

“Bibliometric Analysis Investigating the Intersection of Corporate Social Responsibility and Consumer Perception From 2001 To 2024”

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Abstract

Purpose: It is conducting a comprehensive bibliometric analysis of the literature on CSR and CP from 2001 to 2024. It aims to identify trends in research output, significant authors, impactful journals, and the evolving relationship between CSR activities and consumer perceptions and behaviors.

Methodology: The authors utilized quantitative and statistical techniques to analyze literature trends over time. The analysis includes Scaler Techniques, examining various elements such as author identification, citation analysis, and keyword analysis. Analytical Techniques, conducting co-occurrence and co-citation analyses to establish connections between research papers and identify patterns in the literature. The data was sourced from the Scopus database, covering 325 papers.

Findings: A notable increase in research production after 2013, indicating growing scholarly interest in CSR's impact on consumer perception. Significant themes identified include purchasing intentions, brand image, loyalty, and trust mediation. The importance of authentic CSR communication in fostering consumer trust and enhancing corporate image was emphasized.

Originality/Value: The paper provides valuable insights into the intersection of CSR and consumer perception, highlighting the evolution of research in this area over two decades. It emphasizes the growing importance of CSR in modern business practices and offers recommendations for companies to enhance their reputation and customer retention through ethical CSR strategies.

Limitations: While the paper provides a comprehensive overview, it may have limitations such as the focus on publications indexed in the Scopus database, which may exclude relevant studies in other databases. The potential for bias in the selection of keywords and themes, which may not capture the full spectrum of CSR and consumer perception research.

Keywords: Corporate Social Responsibility, Consumer Perception, Consumption Behavior, Consumer Behavior, CSR Communication

Introduction

Corporate Social Responsibility is a business approach that eligible companies take responsibility for giving various types of social welfare services to society and the companies want to create good image in society Khan et al., (2024) CSR is containing ethical, economic, social, and environmental issues into business operations and stakeholder relations. Kang et al., (2023) CSR is more than just following the law; it is actively pursuing socially beneficial projects including community development, ethical labor practices, philanthropic, and environmental sustainability. Tahssili (2023) Corporate Social Responsibility is a means by which corporations may engage with stakeholders and carry out their obligations. The objectives of corporations are to maximize profits and cultivate a favorable reputation in society. Zasuwa (2023). Corporate social responsibility, or CSR, is the term used to describe how consumers see and evaluate a company's efforts to conduct business responsibly. Various factors, such as the organization's corporate social responsibility initiatives, communication strategies, transparency, and overall image, influence this perspective. Ltifi, M., (2022) Consumers today expect firms to consider their impact not only on income but also on society and the environment. Butt (2019) Companies can gain from favorable consumer impressions of corporate social responsibility (CSR) in a number of ways, such as better reputation, higher customer loyalty, and improved brand image. Conversely, unfavorable opinions about corporate social responsibility (CSR), such as mistrust or cynicism about an organization's intentions, can lead to

mistrust, a decline in client loyalty, and even reputational harm. Chen, X., & Huang, R. (2018). Concisely, by incorporating social, ethical, economic, and environmental considerations into business operations, corporate social responsibility (CSR) improves a company's reputation and fosters customer loyalty. Negative impressions of CSR can undermine consumer loyalty and trust, while positive opinions enhance business image. Hanaysha, J. R. (2018). A deeper understanding of corporate social responsibility and consumer perception, we applied bibliometric analysis techniques that give us

the summary of the bibliographic documents using quantitative approaches to reveal the interconnection of the documents based on various factors by assessing their annual production of scientific articles, the relationship among the authors' countries and research topics by the Sankey diagram, relevant sources, Brandford's Law, impact factors of the authors, scientific production by countries etc. Furthermore, we also applied VOS viewer software for analysis of the co-citation of the authors and co-occurrences of all keywords.

