force. *Policy Sciences*, 30.
- Lockwood, N.R. (2004). Corporate Social Responsibility: HR's leadership role. *SHRM Research Quarterly*, 2-10.
- Long, W. (1983). "The meaning of Entrepreneurship," *American Journal of Small Business*. VIII, 2 (Oct-Dec), 47-56.
- López, S. P., Peón, J.M.M., & Ordás, C. J. V. (2005). Organizational learning as a determining factor in business performance. *The Learning Organization*, 12(3), 227-245.
- Lozada, H.R. (1999). Ecological sustainability and marketing strategy: Review and implications. [www.sbaer.uca.edu/research/mma/1999/24.pdf](http://www.sbaer.uca.edu/research/mma/1999/24.pdf) (Assessed on Jan 14 2008).
- López, S.P., Peón, J.M.M., & Ordás, C.J.V., (2005). Organisational learning as a determining factor in business performance. *The Learning Organisation*, 12(3), 227-245.
- Lumpkin, G.T., & Linctensein, B.B. (2005). The role of organizational learning in the opportunity-recognition process. *Entrepreneurship Theory and Practices*, 29(4), 451-472.
- Lumpkin, G T, & Dess, G.G. (1997). Proactiveness versus competitive aggressiveness: teasing apart key dimensions of an entrepreneurial orientation. *Frontiers of Entrepreneurship Research*, <http://www.babson.edu/entrep/fer/papers97/lumpkin/lum1.htm> (Assessed on April 21.2010).
- Lumpkin, G T, & Dess, G. G. (1996). Clarifying the entrepreneurial orientation construct and linking it to performance. *The Academy of Management Review*, 21(1), 135.
- MacLean, R. (2005). Corporate environmentalism: In search of vision, leadership and strategy. *Environmental Quality Management, Autumn: 1-14*.
- Mackey, A., Mackey, T.B. & Barney, J.B. (2007). Corporate Social Responsibility and firm performance: Investor preferences and corporate strategies". *Academy of Management Review*, 32(3), 817-35.

- MacKinnon, D.P. (2000). Contrast in multiple mediator models. In J.S. Rose, L. Chassin, c.c. Presson and S.J. Sherman (Eds), *Multivariate Applications in Substance Use Research: New Methods for New Questions* (pp. 141-160). Mahwah, NJ: Erlbaum.
- Maidique, M.A & Patch, P. (1982). Corporate strategy and technological policy. In M.L. Tushman and W.L. Moore (Eds.) *Reading in the Management of Innovation*: 273-285. Marsfield, MA: Pitman
- Maignan, I., Ferrell, O.C., & Hult, G.T. (1999). Corporate citizenship: Cultural antecedents and business benefits. *Academy of Marketing Science*, 27(4), 455-469.
- Maignan, I., & Ferrell, O.C., (2001). Corporate citizenship as a marketing instrument-concepts, evidence and research directions. *European Journal of Marketing*, 35(3/4), 457.
- Maignan, I., & Ferrell, O. C. (2004). Corporate social responsibility and marketing: An integrative framework. *Journal of the Academy of Marketing Science*, 32(1), 3.
- Maignan, I., Ferrell, O.C., & Ferrell, L., (2005). A stakeholder model for implementing social responsibility in marketing. *European Journal of Marketing*, 39(9/10), 956-977.
- Malhotra, N. K. (1999). *Marketing research—An applied orientation*, Prentice-Hall, New Jersey (1999).
- Malhotra, N. K. (1996). *Marketing Research: In Applied Orientation*, second edition, Prentice Hall, Englewood Cliffs, NJ.
- Malhotra, N. K. (2003). *Marketing Research: An Applied Orientation* (3<sup>rd</sup> ed.). Upper Saddle River, N.J: Pearson Education Inc.
- Malhotra, N. K. (2004). *Marketing Research: An Applied Orientation* (4<sup>th</sup> ed.). Upper Saddle River, N.J: Pearson Education Inc.
- Maon, F., Lindgreen, A., & Swaen, V. (2009). Designing and implementing corporate social responsibility: an integrative framework grounded in theory and practice. *Journal of Business Ethics*, 7 (1), 71-89.
- March, J.G. (1991). Exploration and exploitation in organizational learning. *Organization Science*, 2 (1), 71-87.
- Marrewijk, M.V. (2003) Concepts and definitions of csr and corporate sustainability: between agency and communion. *Journal of Business Ethics*, 44(2), 95–105.
- Marsden, C. (2000). The role of corporate citizenship of big business: part of solution to sustainability. *Business and Society Review*, 105(1), 9-25.

