Preface

Although the discipline of international business has advanced significantly and has taken many different directions over the last decades, social responsibility issues and how these are handled by international firms in foreign markets have only recently received scholarly attention. In fact, academic research has lagged behind practice development, which prevents the smooth, integrative, and balanced advancement of knowledge in this field. However, acting in a socially responsible manner, either internally (e.g., adhering to high health and safety standards) or externally (e.g., being environmentally friendly and ethical), has nowadays become a crucial success factor for many international firms due to the highly complex, competitive, and volatile global environment in which they operate. Hence, the aim of this book, by means of a systematic, integrated, and concerted effort by prominent scholars, is to contribute new ideas, contemporary knowledge, and original research to the proliferation of this important field of international business. In doing so, we have sought contributions from specialists and their associates around the world to produce a collection of readings on critical issues concerning socially responsible international business, as well as to indicate ways in which this area of research can be moved forward. The result is insightful contributions by 39 authors, from 27 academic institutions, located in ten different countries, yielding 19 chapters. These cover a wide array of topics, ranging from global environmental influences on acting in a socially responsible way and foreign buyer reactions to responsible business, to international market targeting and the development of socially responsible international business strategies. The various chapters take different formats (e.g., conceptual, empirical, review), methodologies (e.g., quantitative, qualitative, mixed method), and approaches (e.g., primary research, secondary data analysis, case studies). They offer a thorough review of extant knowledge, strong research methods, insightful findings and discussions, theoretical and managerial implications, and challenging directions for future research. We strongly believe that this book will provide a useful inventory of knowledge for researchers, educators, students, managers, public policy-makers, and other parties focusing on international business, particularly those with an interest in corporate social responsibility, environmental

issues, and ethical matters. We hope you will find the chapters of this book interesting, useful, and thought-provoking and that you will have an enjoyable read!

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