



Corporate Social Responsibility and Communication during COVID-19 Pandemic

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Deadline for manuscript
submissions:

closed (15 March 2022)

Message from the Guest Editors

This Special Issue aims to explore this evolution of CSR and its communication in light of the recent COVID-19 emergency. We welcome papers that either provide empirical studies or a theoretical discussion. Relevant topics/questions for this Special Issue might include, but are not limited to:

- Do current CSR communication theories make it possible to explain why and how corporations do not fear audience skepticism when it comes to CSR actions addressing the COVID-19 pandemic?
- Are the CSR communications derived from the COVID-19 Pandemic welcomed by consumers and stakeholders, or are they rather boosting even more skepticism towards businesses and their hypocrisy?
- Does current theory of CSR communication offer a good ground to understand current challenges of CSR initiatives during pandemics, or do we need new theoretical lenses?
- Which CSR initiatives have companies initiated, in which industries, and how are these related to creating shared value for society?





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Journal Rank: JCR - Q2 (Environmental Studies) / CiteScore - Q1 (Geography, Planning and Development)

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