- Marshall, M.E., & Mayer, D. (1992). Environmental training: It's good business. *Business Horizons*, (March-April), 54-57.
- Marsh, H. W., Balla, J. R., & McDonald, R. P. (1988). Goodness-of-Fit indexes in confirmatory factor analysis: The effect of sample size. *Psychological Bulletin*, 103(3), 391-410.
- Marsh, H. W., & Hovecar, D. (1985). The application of confirmatory factor analysis to the study of self-concept: First and higher order factor models and their invariance across group. *Psychological Bulletin*, 97(3), 562-582.
- Massey, C., & Walker, R. (1999). Aiming for organisational learning: consultants as agents of change. *The Learning Organization*, 6(1), 38-44.
- Matsushita, K. (2000). Common sense talk. *Asian Productivity Organization News*, 30(8), 4.
- Matten, D., & Crane, A. (2003). Corporate Citizenship: Towards an extended theoretical conceptualization. <http://cosmic.rz.uni-hamburg.de/webcat/hwwa/edok04/f10912g/RP04-2003.pdf>. Assessed April 25 2009.
- Maxwell, J., Rothenberg, S., Briscoe, F., & Marcus, A., (1997). Green Schemes: Corporate environmental strategies and their implementation. *California Management Review*, 39(3), 118-134.
- Mavondo, F.T., Chimhanzi, J., & Stewart, J. (2004). Learning orientation and market orientation. *European Journal of Marketing*, 39(11/12), 1235-1263.
- Maxwell, J.W., Lyon, T.P., & Hackett, S.C. (2000). Self-regulation and social welfare: the political Economy of Corporate Environmentalism. *Journal of Law and Economics*, XLIII, (October), 583-628.
- Maxwell, J., Rothenberg, S., Brinscoe, F., & Marcus, A. (1997). Green Schemes: Corporate environmental strategies and their implementation. *California Management Review*, 39 (3), 118-134.
- McCarthy, B. (2000). The cult of risk taking and social learning: A study of Irish entrepreneurs. *Management Decision*, 38 (8), 563-575.
- McCarthy, E.J., & Perrault, W. D. (1984). Basic Marketing, Homewood, Illinois: Richard D. Irwin, Inc.
- McClland, S. (1994). Training needs assessment data-gathering methods: Part 4, survey questionnaire. *Journal of European Industrial Training*, 18(5), 2226.



- McGee, J. (1998). Commentary on corporate strategies and environmental regulations: An organizing framework by A.M. Ragman and A. Verbeke. *Strategic Management Journal*, 19(4), 377-387.
- McGuire, J.B., Sundgren, A., & Schneeweis, T. (1988). Corporate Social Responsibility and firm financial performance. *Academy of Management Journal*, 31(4), 854-872.
- McGuire, J. (1963): *Business and Society*, New York: McGraw-Hill.
- McWilliams A., & Siegel, D. (2000). Corporate social responsibility and financial performance: correlation or misspecification? *Strategic Management Journal*, 21(5), 603–609.
- McWilliams, A., & Siegel, D. (2001). Corporate Social Responsibility: A theory of the firm perspective. *Academy of Management Review*, 26, 117-127.
- McWilliams, A., Siegel, D., & Wright, P. (2006). Corporate social responsibility: Strategic implications. *Journal of Management Studies*, 18, 1–18
- Menon, A., & Menon, A. (1997). Enviropreneurial marketing strategy: The emergence of corporate environmentalism as marketing strategy. *Journal of Marketing*, 61(January), 51-67.
- Meyers, M. (1986). Students need the truth about entrepreneurship. *Marketing News*, July 18, 34.
- Miles, M.P., & Munilla, L.S. (1993). The eco-orientation: An emerging business philosophy? *The Journal of Marketing Theory and Practice*, (Winter), 43-50.
- Miles, M. P., & Covin, J. (2000). Environmental marketing: A source of reputational, competitive, and financial advantage. *Journal of Business Ethics*, 23(3), 299-311.
- Miles, R.E. & Snow, C.C. (1978). *Organizational Strategy, Structure and Process*. New York: McGraw-Hill.
- Miles, M., Munilla, L. & Darroch, J. (2006). The role of strategic conversations with stakeholders in the formation of corporate social responsibility strategy. *Journal of Business Ethics*, 69, 195-205.
- Miller, D. (1983). The correlates of entrepreneurship in three types of firms. *Management Science*, 29(7), 770-791.
- Miller, D., & Friesen, P. (1978). Archetypes of strategy formulation. *Management Science*, 24, 921-933.