Main Information

Description	Results
MAIN INFORMATION ABOUT DATA	
Time span	2001:2024
Sources (Journals, Books, etc)	172
Documents	325
Annual Growth Rate %	12.81
Document Average Age	5.69
Average citations per document	43.63
References	17060
DOCUMENT CONTENTS	
Keywords Plus (ID)	289
Author's Keywords (DE)	885
AUTHORS	
Authors	779
Authors of single-authored docs	26
AUTHORS COLLABORATION	
Single-authored docs	28
Co-Authors per Doc	2.78
International co-authorships %	25.85
DOCUMENT TYPES	
article	272
book chapter	37
conference paper	9
conference review	1
editorial	1
retracted	1
review	4

Source: Author's Own Articulation (Based on Scopus Database)

Research Questions

- RQ1. What is the annual growth output of CSR&CP publications from 2001 to 2024?[1]
- RQ2. What is the most relevant scientific sources of CSR&CP articles ?[2]
- RQ3. What is the journal impact of CSR& CP ?[3]
- RQ4. What are the most relevant authors[4]and impact factor of the authors[5] of CSR&CP articles ?
- RQ5. What are the affiliation of authors[6] and scientific production by countries[7] of CSR & CP articles ?
- RQ6. Which keywords are mostly used in CSR&CP publications?[8]
- RQ7. What are the most co-citation of authors on CSR&CP in the publications?[9]

- RQ8. What are the most Co-occurrences of all keywords in the publications from 2001 to 2024?[10]

