

Introduction

This book provides an edited volume of 19 chapters focusing on socially responsible international business which are organized into six parts. Part I consists of two chapters which introduce the subject by critically reviewing the pertinent literature. Chapter 1, ‘Socially responsible international business: review, synthesis, and directions’ was written by Leonidou, Katsikeas, Samiee, and Leonidou and offers an integrative review of the extant studies on socially responsible issues published in the top six international business journals. It provides input about the key contributors and the most influential articles on the subject, as well as evaluating the theoretical underpinnings of these studies, their research methodologies, and the main thematic areas tackled. Sinkovics, Sinkovics, and Archie-Acheampong contributed Chapter 2, ‘An overview of social responsibility dimensions in international business.’ This provides an analysis of 484 studies focusing on key firm-related social responsibility issues within an international context, such as those relating to ethical practices, environmental aspects, human rights, and corruption. The results of this analysis indicate an over-emphasis of the literature on positive, rather than negative, issues relating to international business social responsibility.

Part II includes four chapters examining the role of the foreign external environment – particularly the institutional – on socially responsible international business. In Chapter 3, ‘Trade-offs and institutional contradictions in formulating responsible international business strategies,’ Iyer sheds light on the various trade-offs encountered by MNEs when performing their CSR strategies across countries, due to institutional differences, which may impose conflicting demands and lead to suboptimal choices. These trade-offs refer to instrumental versus non-market objectives, legal compliance versus broader norms, and voluntary versus obligatory actions relating to the firm’s socially responsible behavior. Chapter 4, ‘Institutional drivers of stakeholder engagement and legitimacy of Chinese MNEs,’ was written by Hofman, Li, Sun, and Sun. Their study focuses on Chinese MNEs when operating in Western countries and uses both stakeholder and institutional theories to examine linkages between home–host country institutional distances, stakeholder engagement, and organizational legitimacy. Shin and Oh contributed Chapter 5, ‘Cross-country comparison of

corporate social performance: how do institutions matter?', in which they examine the effect of formal and informal institutions on environmental, social, and corporate governance performance. Using empirical data from 40 different countries, these authors reveal that while a country's formal institutions affect environmental performance, informal institutions have a significant impact on social performance. Chapter 6, 'Re-assessing risk in international markets: a strategic, operational, and sustainability taxonomy,' was prepared by van Tulder and Roman and enquires into the types of risks encountered by MNEs in international markets. Using a longitudinal study among firms from different countries, they reveal an increasing number of risks, particularly those relating to sustainability, which can also be regarded as opportunities or mitigation strategy.

Part III comprises three chapters which focus on how foreign customers react to the socially responsible practices of international firms. In Chapter 7, 'Consumer responses to MNE socially responsible behavior,' Riefler provides a thorough overview of how consumers respond to the CSR activities of MNEs in various countries, highlights the role of culture-bound differences that MNEs should consider when designing their CSR strategies, and recommends directions for future research that would help to advance this field of research. Voliotis and Vlachos are the authors of Chapter 8, 'CSR, causal attributions, and a country's legal origin,' in which they develop a conceptual model focusing on a country's legal origin (i.e., common law versus civil law) and their link to CSR attribution inferences (i.e., intrinsic or mixed, extrinsic, financial distress). Chapter 9, 'Cross-cultural consumer responses to cause-related marketing: theoretical insights and future research,' was written by Xue and Singh and provides a critical review of extant comparative consumer research on cause-related marketing. It particularly focuses on the effect of cultural orientations, temporal orientations, cross-cultural cognitive styles, and cross-cultural emotional dispositions on consumers' responses to the international firm's cause-related marketing.

Part IV focuses on the role of socially responsible issues in targeting foreign markets, which is the object of three chapters. In Chapter 10, 'Social responsibility and foreign market targeting,' Chan stresses the importance of incorporating CSR considerations in international market selection, since this will have a serious effect on the firm's CSR strategy in each foreign market. In doing so, the author stresses the need to take into consideration various foreign consumer psychographic characteristics, as well as the multidimensionality of CSR and the standardization versus customization dilemma. Beamish, Peng, and Nkongolo-Bakenda wrote Chapter 11, 'Ethical issues in Japanese foreign direct investment in developed versus developing countries,' which examines the relationships

between the national ethical environment and foreign direct investment from an institutional perspective. Their analysis stresses the need for FDI behavior to take into consideration both transaction and conformity costs, as well as different sensitivities to these costs by institutions located in developing and developed countries. Chapter 12, 'Toward a more comprehensive CSR scorecard development for multinational enterprises,' was contributed by Ozturk, who develops a scorecard incorporating the impacts (i.e., economic, societal, environmental) of MNEs in host countries. This could be a useful tool, on the one hand, for firms to allocate resources and communicate with the various publics in foreign markets, and, on the other, for host governments (and other stakeholder groups) to monitor the activities of foreign firms operating in their countries.

Part V consists of four chapters which have as their focus the development and implementation of socially responsible international business strategies. Eteokleous wrote Chapter 13, 'Adapting CSR strategy to international markets: fit analysis and performance implications,' in which a conceptual model is developed regarding the drivers and outcomes of CSR strategy standardization/adaptation of MNEs. The author posits that the degree of this standardization/adaptation is the result of stakeholder differences between the home and host market (which is moderated by the firm's sensing and learning capabilities), while optimal performance can be determined by the extent of co-alignment between external forces and the choice of CSR strategy. In Chapter 14, 'Strategic CSR and the CSR strategy-making process of international business,' Nicoara, Palihawadana, and Robson focus on the antecedents and consequences of CSR strategy-making by international firms, thus emphasizing the importance of not only formulating CSR strategies in foreign markets but also implementing and adjusting them over time, according to changes in the environment. Chapter 15, 'MNE-NGO global partnerships as a form of CSR strategy: how well are they working?', was contributed by Napier and focuses on the antecedents and motivations for MNEs to form partnerships with non-governmental organizations in foreign markets. The author suggests that these MNE-NGO partnerships are a type of CSR strategy, signaling that the company is environmentally and/or socially responsible. Nachum authored Chapter 16, 'How much social responsibility should MNEs strategically assume and of which kind?', where the emphasis is on developing a framework that specifies the type of social causes in which MNEs should engage, the specific conditions required for their involvement, and the type of firms that should undertake them.

Part VI delves into specialized issues related to socially responsible international business and includes the remaining three chapters. In Chapter 17, 'Antecedents, moderators, and consequences of political

CSR in the context of MNEs,' Korschun and Rafieian focus on political CSR, which consists of investment, assertiveness, and international scope of engagement. The authors identify the drivers (i.e., value alignment, materiality) and outcomes (i.e., company performance, public policy) of political CSR by MNEs and examine several situational contingencies at the macro, meso, and micro levels. Sattari, Kordestani, Peighambari, and Oghazi wrote Chapter 18, 'Embracing sustainability through corporate communication: an international case of CSR disclosure,' which focuses on the crucial role played by CSR reporting in communicating in an understandable and readable way the MNE's socially responsible activities to various stakeholders in foreign countries. Finally, in Chapter 19, 'Role of MNEs in building zero waste communities,' Gupta highlights the solutions for efficient recovery and management of waste when incorporated in the MNE's global supply chain. She demonstrates that the firm's contribution to build zero waste communities in foreign markets can enhance both its reputation and business performance.