- Mintzberg, H. (1973). Strategy making in three modes. *California Management Review*, 16 (2), 44-83.
- Mirvis, P. (1994). Environmentalism in progressive companies. *Journal of Organizational Change and Management*, 7(4), 82-100.
- Mitchell, R. F., Agle, B. R., & Wood, D. J. (1997). Toward a theory of stakeholder identification and salience: Defining the principle of who and what really counts. *Academy of Management Review*, 22 (4), 853-886.
- Moon, M.J. (1999). The pursuit of managerial entrepreneurship: does organization matter? *Public Administration Review*, 59.
- Mone, M.A., McKinley W., & Barker V.L. (1998). Organizational decline and innovation: a contingency framework. *Academy of Management Review*, 23(1), 115-32.
- Morgan, R.E., Katsikeas, C.S., & Appiah-Adu K. (1998). Market orientation and organizational learning capabilities. *Journal of Marketing Management*, 14, 353-81.
- Morris, M.H., & Sexton, D.L. (1996). The concept of entrepreneurial intensity: implications for performance. *Journal of Business Research*, 36 (1), 5-13.
- Morris, M.H., & Paul, G.W. (1987). The relationship between entrepreneurship and marketing in established firms. *Journal of Business Venturing*, 2, 247-259.
- Murray, P., & Donegan, K. (2003). Empirical linkages between firm competencies and organisational learning. *The Learning Organization*, 10(1), 51-62.
- Murray, J. A. (1981). Marketing is home for the entrepreneurial process. *Industrial Marketing Management*, 10, 93- 99.
- Mutch, N & Aitken, R. (2009). Being fair and being seen to be fair: Corporate reputation and CSR partnerships. *Australasian Marketing Journal*, 17(2), 92-98.
- Namiki, N. (1984). Public Expectations and Perceptions of Business Responsibility and Social Performance and the Need for Government Regulation of Business: An Exploratory Analysis. *PhD Dissertation*  
<http://proquest.umi.com/pqdweb?index=109anddid=752210631andSrchMode=1andsid=3andFmt=6andVInst=PRODandVType=PQDandRQT=309andVName=PQDandTS=1201834244andclientId=18803> (assess on February 1, 2008).
- Naman, J. L., & Slevin, D. P. (1993). Entrepreneurship and the concept of fit: A model and empirical tests. *Strategic Management Journal*, 14(Feb (2), 137-153.

- Nall, J.W. (2002). Correlations between senior executives' perceptions of corporate environmental orientation and corporate strategy focus, and corporate environmentalism and corporate environmental practices. *DBA Dissertation*, Nova Southern University.
- Narver, J.C., Slater, S.F. & MacLachlan, D.L. (2004). Responsive and proactive market orientation and new-product success. *Journal of Product Innovation Management*, 21, 334-47.
- Narver, J. C., & Slater, S. F. (1990). The effect of a market orientation on business profitability. *Journal of Marketing*, 54(October).
- Nebenzahl, I.D., Jaffe, E.D., & Kavak, B. (2001). Consumers' punishment and rewarding process via purchasing behavior. *Teaching Business Ethics*, 5(3), 283-305.
- Neuman, W. L. (2003). *Social Research Methods: Qualitative and Quantitative Approaches* (5th ed.) Boston: Allyn and Bacon.
- Newell, P. (2005). Citizenship, accountability and community: The limits of the CSR agenda. *Journal of International Affairs*, 81(3), 541-557.
- Nigel, M. (2003). Authentic not cosmetic: CSR as brand enhancement. *Journal of Brand Management*, 10(4, 1) 353-361.
- Njuguna, J. I. (2009). Strategic positioning for sustainable competitive advantage: an organizational learning approach. *Journal of Business Management*, 2 (1), 32-43.
- Nunnally, J. C. (1978). *Psychometric Methods*. New York: McGraw-Hill.
- Nunnally, J. C. (1967). *Psychometric Theory* (2nd ed.). New York: McGraw-Hill.
- Oliver, C. (1990). Determinants of interorganizational relationships: Integration and future directions. *Academy of Management Review*, 15(2), 241-265.
- Ogrizek, M. (2002). The effect of corporate social responsibility on the brand of financial services. *Journal of Marketing*. 6(3), 215-228.
- Orlitzky, M., Schmist, F.L., & Rynes, S.L., (2003). Corporate social and financial performance: a meta-analysis. *Organizational Studies*, 24, 403-441.
- Osterhus, T. (1997). Pro-social consumer influence strategies: When and how do they work? *Journal of Marketing*, 61(4), 16– 29.
- Othman, R., Abdul-Ghani, R., & Arshad, R. (2001). Great expectation. CEOs' perception of the performance gap of the hr function in the Malaysian manufacturing sector. *Personnel Review*, 30 (1), 61-80.

