



Ethical Value, Consumer Behaviour and Social Responsibility in the Pre- and Post-pandemic Era

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Message from the Guest Editors

Dear Colleague,

Ethical values and corporate social responsibility (CSR) have become two drivers of modern consumers' buying processes, with a strong effect on both b2b and b2c behaviors. Consumers increasingly ask companies to align their strategies, their marketing policies and, in general, their activities to the same value set that consumers have.

The recent COVID-19 pandemic has highlighted the need to understand how companies can act to address necessary social innovation processes (Le Ber and Brenzei, 2010; Herrera, 2015; Santoro et al. 2018; Oeij et al. 2019), and how these activities will be able to create corporate association (Brown and Dacin, 1997; Ellen et al. 2006; Bocean et al. 2018).

Therefore, there is a need to shed light—before, during and after a pandemic crisis in developed and emerging contexts—on the complex relationship between companies and their stakeholders.





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