Literature Review

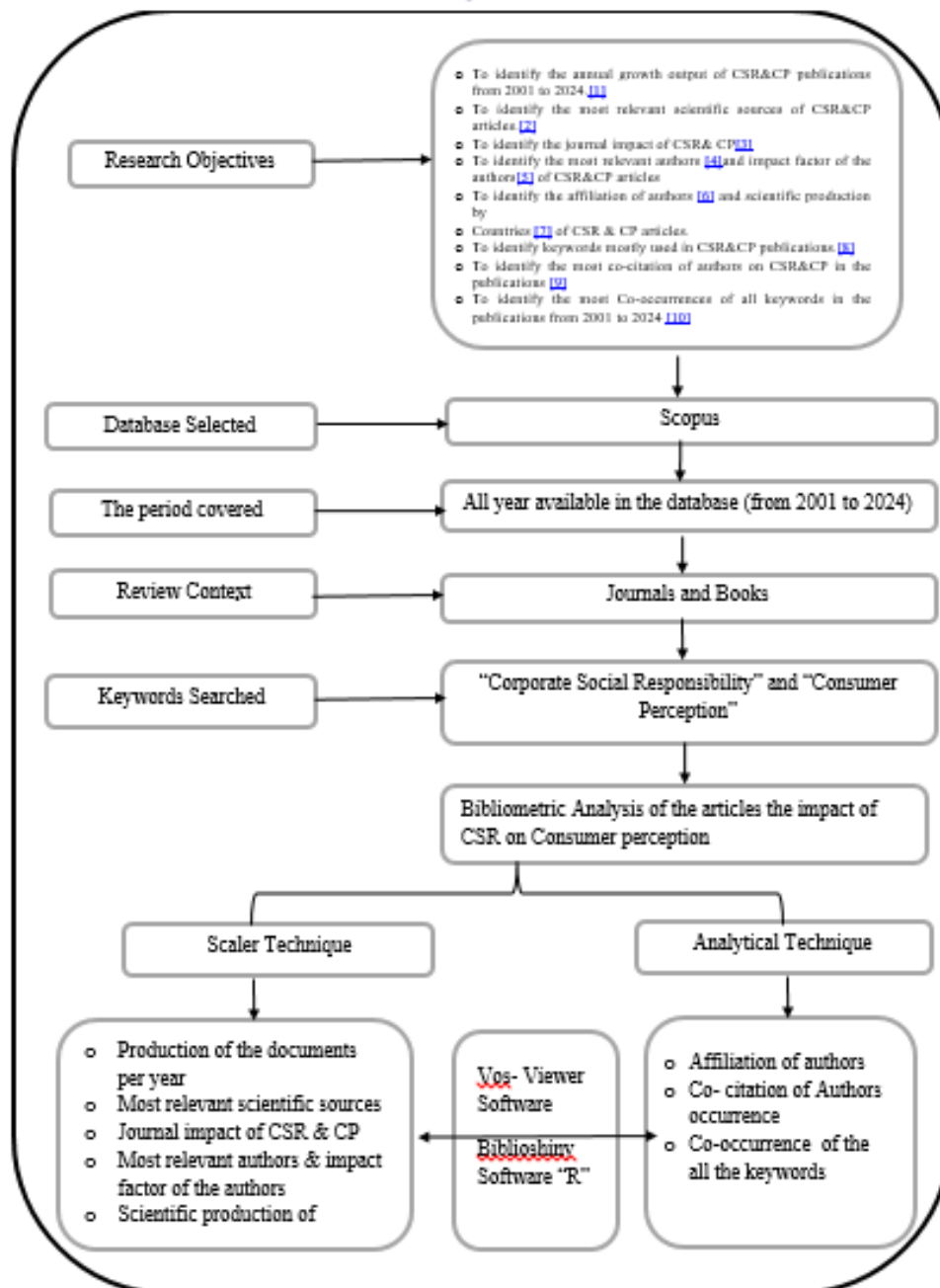
Authors	Objectives	Methodology	Findings	Implications
(Gupta, S. 2011).	Compare CSR perceptions, responses between USA and India consumers.	Web-based questionnaire, US and India samples, CSR evaluation measures.	Varying CSR awareness, unique domains, and positive responsiveness in consumers.	Customize CSR programs based on target market perceptions.
(Zasuwa, G., & Stefańska, M. 2023).	Investigate trust, distrust mediation in CSR, CSI on WOM.	Conducted two studies using experiments and statistical analysis.	Trust, distrust mediate CSR, CSI effects on WOM recommendations.	Enhance understanding of consumer reactions to corporate behavior.
(Dang, V. T., et al.,2022)	Study consumer behavior on organic drinks in Vietnam.	Survey, structural equation modeling, multivariate analysis.	Support for perception and social cognitive theories	Insights on organic drink consumption in emerging markets.
(Bigné, E., et al., 2012).	Examine functional and image fit impact on brand CSR perception.	Empirical study with Spanish consumers.	Both fits influence CSR perception differently.	Guide brand managers in CBA partnerships.
(Hanaysha, J. R. 2018).	Examine factors influencing customer retention.	Quantitative research with 278 valid questionnaires.	Perceived value mediates relationships, influencing customer retention.	Enhance customer retention strategies in retail.
Butt, I., Mukerji, B., & Uddin, M. H. 2019).	Investigate CSR impact on purchase intentions in Pakistan.	Qualitative focus groups and quantitative survey with 310 students.	CSR perception influences purchase intentions, mediated by trust.	Emphasize trust building over religious aspects in CSR campaigns.
Tahssili, & Shahhoseini 2023	Assess how consumer perceptions of CSR affect purchasing behavior in the Iranian automotive market.	A survey of 235 car owners analyzed using structural equation modeling.	CSR significantly influences buying behavior.	Companies should adapt CSR strategies accordingly.
(Chen, X., & Huang, R. 2018)	Analyze theoretical and methodological approaches in CSR-employee research, identify dominant themes, and highlight research gaps.	Conducted a systematic literature review of 331 articles using defined criteria and coding.	Predominance of quantitative studies; diverse theoretical approaches; identified key themes.	Suggests future research directions to enhance understanding of employee engagement in CSR initiatives.
(Arli, D., et al.,2019)	Investigate corporate hypocrisy's impact on consumer attitudes.	Surveys from Australian students and US.	Hypocrisy affects CSR perception.	Enhance corporate reputation strategies.
(Lee, Y., & Lin, C. A. 2022)	to evaluate how sustainable apparel advertising Influences consumer perceptions of a brand's CSR image.	Utilizing an online experiment with college students,	findings indicate that sustainability messages enhance brand innovativeness and consumer-brand identification,	Influencing overall brand attitudes positively.
(Perez, A.2019)	To explore message authenticity in CSR communication.	It employs a conceptual framework integrating various theories.	Authentic messaging enhances consumer trust.	Highlight the need for companies to focus on message design for effective CSR engagement.