- Ottman, J., & Terry, V. (1998). Strategic marketing of greener products. *Journal of Sustainable Product Design*, (April) [www.greenmarketing.com/articles/JSP\\_I\\_Apr98.html](http://www.greenmarketing.com/articles/JSP_I_Apr98.html).
- Owen, C. L., & Scherer, R. F. (1993). Social responsibility and market share. *Review of Business*, Jamaica: Summer/Fall. 15(1), 11-16.
- Pallant, J. (2001). SPSS survival manual: a step-by-step guide to data analysis using spss for windows (version 10). Maryborough, Victoria, Australia: McPherson's printing Group.
- Pant, P.N., & Lachman, R. (1998). Value incongruity and strategic choice. *Journal of Management Studies*, 35(2), 197-212.
- Pearce, J.A., Kramer, T.R., & Robbins, D.K. (1997). Effects of managers' entrepreneurial behavior on subordinates. *Journal of Business Venturing*, 12, 147-160.
- Peattie, K., & Ring, K. (1993). Greener strategies: The role of the strategic planner. *Greener Management International*, 3, 51-64.
- Pedler, M., Boydell, T., & Burgoyne, J.G. (1989). Towards the learning company. *Management Education and Development*, 20(1), 1-8.
- Penrose, E.T. (1959). The theory of the growth of the firm. Oxford, England: Oxford University Press.
- Peterson, R.T. (1989). Small business adoption of marketing concept vs. other business strategies. *Journal of Small Business Management*, 27(1), 38-46.
- Pettit, P. (2005). Responsibility incorporated. Paper presented at the Kadish Center for Morality, Law and Public Affairs, Workshop in Law, Philosophy and Political Theory.
- Pinkston, T. S. & Carroll, A. B. (1994). Corporate citizenship perspectives and foreign direct investment in the U.S. *Journal of Business Ethics*, 13, 157-169
- Podnar, K. & Jancic, Z. (2006). Towards a categorization of stakeholder groups: An empirical verification of a three level model. *Journal of Marketing Communications*, 12(4):297-308.
- Podnar, K., & Golob, U., (2007). CSR Expectations: The focus of corporate marketing. *Corporate Communication: An International Journal*, 12(4), 326-340.
- Polonsky, M.J. (1995). A stakeholder theory approach to designing environmental marketing strategy. *Journal of Business and Industrial Marketing*, 10(3), 29-46.

- Porter, K. & Kramer, M.K. (2002). The competitive advantage of philanthropy, *Harvard Business Review*, December, 1-16.
- Porter, M. E., & Kramer, M. R. (2006). Strategy and society: The link between competitive advantage and corporate social responsibility. *Harvard Business Review*, (December), 78-87.
- Porter, M. E., & van der Linde, C. (1995). Green and competitive: Ending the stalemate. *Harvard Business Review*, 73(5), 120-134.
- Porter, M.E. (1991). Towards a dynamic theory of strategy. *Strategic Management Journal*, 12(S2), 95-117.
- Post J.E., Preston L.E., & Sachs S. (2002). Managing the extended enterprise: The new stakeholder view. *California Management Review*, 45(1): 6-28.
- Post, J.E. (1991). Managing as if the earth mattered. *Business Horizon*, July-August, 32-38.
- Prahalad, C.K., & Hamel, G. (1994). Strategy as a field of study: Why search for a new a new paradigm. *Strategic Management Journal*, 15 (Summer), 5-16.
- Prahalad R.L., & Hamel, G. (1990). The core competence of the corporation. *Business Harvard Review*, 68(3), 79-91.
- Prothero, A. (1990). Environmental decision making: Research issues in the cosmetics and toiletries industries. *Marketing Intelligence and Planning*, 14(2), 19-26.
- Qu, Riliang (2007). Effects of government regulations, market orientation and ownership structure on corporate social responsibility in china: An empirical study. *International Journal of Management*, 24(3) 582-591.
- Quazi, A., & O'Brien, D. (2000). An empirical test of a cross-national model of corporate social responsibility.
- Quazi, H.A. (2001). Sustainable development: integrating environmental issues into strategic planning. *Industrial Management and Data System*, 101(2), 64-70.
- Quester, P.G. & Thompson, B. (2001). Advertising and promotion leverage on arts sponsorship effectiveness. *Journal of Advertising Research*, 41(1), 33-47.
- Rao, S.L. (2005). CSR goes with good governance. *The Economic Times*, New Delhi (11 March), 1-4.
- Ramus, C.A., & Steger, U. (2000). The roles of supervisory support behaviors and environmental policy in employee "ecoinitives" at leading-edge European companies. *Academy of Management Journal*, 43(4), 605-626.

