

## Special Issue

# Unpacking Stakeholders' Complex Responses to Corporate Social Responsibility and Corporate Sustainability

### Message from the Guest Editor

Corporate social responsibility (CSR) and corporate sustainability (CST) have been increasingly recognized as a critical feature that differentiates firms from competitors in the market (Eccles et al., 2014; Porter & Kramer, 2006). By developing proper strategies and implementing specific practices for CSR and CST, firms are expected to gain legitimacy (Zheng et al., 2015) and favorable responses from various stakeholders (Barnett, 2007). Nonetheless, anecdotal and scholarly evidence indicate that stakeholders do not always show the same attitudes and responses to such actions. This Special Issue aims to deviate from a naïvely positive approach, and calls for more critical research works focusing on underexplored “boundary conditions” where/when/how/why stakeholders become more or less favourable to CSR and CST. This Special Issue seeks both conceptual and empirical works, including interdisciplinary and international studies, that may address topics including, but not limited to, the following:

- Top managers' complex reactions to CSR and/or CST;
- Consumers' complex reactions to CSR and/or CST;

### Guest Editor

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### Deadline for manuscript submissions

closed (31 May 2023)



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### Editor-in-Chief

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