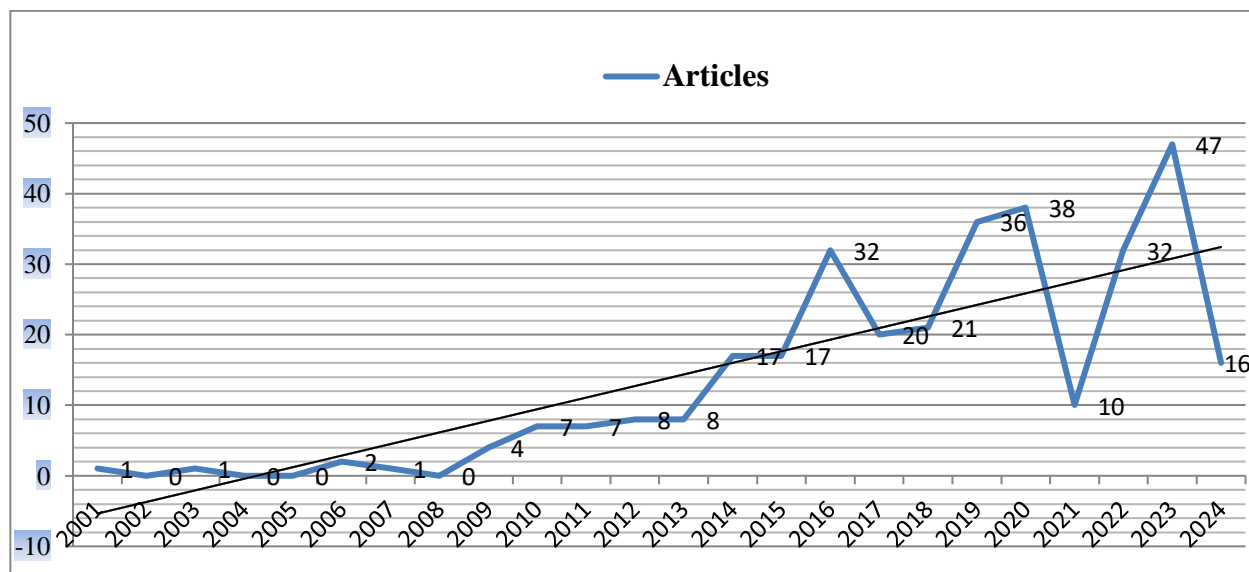
The table compiles research findings from several studies on customer behavior and corporate social responsibility (CSR) in various markets. Various CSR awareness levels, the mediating role of trust in purchase intentions, and the influence of CSR on brand perception are just a few of the insights that may be revealed by using methodologies including surveys, trials, and literature reviews. The results highlight the necessity of implementing tailored CSR plans that are in line with the beliefs and values of local customers. They emphasize the need of authenticity in CSR communication in establishing customer trust and suggest including sustainability messaging to improve brand perception. In summary, the research highlights the noteworthy impact of corporate social responsibility (CSR) on consumer attitudes and behaviors. It is recommended that firms carefully match their CSR programs with consumer expectations to create enduring benefits on brand reputation and customer loyalty.

Research Methodology:

Bibliometric analysis is a research methodology that elaborates on a topic's study trend over a specific time period using quantitative and statistical analysis. One well-known method for analyzing and visualizing literature is bibliometric analysis. We employed two strategies, such as scalar techniques and analytical procedures, for the investigation. Which is mentioned in *Error! Reference source not found.*(Kumar, A., & Agrawal, G. (2023), the first methods involve examining a post in its whole or specific elements, such as author identification, documentation creation, citation analysis,

and keyword analysis. Establishing the connections between literary objects—such as their co-occurrence and co-citation analyses—is the second strategy. In order to directly quantify the literature and summarize the major research findings of a broad group of participants, the first technique uses scaler methodologies. While this method helps to illustrate how the domain research effort has evolved over time and how patterns have emerged, it contributes very little to the learning objective of bibliometric analysis. (Bhattacharyya, S.S. and Verma, S. (2020) the co-occurrence of certain elements of the literature, such as the co-citation of authors, co-citations, and co-occurrence of keywords, is studied using the analytical technique, which is the second bibliometric analysis method. This is a useful method for determining links and symmetry between certain research papers to establish interconnections. For important types of co-occurrence analysis, we employed co-citation, co-citation of authors, and keyword co-occurrence analysis. Co-word analysis's primary presumptions are to fully explain the data and make connections to related works and topics. Co-word analysis's fundamental tenet is that it examines the content in detail as well as its connections to other literary works and ideas. This makes it easier to see how different keywords relate to one another, which can be understood by looking at the distance on the map.