- Ramus, C.A. (2002). Encouraging innovative environmental actions: What companies and managers must do. *Journal of World Business*, 37, 151-164.
- Ratten, V. (2008). Organizational learning orientation: How can it foster alliance relationship? *Development and Learning in Organizations*, 22 (1), 20-21.
- Ray, J.R.J. (2006). Investigating relationship between corporate social responsibilities orientation and employer attractiveness. The George Washington University.
- Ray, D. (1993). Understanding the entrepreneur: Entrepreneurial attributes, experience and skills. *Entrepreneurship and Regional Development*, 5(4), 345-57.
- Reynolds, N., & Diamantopoulos, A. (1998). The effect of pretest method on error detection rates. *European Journal of Marketing*, 32(5/6), 480-498.
- Rizzoni, A. (1991) Technological innovation and small firms: A taxonomy. *International Small Business Journal*, 9(3), 31-42.
- Robin, D.P., & Reidenbach, R.E. (1987). Social responsibility, ethics and marketing strategies: closing the gap between concept and application. *Journal of Marketing*, 51, 44-58.
- Rodriguez, M.A., Richart, J.E. & Sanchez, P. (2002). Sustainable development and the Sustainability of competitive advantage: A dynamic and sustainable view of the firm. *Creativity and Innovation Management*. 11(3), 135-46.
- Roome, N.J., & Wijen, F. (2004). Stakeholder power and organizational learning. <http://www.tilburguniversity.nl/globus/publications/publications04/04.07.pdf> Assessed 25th April 2009.
- Rumelt, H. (1984). Toward a strategic theory of the firm. In: Lamb R, editor. Competitive Strategic Management. *Englewoods Cliffs, NJ: Prentice-Hall*, 556-570.
- Russo, M. V., & Fouts, P. A. (1997). A resource-based perspective on corporate environment performance and profitability. *Academy of Management Journal*, 40(3), 534-559.
- Rutherford, M. W., and Holt, D.T. (2007). Corporate entrepreneurship: An empirical look at the innovativeness dimension and its antecedents. *Journal of Organizational Change Management*, 20(3), 429-446.
- Sale, K., (1993). *The Green Revolution*. New York: Hill and Wang.
- Samuel, J., and Saari, A. (2009) CSR: Background and Perspectives [www.infochangeindia.org](http://www.infochangeindia.org). Assessed on 17 May 2009.

- Sanchez, M. C. (1997). Environmental regulation and firm-level innovation. *Business and Society*, 36(2), 140-168.
- Sarachek, B. & Aziz, A.H. (1983). A survey of Malaysian personnel practices and problems. *Journal Pengurusan*, 2, 61-79
- Saunders, R. (2006/2007). How to get an ethical advantage. *Brand Strategy*, December 2006/January 2007, 32-33.
- Scherer, A., Palazzo, G., & Baumann, D. (2006). Global rules and private actors: toward a new role of the transnational corporation in global governance. *Business Ethics Quarterly*, 16(4), 505–532.
- Schaltegger, S. & Wagner, M. (2006). Integrative management of sustainability performance, measurement and reporting. *International Journal of Accounting*. 3(1), 1-19.
- Schaper, M. (2002). The essence of ecopreneurship. *Greener Management International*. 38 (Summer), 26-30.
- Schneider, S.C., Oppegaard, K., Zollo, M., and Huy, Q. (2005.) socially responsible behavior: developing virtue in organizations. <http://faculty.insead.edu/zollo/personal/documents/Socially%20responsible%20behavior%203.pdf>. Assessed January 4, 2009.
- Schumacker, R.E. & Omax, R.G. (1996). A beginner's guide to structural equation modeling. Mahwah, New Jersey: Lawrence Erlbaum Associates.
- Sekaran, U. (2000). *Research methods for business: A Skill -Building Approach* (3ed.). New York: John Wiley and Sons, Inc.
- Sekaran, U. (2003). *Research methods for business: A Skill-building Approach*, 4th edition, John Wiley.
- Sen, S., & Bhattacharya, C.B. (2001). Does doing good always lead to doing better? consumer reactions to corporate social responsibilities. *Journal of Marketing Research*, 38(May), 225-243.
- Sen, S.K. & Swierczek, F.W (2007). Societal, environmental and stakeholder value drivers: a case analysis of us and Asian international firms. *Journal of Human Values*, 13(2), 119-134.
- Senge, P. M. (1990). *The fifth discipline: The art and practice of the learning Organization*. New York: Doubleday
- Sethi, S. (1975). Dimensions of corporate social performance: An analytic framework. *California Management Review*. 17, 58–64.

- Sethi, P. (1979). A Conceptual framework for environmental analysis of social issues and evaluation of business response patterns. *Academy of Management Review*. 4 (1), 63-74.
- Slater, S. F., & Narver, J. C. (1995). Market orientation and the learning organisation. *Journal of Marketing*. 59(July), 63-74.
- Sharma, S. (2000). Managerial interpretations and organizational context as predictors of corporate choice of environmental strategy. *Academy of Management Journal*. 43, 681–697.
- Sharma, S., & Vredenburg, H. (1998). Proactive corporate environmental strategy and the development of competitive valuable organizational capabilities *Strategic Management Journal*, 19(8), 729-753.
- Sharma, A.K., & Talwar, A.K. (2005). Corporate social responsibility: modern vis-à-vis Vedic approach. *Measuring Business Excellence*, 9(1), 35-45
- Shaw, R.B., & Perkins, D.N.T., (1991). Teaching organizations to learn. *Organizational Development Journal*, 9(Winter), 1-12.
- Shetzer, L., Stackman, R.W., & Moore, L.F. (1991). Business-environmental attitudes and the new environmental paradigm. *The Journal of Environmental Education*. 22(Summer), 14-21.
- Shore, L.M., & Wayne, S.J. (1993). Commitment and employee behavior: Comparison of affective commitment and continuance commitment with perceived organisational support. *Journal of Applied Psychology*. 78(5), 774-780.
- Shrivastava, P. (1983). A typology of organizational learning system. *Journal of Management Studies*. 20 (1), 7-28.
- Shrivastava, P. (1995). Environmental technologies and competitive advantage *Strategic Management Journal*. 16(Special Issue), 183-200.
- Sinkula, J.M. (2002). Market-based success, organizational routines and unlearning. *Journal of Business & Industrial Marketing*, 17 (4), 253-269.
- Sinkula, J. M., Baker, W. E., and Noordewier, T. (1997). A framework for market-based organizational learning: linking values, knowledge and behavior. *Academy of Marketing Science*. 25(4), 305-318.
- Sinkula, J. M. (1994). Market information processing and organizational learning. *Journal of Marketing*. 58(January), 35-45.
- Skjaerseth, J.B., Tangen, K., Swanson, P., Christiansen, A.C., Moe, A., & Lunde, L. (2004). Limits to Corporate Social Responsibility: A Comparative study of four major oil companies. Report for the Fridtjof Nansen Institute/ECON Project Oil



