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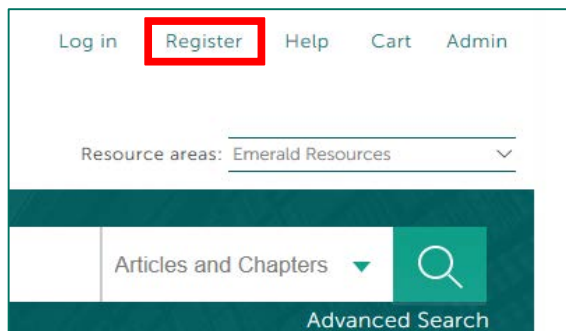
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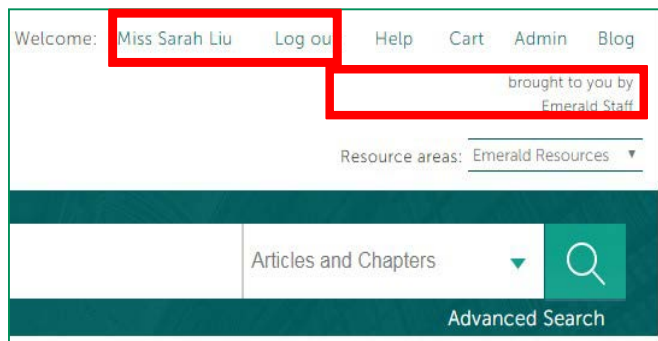
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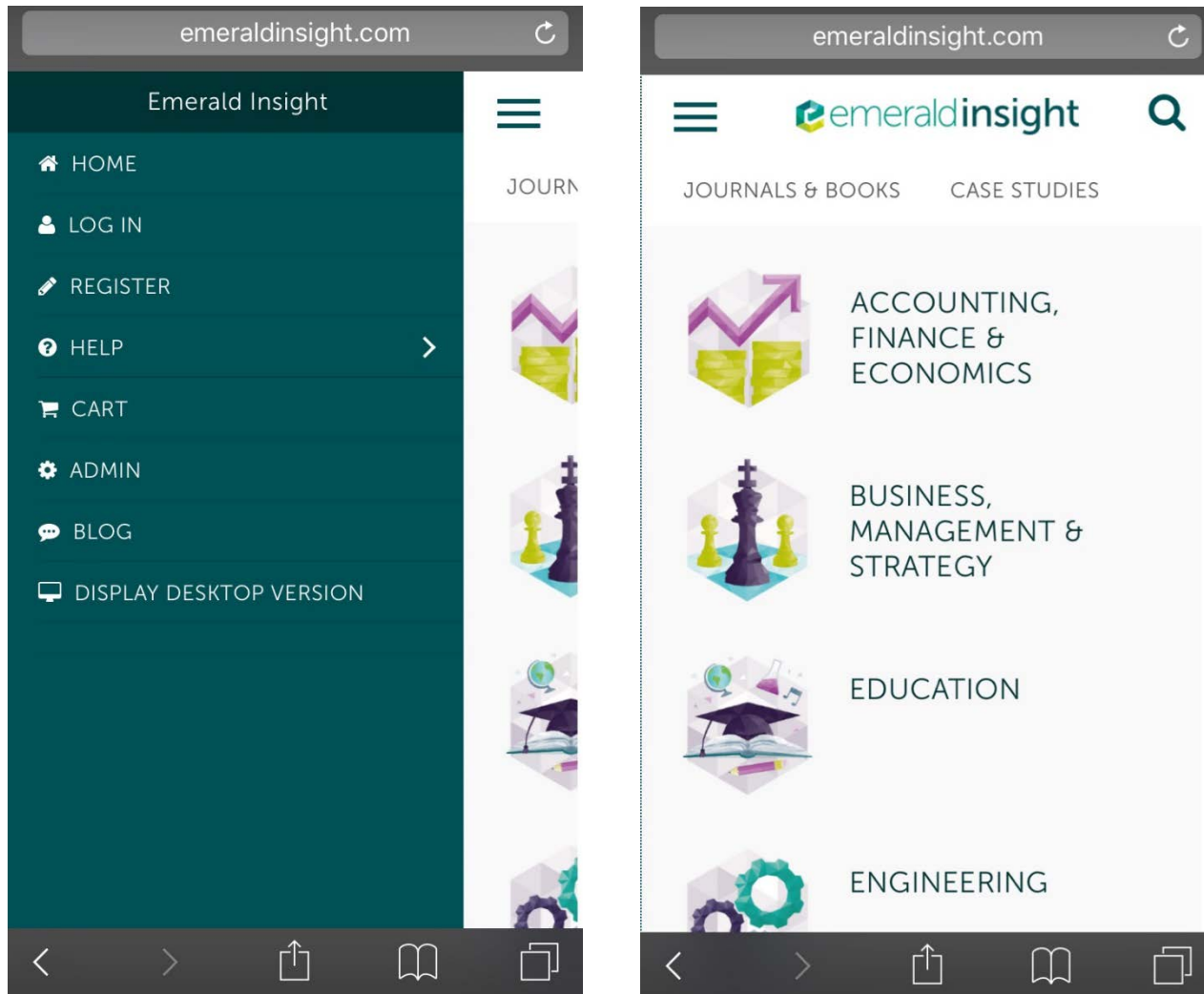
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Article