Source: Author’s Own Articulation (Based on Scopus Database)

The yearly output of CSR and CP research publications increased significantly between 2001 and 2024 (Source: **Author’s Own Articulation (Based on Scopus Database)**), in line with the bibliometric analysis. There was relatively little study done before 2013, and the results were in the single digits. However, the output really took off in 2014 and peaked in 2017 with 32 pieces, 2020 with 38 items, and 2023 with 47 articles. The largest production was recorded in 2023, which was indicative of a discernible increase in academic interest and research activity in these areas. Over the course of the analytic period, the trend has seen an increasing volume of global academic contributions, suggesting a growing recognition of the importance of CSR and CP in academic research.

Most Relevant Scientific Sources:

Sources	Articles
DEVELOPMENTS IN MARKETING SCIENCE: PROCEEDINGS OF THE ACADEMY OF MARKETING SCIENCE	19
SUSTAINABILITY (SWITZERLAND)	19
JOURNAL OF BUSINESS RESEARCH	16
SOCIAL RESPONSIBILITY JOURNAL	14
JOURNAL OF BUSINESS ETHICS	11
CORPORATE COMMUNICATIONS	6
CORPORATE SOCIAL RESPONSIBILITY AND ENVIRONMENTAL MANAGEMENT	6
JOURNAL OF PRODUCT AND BRAND MANAGEMENT	6
JOURNAL OF RETAILING AND CONSUMER SERVICES	6
INTERNATIONAL JOURNAL OF RETAIL AND DISTRIBUTION MANAGEMENT	5

Source: Author’s Own Articulation (Based on Scopus Database)

The research focus in major journals is seen in the table; DEVELOPMENTS IN MARKETING SCIENCE and SUSTAINABILITY (SWITZERLAND) have each published 19 papers. The JOURNAL OF BUSINESS RESEARCH and the SOCIAL RESPONSIBILITY JOURNAL are other notable periodicals. This suggests that multidisciplinary studies in marketing, ethics, and corporate communication, as well as corporate social responsibility (CSR), are receiving a lot of attention. The study would highlight the most common themes and newly developing research fields by examining publication patterns, citation impact, cooperation networks, and regional distribution. This offers a thorough summary of the dynamics of ongoing research as well as potential future paths in these areas.

Journal Impact

Table 1

Source	h_index	g_index	m_index	TC	N	PY_start
JOURNAL OF BUSINESS ETHICS	11	11	0.688	147	11	2009
JOURNAL OF BUSINESS RESEARCH	11	16	0.579	248	16	2006
SOCIAL RESPONSIBILITY JOURNAL	9	14	0.563	310	14	2009
SUSTAINABILITY (SWITZERLAND)	9	16	0.9	288	19	2015
JOURNAL OF RETAILING AND CONSUMER SERVICES	6	6	0.316	338	6	2006
CORPORATE COMMUNICATIONS	5	6	0.385	241	6	2012
CORPORATE SOCIAL RESPONSIBILITY AND ENVIRONMENTAL MANAGEMENT	5	6	0.625	142	6	2017
JOURNAL OF CONSUMER MARKETING	5	5	0.385	141	5	2012
JOURNAL OF PRODUCT AND BRAND MANAGEMENT	5	6	0.714	136	6	2018
CORPORATE REPUTATION REVIEW	4	4	0.364	67	4	2014

Source: Author's Own Articulation (Based on Scopus Database)

The table reveals the impact and productivity of various journals in the fields of business ethics, corporate social responsibility, and consumer marketing. (Table 1). The Journal of Business Research exhibits the highest **g_index** (16) and total citations (TC = 2480), indicating its significant influence and high-cited articles. Sustainability (Switzerland) shows a strong **m_index** (0.9) and recent productivity (**PY_start** = 2015) with 288 citations, highlighting its rapid rise in relevance. Journal of Business Ethics and Social Responsibility Journal also demonstrate substantial impact with **h_index** and TC values showing consistent citation performance. The Journal of Business Research stands out for its high impact and extensive citation count, while Sustainability (Switzerland) showcases recent and rapid influence in the field. Other journals like Journal of Business Ethics and Social Responsibility Journal maintain consistent scholarly contributions, reflecting their importance in ethical and social responsibility discourse.