- Companies in the New Petroleum Province: Ethics, Business and Politics. [www.ethics.org/files/u5/Anti-corruptionFINAL.pdf](http://www.ethics.org/files/u5/Anti-corruptionFINAL.pdf). Assessed on 1st January, 2010.
- Slater, S.F., & Narver, J. C. (1995). Market orientation and the learning organization. *Journal of Marketing*, 59(July), 63-74.
- Smith, Craig (1996), "Corporate citizens and their critics", New York Times, September 8, 11.
- Smith, E.T. (1991). Doing it For mother earth. *Business Week*. 44– 9.
- Spicer, B.H. (1978). Investors, corporate social performance and information disclosure. *The Accounting Review*, 55(1), 94-111.
- Srivastava, R.K., Fahey, L., & Christensen, H.K. (2001). The resources- based view and marketing: The role of market-based assets in gaining competitive advantage. *Journal of Management*, 27(6), 777-702.
- Srivastava, R.K., Shervani, T.A., & Fahey, L. (1998). Market-based assets and shareholder value: A framework for analysis. *Journal of Marketing*, 62, 2-18.
- Stafford, E. R., Polonsky, M.J., & Hartman, C. L.(2000). Environmental NGO- Business collaboration and strategic bridging: A case analysis of the green-forum alliance. *Business Strategy and the Environment*, 9, 122-135.
- Stainer, L. (2006). Performance management and corporate social responsibility: The strategic connection. *Strategic Change*, 15, 253-264.
- Stanwick, P.A., & Stanwick, S.D. (1998). The relationship between corporate social performance, and organizational size, financial performance, and environmental performance: An empirical examination. *Journal of Business Ethics*, 17, 195-204.
- Staples, C. (2004). what does corporate social responsibility mean for charitable fundraising in the UK? *International Journal of Non-Profit and Voluntary Sector Marketing*, 9(2), 154-158.
- Steenkamp, J. E. M., & Van Trijp, H. C. M. (1991). The use of LISREL in validating marketing constructs. *International Journal of Research in Marketing*, 8(4), 283-299.
- Steiner, G. & J. Steiner: 1997, Business, government and society – a managerial perspective. (McGraw Hill, New York).
- Steiner, George A., (1972). Social policies for business. *California Management Review*, (Winter), 17-24.

- Steiner, G. (1971): *Business and society*. New York: Random House.
- Stevenson, H.H, & Jarillo, J.C. (1990). A paradigm of entrepreneurship: entrepreneurial management. *Strategic Management Journal*, 11(5), 17-27.
- Stevenson, H.H. & Gumpert, D.E. (1985).The heart of entrepreneurship. *Harvard Business Review*. March-April, 85-93.
- Stisser, P. (1994). A deeper shade of green. *American Demographic*, 16(March), 24-29.
- Stone, G., Joseph, M., & Blodgett, J. (2004). Toward the creation of an eco-oriented corporate culture: A proposed model of internal and external antecedents leading to industrial firm eco-oriented. *Journal of Business and Industrial Marketing*, 19(1), 68-84.
- Sundaran, A. & Inkpen, A. (2004). The corporate- objective revisited. *Organization Science*, 15, 350–363.
- Steger., Fang., & Lu, W. (2003). *Greening Chinese business*. Sheffield. Greenleaf.
- Stone, G. W., & Wakefield, K.L. (2000). Eco-Orientaion: An extension of market orientation in an environmental context. *Journal of Marketing Theory and Practices*, 8(3), 21-31.
- Stopford, J.M., & Baden-Fuller, C.W.F., (1994). Creating corporate entrepreneurship. *Strategic Management Journal*, 15, 521-536.
- Surma, J.P. & Vondra, A.A. (1992). Accounting for environmental costs: A hazardous subject. *Journal of Accountancy*.173, 51 - 55.
- Svensson, G. & Wood, G. (2005). Business ethics in TQM: The qualities and spectrum zones of a case illustration. *The TQM Magazine*, 17(1), 19-34.
- Swanson, D.L. (1999). Toward an integrative theory of business and society: A research strategy for corporate social performance. *Academy of Management Review*, 24 (3), 506-521.
- Swanson, D.L. (1995). Addressing a theoretical problem by reorienting the corporate social performance model. *Academy of Management Review*, 20(1), 43-64.
- Tabachnick, B.G., & Fidell, L. S. (1996). *Using Multivariate Statistics* (3<sup>rd</sup> ed.). New York: Harper Collins College Publishers.
- Tabachnick, B. G., & Fidell, L. S. (2001). *Using Multivariate Statistics* (4th ed.). Boston: Allyn and Bacon.
- Tajeddini, K. (2009). Examining the effect of learning orientation on innovation. *International Journal of Collaboration Enterprise*, 1(1), 53-65.