Introduction

While there has been extensive research on corporate social responsibility (CSR) since the 1950s (also Okoye, 2009; Bowen, 1953), it is only recently that MNCs have realized the unavoidable nature of its obvious assistance, specifically on legitimizing their position in emerging markets (Park and Ghauri, 2015). Beside a few studies like those of Park and Ghauri (2015), Oh *et al.* (2013) and Ghauri (2011) on CSR as strategic behaviour in emerging markets, the research field has not attracted the attention of researchers. Stressing CSR strategy, researchers like Polonsky and Jevons (2009) and Ma (2014) have generally agreed that CSR is a key marketing strategy that influences competition, market entry and expansion (Park *et al.*, 2014; Ghauri *et al.*, 2012), and long-term competitive advantage (Bondy and Starkey, 2014). As Park and Ghauri (2015) and Oh *et al.* (2013) state, further research on CSR as a marketing strategy. Following the suggestions of these researchers, we investigate how MNCs manage CSR strategy in emerging markets to aid their core business. With this intention, the paper proposes a theoretical view containing the four relationship elements of commitment, trust,

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Featured video: Online social networks and learning

Published in *On the Horizon*, this viewpoint essay seeks to argue that young people's online social networking can serve as sites for and supports for student learning in ways not currently assessed.

This work presents concrete examples of how social network sites, typically seen as a distraction, might be re-envisioned as supports for revised student learning outcomes.



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Featured audio: Marketing and Logistics

Luxury brands go back to nature



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A mountain, a forest, a river and a basic wooden boat on which sits a make-up free and casually dressed Angelina Jolie, her unlaquered hair blowing gently in the breeze; if you want hard evidence of the latest trend in advertising, look no further than Louis Vuitton.

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Engaging talk split into 8 short videos, by Editor-in-Chief Dr Bachani, on preparing teaching cases for publication.



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- The ISI-ranked *Journal of Knowledge Management* recently released its 2017 update to, Global ranking of knowledge management and intellectual capital academic journals, which includes some Emerald journals – *Journal of Intellectual Capital*, *VINE Journal of Information and Knowledge Management Systems*, and *The Learning Organization* – taking high positions on the list. Read more in Emerald journal news
- Read our special issue on Entrepreneurial learning dynamics from the *Journal of Entrepreneurial Behavior & Research*
- The Global Food Security Program has awarded a £2.8 million grant to Bob Doherty, Editor-in-Chief of *Social Enterprise Journal*, to lead research on food resilience and food security
- Congratulations to *International Journal of Gender and Entrepreneurship* Editor Professor Colette Henry who has been Awarded the European Entrepreneurship Award 2017

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