Most Relevant Authors

Table 2

Authors	Articles	Articles Fractionalized
FATMA M	8	3.42
KHAN I	8	3.42
KIM J	4	1.42
LEE S	4	1.42
PELOZA J	4	1.58
PÉREZ A	4	1.50
AMATULLI C	3	0.75
BORGES AP	3	1.17
DANG VT	3	0.87
DE ANGELIS M	3	0.75

Source: Author's Own Articulation (Based on Scopus Database)

The table presents publication metrics for ten authors, highlighting both total articles and fractional contributions. (Table 2) FATMA M and KHAN I lead with 8 articles each and the highest fractional contributions of 3.42. Despite having fewer articles (4 each), PELOZA J and PÉREZ A have relatively higher fractional contributions (1.58 and 1.50,

respectively), suggesting significant contributions per paper. KIM J and LEE S, also with 4 articles each, have lower fractional contributions (1.42), indicating collaborative works with more authors. With three publications each, AMATULLI C and DE ANGELIS M had the lowest fractional contributions (0.75), which is indicative of greater co-authorship. Moderate fractional contributions from BORGES AP and DANG VT (1.17 and 0.87, respectively) provide a balance between independent and teamwork. The fractionalized measure highlights the significance of evaluating individual influence in collaborative research by exposing differences in author contributions despite equal publication numbers. Higher fractional contribution authors are probably important figures in their domains.

Impact factor of the authors

Table 3

Author	h_index	g_index	m_index	TC	NP	PY_start
FATMA M	5	8	0.556	216	8	2016
KHAN I	5	8	0.556	216	8	2016
KIM J	4	4	0.364	159	4	2014
LEE S	4	4	0.444	291	4	2016
PÉREZ A	4	4	0.8	54	4	2020
AMATULLI C	3	3	0.333	219	3	2016
DANG VT	3	3	0.6	179	3	2020
DE ANGELIS M	3	3	0.333	219	3	2016
KIM Y	3	3	0.375	73	3	2017
LEE J	3	3	0.6	27	3	2020

Source: Author's Own Articulation (Based on Scopus Database)

The bibliometric analysis reveals insights into the academic influence of ten authors (*Table 3*). FATMA M and KHAN I have the highest h-index (5) and g-index (8), indicating significant citations and impactful publications since 2016. KIM J and LEE S, starting in 2014 and 2016 respectively, show steady contributions with an h-index of 4. PÉREZ A and DANG VT, though starting later in 2020, exhibit promising m-index values (0.8 and 0.6). Notably, AMATULLI C and DE ANGELIS M have similar metrics, suggesting collaborative research impact. KIM Y and LEE J, beginning in 2017 and 2020, respectively, show emerging influence. Overall, the data highlights the variation in publication impact and the growth trajectories of these researchers, emphasizing the importance of early and consistent contributions to achieve higher bibliometric indicators.

Affiliation of Authors

Table 4

Affiliation	Articles
PRINCE SULTAN UNIVERSITY	14
CHUNG-ANG UNIVERSITY	12
SHENZHEN UNIVERSITY	8
UNIVERSITY OF CANTABRIA	7
UNIVERSITY OF FLORIDA	7
UNIVERSITY OF NORTH TEXAS	7
UNIVERSITY OF VALENCIA	7
TEXAS TECH UNIVERSITY	6
TONGJI UNIVERSITY	6
UNIVERSIDAD DE CANTABRIA	6

Source: Author's Own Articulation (Based on Scopus Database)

The table reveals that Prince Sultan University leads with 14 articles, indicating a significant contribution to the research domain. (Table 4) Chung-Ang University follows closely with 12 articles, showing strong research activity. Shenzhen University, with 8 articles, also demonstrates notable scholarly output. Universities of Cantabria, Florida, North Texas, and Valencia each contributed 7 articles, highlighting their active engagement in research. Texas Tech University and Tongji University, each with 6 articles, reflect moderate research productivity. Notably, Universidad de Cantabria also has 6 articles, suggesting some possible data overlap with the University of Cantabria. Overall, the bibliometric analysis indicates that Prince Sultan University is the most prolific contributor among the listed institutions. The presence of multiple universities with a similar number of publications, especially from the same geographic regions (e.g., Cantabria), suggests collaborative and regional research strengths. This distribution showcases a diverse yet concentrated academic effort across these institutions.