- Tanaka, J. S. (1987). How big is big enough? Sample size and goodness of fit in structural equation models with latent variables. *Child Development*, 58(1), 134-146.
- Taylor, G. & Welford, R. (1993). An integrated systems approach to environmental management: A case study of IBM (UK). *Business Strategy and the Environment*, 2 (3), 1-11.
- Ted, O’Keeffe. (2003). Preparing expatriate managers of multinational organisations for the cultural and learning imperatives of their job in dynamic knowledge-based environments. *Journal of European Industrial Training*, 27(5), 233-243.
- Teece, D.J., Pisano, G., & Sheun, A. (1997). Dynamic capabilities and strategic management. *Strategic Management Journal*, 18(7), 509-533.
- Teece, D. J., Rumelt, R., Dosi., G., & Winter., S. (1994). Understanding corporate coherence: theory and evidence. *Journal of Economic Behavior and Organization*, 23, 1-30.
- Tippins, M.J., & Sohi, R.S. (2003). IT competency and firm performance: is organisational learning a missing link? *Strategic Management Journal*, 24, 745-761.
- Turban, D.B. & Greening, D.W. (1997). Corporate social performance and organizational attractiveness to prospective employees. *Academy of Management Journal*, 40, 658-672.
- Tuominen, M., Moller, K. , & Rajala, A. (1997). Marketing capability: A nexus of learning-based resources and a prerequisite for market orientation. *European Marketing Academy*, (May), 1220-1240.
- Tuzzolino, F., & Armandi, B. R. (1981). A need-hierarchy framework for assessing corporate social responsibility. *Academy of Management Review*, 6(1), 21-28.
- Ullmann, A. (1985). Data in search of a theory: A critical examination of the relationship among social performance, social disclosure and economic performance. *Academy of Management Review*, 10(3), 540-577.
- UNECSAP (2007) [www.unescap.org/tid/publication/indpub\\_2394\\_summary.pdf](http://www.unescap.org/tid/publication/indpub_2394_summary.pdf) Assessed on 11/1/07
- Varadarajan, P. Rajan (1992). Marketing contribution to the strategy dialogue: The view from a different looking glass. *Academy of Marketing Science*, 20(Fall), 335-344.
- Venkataraman, S. (1989). Problems of small venture start-up, survival, and growth: A transaction set approach. Ph.D. Dissertation. University of Minnesota.

- Venkatraman, N. (1989). The concept of fit in strategy research: toward verbal and statistical correspondence. *Academy of Management Review*, 14(3), 423–444.
- Vorhies, D.W. & Harker, M. (2000). The capabilities and performance advantages of market-driven firms: An empirical investigation. *European Journal of Marketing*, 33(11/12), 1171-1202.
- Waddock, S., & Smith, N. (2000). Corporate Social Responsibilities audits: Doing well by doing good. *Sloan Management Review*. 41(2), 75-83.
- Waddock, S., & Graves, S. (1997). The corporate social performance-financial performance link. *Strategic Management Journal*, 18, 303-319.
- Waldman, D.A., de Luque, M.S., & Washburn, N.(2006). Cultural and leadership predictors of corporate social responsibility values of top management: A GLOBE study of 15 Countries. *Academy of International Business*, 37, 823-837.
- Walley, N., & Whitehead, B. (1994). It's not easy being green. *Harvard Business Review*. 72(May/June), 46-52.
- Wang, C. L. (2008). Entrepreneurial orientation, learning orientation, and firm performance. *Entrepreneurship Theory and Practice*. 32(4): 635-656.
- Wang, Z.M. (2000). *Managerial Psychology*, People's Educational Press, Beijing.
- Weerawardena, J. (2003). The role of marketing capability in innovation-based competitive strategy. *Journal of Strategic Marketing*. 11 15–35.
- Weick, K.E. (1979). Cognitive processes in firms. *Research in Organisational Behaviour*. 1, 41-74.
- Welford, R. (2005). Corporate Social Responsibility in Europe, North America and Asia. *Journal of Corporate Citizenship*, 17, 33–52.
- Wolters, T, James, P., & Bouman, M. (1997). Stepping-stones for integrated chain management in the firm. *Business Strategy and the Environment*, 6,121-32.
- Wartick, S. L., & Cochran, P. L. (1985). The evolution of the corporate social performance model. *Academy of Management Review*, 10(4), 758–769.
- Weerawardena J. (2003). The role of marketing capability in innovation-based competitive strategy. *Journal of Strategic Marketing*. 11(1):15– 35.
- Weiner, Y. (1988). Forms of value system: A focus on organizational effectiveness and cultural change and maintenance. *Academy of Management Review*. 13(4), 534-545.

- Wernerfelt, B. (1984). A Resource-Based View of the firm. *Strategic Management Journal*. 5(2), 171-180.
- Westley, F., & Vredenburg, H. (1991). Strategic bridging: The collaboration between environmentalists and business in the marketing of green products. *Journal of Applied Behavioural Science*, 27(1), 65-90.
- Wheaton, B. (1987). Assessment of fit in over identified models with latent variables. *Sociological Methods and Research*. 16, 118-154.
- Whitehouse, L. (2003). Corporate social responsibility, corporate citizenship and the global compact. *Global Social Policy*. 3 (3), 299-318.
- Wiklund, J. (1999). The sustainability of the entrepreneurial orientation-performance relationship. *Entrepreneurship Theory and Practice*, 24(1), 37-48.
- Williams, L.J & Anderson, S.E. (1991). Job satisfaction and organizational commitment as predictors of organizational citizenship and in-role behavior. *Journal of Management*, 17(3), 601-617.
- Wilson, M. (2003). Corporate sustainability: what is it and where does it come from? Ivey Management Services • March/April 2003. Assessed through [http://www.iveybusinessjournal.com/view\\_article.asp?intArticle\\_ID=405](http://www.iveybusinessjournal.com/view_article.asp?intArticle_ID=405)
- Windsor, D. (2001). The future of corporate social responsibility. *International Journal of Organizational Analysis*, 9(3), 225-56.
- Wood, D. (1991). Corporate social performance revisited. *Academy of Management Review*, 16(4), 691-718.
- Wood D.J. & Jones, R.E. (1995). Stakeholder mismatching: a theoretical problem in empirical research on corporate social performance. *The International Journal of Organizational Analysis*, 3(3), 226-229.
- Woodall, J., Scott-Jackson, W., Newham, T., & Gurney, M. (2009). Making the decision to outsource human resources. *Personal Review*, 38(3), 236-252.
- World Business Council for Sustainable Development, 2003. <http://www.wbcsd.org>
- Worcester, R.M. (1997). Public opinion and the environment. In M. Jacobs(Ed.) *Greening the millennium?*(Oxford: The Political Quarterly Publishing Co., Blackwell Publishers).
- Worster, D. (1993). The wealth of nature: environmental history and the ecological imagination. *New York: Oxford University*.

- World Commission on Environment and Development's WBCSD: 1999  
<http://www.wbcsd.org/templates/TemplateWBCSD5/layout.asp?type=pandMenuId=MTQ5MganddoOpen=1andClickMenu=LeftMenu>. Assessed on February 15<sup>th</sup> 2009.
- Zahra, S.A., & O'Neil, H.M. (1998). Charting the landscape of global competition: Reflections on emerging organizational challenges and their implications for senior executives. *Academy of Management Executives*, 12, 13–21.
- Zahra, S.A. (1993). A conceptual model of entrepreneurship as firm behavior: a critique and extension. *Entrepreneurship Theory and Practice*, 17(4), 5-22.
- Zahra, S.A. (1993b). Environment, corporate entrepreneurship and financial performance: A taxonomic approach. *Journal of Business Venturing*, 8(4), 319-340.
- Zahra, S.A. (1991). Predictors and financial outcomes of corporate entrepreneurship. *Journal of Business Venturing*, 6(4), 259-285.
- Zahra, S.A., and Covin, J. G. (1995). Business Strategy, Technology Policy and Firm performance. *Strategic Management Journal*, 14 (6), 451-478.
- Zahra, S. & Covin, J.G. (1995). Contextual influence on the corporate entrepreneurship–performance relationship: A longitudinal analysis. *Journal of Business Venturing*, 10, 43–58.
- Zeffane, R. M., Polonsky, M.J., and Medley, P. (1995). Corporate environmental commitment: developing the operational concept. *Business Strategy and the Environment*, 3(4), 17-28.
- Zikmund, W. G. (2000). *Business Research Method* (6th ed.). Orlando, FL: The Dryden Press.
- Zikmund, W. G. (2003). *Business Research Method* (8th ed.). Cincinnati, Ohio: Thomson/South-Western.
- Zikmund, W., and D'Amico, M. (1986). *Marketing*. New York: Wiley and Sons.
- <http://www.unctad.org/> Assessed Jan 20<sup>th</sup>, 2009.