Scientific Production by Countries

Table 5

Country	Articles	Articles %	SCP	MCP	MCP %
USA	67	20.6	55	12	17.9
CHINA	24	7.4	19	5	20.8
KOREA	23	7.1	19	4	17.4
SPAIN	16	4.9	12	4	25
INDIA	12	3.7	11	1	8.3
UNITED KINGDOM	12	3.7	6	6	50
FRANCE	10	3.1	3	7	70
PORTUGAL	9	2.8	7	2	22.2
ITALY	8	2.5	5	3	37.5
SAUDI ARABIA	7	2.2	6	1	14.3

Source: Author's Own Articulation (Based on Scopus Database)

The provided bibliometric data highlights research output across countries, measured by the number of articles, single-authored (SCP), and multiple-authored (MCP) papers (Table 5). The USA leads in both total articles and MCPs, indicating a robust collaborative research culture. Notably, while China has a substantial article count, its MCP percentage is lower than the USA, implying a potential for increased collaboration. The United Kingdom and France exhibit high MCP percentages, suggesting strong teamwork in research endeavors. However, Spain stands out with the highest MCP percentage, indicating a highly collaborative research environment. India's lower MCP percentage signals opportunities for fostering collaborative research initiatives. Overall, this analysis highlights varying research collaboration patterns across countries, emphasizing the importance of fostering collaborative efforts for advancing global research endeavors.

Occurrences of Keywords

Table 6

Words	Occurrences
corporate social responsibility	30
perception	29
consumption behavior	17
corporate social responsibilities (csr)	10
consumer behavior	8
social responsibility	7
sustainable development	7

human	6
retailing	6
adult	5

Source: Author’s Own Articulation (Based on Scopus)

The bibliometric analysis reveals a strong emphasis on corporate social responsibility (CSR), perception, and consumption behavior within scholarly discourse (Table 6). Notably, "corporate social responsibility" and its abbreviation "CSR" appear frequently, indicating a significant focus on this concept. Perception and consumption behavior also emerge as key themes, suggesting a growing interest in understanding how individuals perceive and engage with corporate actions. Additionally, sustainable development and social responsibility feature prominently, indicating a concern for ethical and sustainable business practices. However, the relatively lower frequencies of terms like human, retailing, and adult suggest a narrower focus or lesser relevance in the examined literature. Overall, the analysis highlights a robust interest in understanding the intersection of corporate actions, consumer perceptions, and ethical considerations within the context of contemporary business practices.

Co-Citation:- Cited Authors

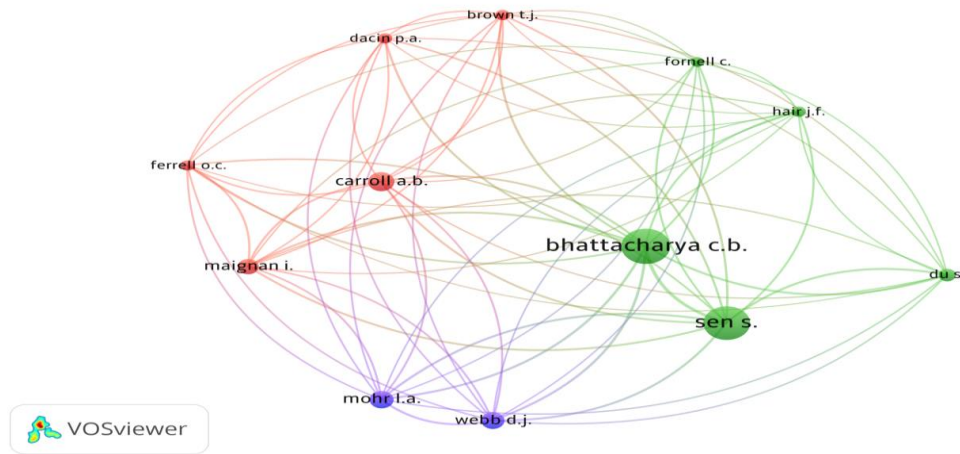


Figure 1

Co-Citation:- Cited Authors

Table 7

Id	Author	Citations	Total Link Strength
1661	bhattacharya c.b.	485	4635
2236	brown t.j.	108	1261
2627	carroll a.b.	225	1869
3875	dacin p.a.	107	1251
4640	du s.	140	1542
5293	ferrell o.c.	106	1294s
5482	fornell c.	102	953
6695	hair j.f.	112	973
10780	maignan i.	174	1952
11778	mohr l.a.	204	2267
15425	sen s.	457	4265
18240	webb d.j.	196	2200

Source: Vos Viewer Software

The *Table 7* highlights influential authors based on citation counts and total link strength, reflecting their impact and connectivity in the field. Bhattacharya C.B. leads with 485 citations and a total link strength of 4635, indicating significant influence and strong network connections. Sen S. follows with 457 citations and 4265 link strength. Other notable authors include Carroll A.B. (225 citations, 1869 link strength), Maignan I. (174 citations, 1952 link strength), and Du S. (140 citations, 1542 link strength) *Figure 1* In the research network, highly contributed by Bhattacharya C.B. and Sen S. being the most prominent.

Co-Occurrences of All keywords

Table 8

Id	Keyword	Occurrences	Total Link Strength
290	corporate social responsibility	169	145
325	csr	49	68
796	perception	33	77
291	corporate social responsibility (csr)	26	16
212	consumer perception	19	30
971	social responsibility	18	22
1032	sustainability	18	32
259	consumption behavior	17	49
78	brand equity	13	13
187	consumer behavior	13	21
861	purchase intention	13	20
908	retailing	11	24
1036	sustainable development	11	24
1065	trust	11	18
179	consumer	10	23
289	corporate social responsibilities (csr)	10	22
689	marketing	10	22

Source: Vos Viewer Software

According to the bibliometric map, "corporate social responsibility" (CSR) plays a major role and is strongly associated with terms such as "perception," "consumer," "sustainability," and "trust." CSR's links to a variety of consumer behaviors, marketing tactics, and environmental activities illustrate its multifaceted implications. Since CSR builds trust, promotes sustainable development, and has a significant influence on consumer perception and behavior, it is essential to modern marketing tactics.

Discussion and Conclusion:

A comprehensive bibliometric review of the literature on Consumer Perception (CP) and Corporate Social Responsibility (CSR) from 2001 to 2024 provides important new information on author contributions, research trends, and subject areas of interest. The study, which is based on 325 papers that were obtained from Scopus, shows that there is increasing interest in learning how CSR activities affect customer perception and behavior on a worldwide scale. A noteworthy increase in study production after 2013 is one of the key results, indicating a rise in scholarly interest in the effects of CSR. This expansion highlights how CSR's function is expanding to include ethical and societal obligations in addition to legal compliance. Purchasing intentions, the impact of CSR on brand image and loyalty, and trust mediation were among the significant issues that emerged from the investigation. These themes point to a move toward corporate tactics that are more focused on the needs of the customer and in line with social norms. The results highlight the significance of genuine corporate social responsibility communication in fostering consumer confidence and improving company image. It has

become clear that having sustainability messaging in place is essential to influencing consumers' favorable opinions of businesses. In conclusion, the bibliometric research emphasizes how important corporate social responsibility (CSR) is to modern business operations and customer attitudes. The study indicates a strong scholarly interest in the many effects of corporate social responsibility, ranging from influencing global brand views to purchasing choices. The results offer useful recommendations for companies looking to improve their reputation and client retention by implementing moral CSR strategies that are in line with the values of their local market.

Research Implications:

The authors offer several implications for future studies corporate social responsibility and consumer perception:

- **Methodological Diversification:** In order to get a deeper understanding across various consumer demographics and geographic locations, future research might benefit from combining multiple approaches beyond surveys and trials.
- **Contextual Specificity:** Stressing the requirement, in order to optimize influence on consumer behavior, of localized CSR tactics that connect with particular cultural and socioeconomic settings.
- **Emerging Themes:** Researching topics like CSR in digital marketing, CSR in developing nations, and CSR's function in crisis management may provide fresh perspectives on how customers' needs and preferences are changing.

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