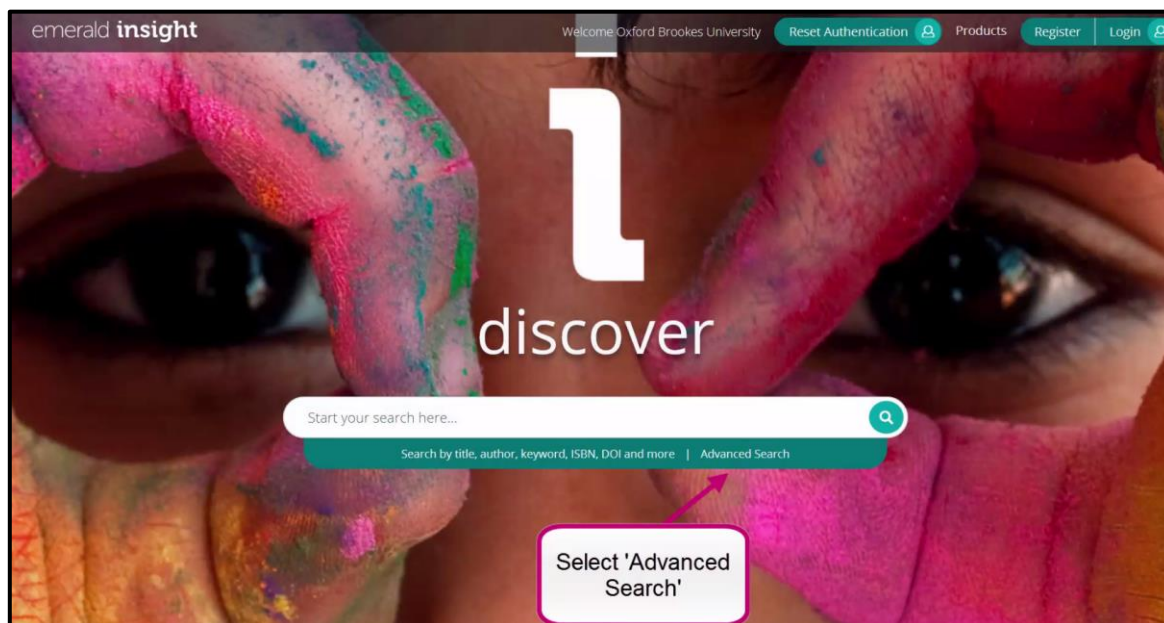


Emerald Advanced Search

Connect to **Emerald** through our moodle database course, ([Library Information Sources for Business Students](#)), or via our [Business, Marketing and Economics](#) library homepage. If you are not already logged in, you will be asked to enter your Brookes username and password.

1. From the Emerald homepage select 'Advanced Search'.



2. Enter keywords or search terms in the search box.

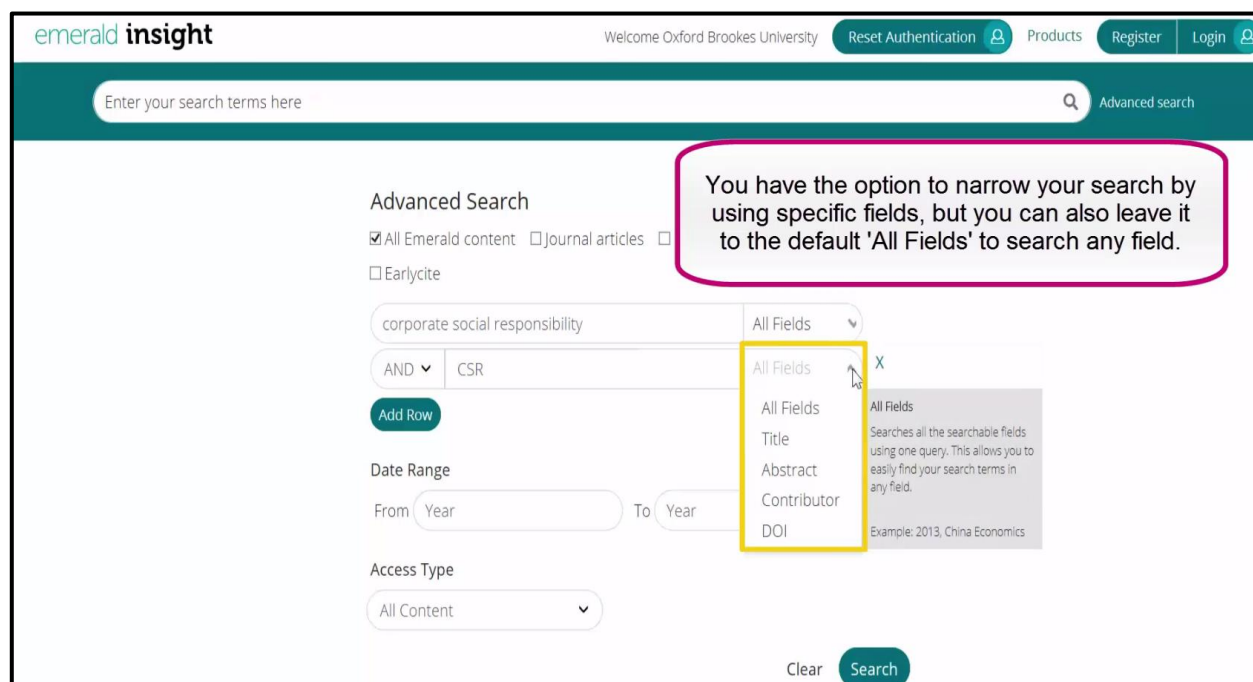
3. Add additional keywords by selecting 'Add Row'.

The screenshot shows the Emerald Insight Advanced Search page. At the top, there is a search bar with the placeholder text 'Enter your search terms here' and a magnifying glass icon. Below the search bar, the 'Advanced Search' section is visible. It includes checkboxes for 'All Emerald content' (checked), 'Journal articles', 'Book part', 'Case studies', and 'Earlycite'. There are two search input fields: the first contains 'corporate social responsibility' and the second contains 'CSR'. Between these fields is a dropdown menu set to 'AND'. Below the search fields is a green 'Add Row' button. A pink callout box with an arrow pointing to the 'Add Row' button contains the text: 'Add additional keywords by selecting 'Add Row''. Other options include 'Date Range' (From Year To Year), 'Access Type' (All Content), and 'Clear' and 'Search' buttons at the bottom right.

4. I will use OR (one of the Boolean operators) between my search terms. This will include results that contain either the phrase 'Corporate social responsibility' or CSR.

This screenshot shows the same Emerald Insight Advanced Search page as the previous one, but with the Boolean operator changed. The dropdown menu between the search fields now shows 'OR' instead of 'AND'. A pink callout box with an arrow pointing to the 'OR' dropdown contains the text: 'I will use OR (one of the Boolean operators) between my search terms. This will include results that contain either the phrase 'Corporate social responsibility' or CSR'. The rest of the interface, including the search bar, checkboxes, and other buttons, remains the same.

5. You have the option to narrow your search by using specific fields, but you can also leave it to the default 'All Fields' to search any field.



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Enter your search terms here

Advanced search

Advanced Search

☒ All Emerald content ☐ Journal articles ☐ Earlycite

corporate social responsibility

All Fields

AND

CSR

Add Row

Date Range

From Year To Year

Access Type

All Content

Clear

Search

You have the option to narrow your search by using specific fields, but you can also leave it to the default 'All Fields' to search any field.

All Fields

Title

Abstract

Contributor

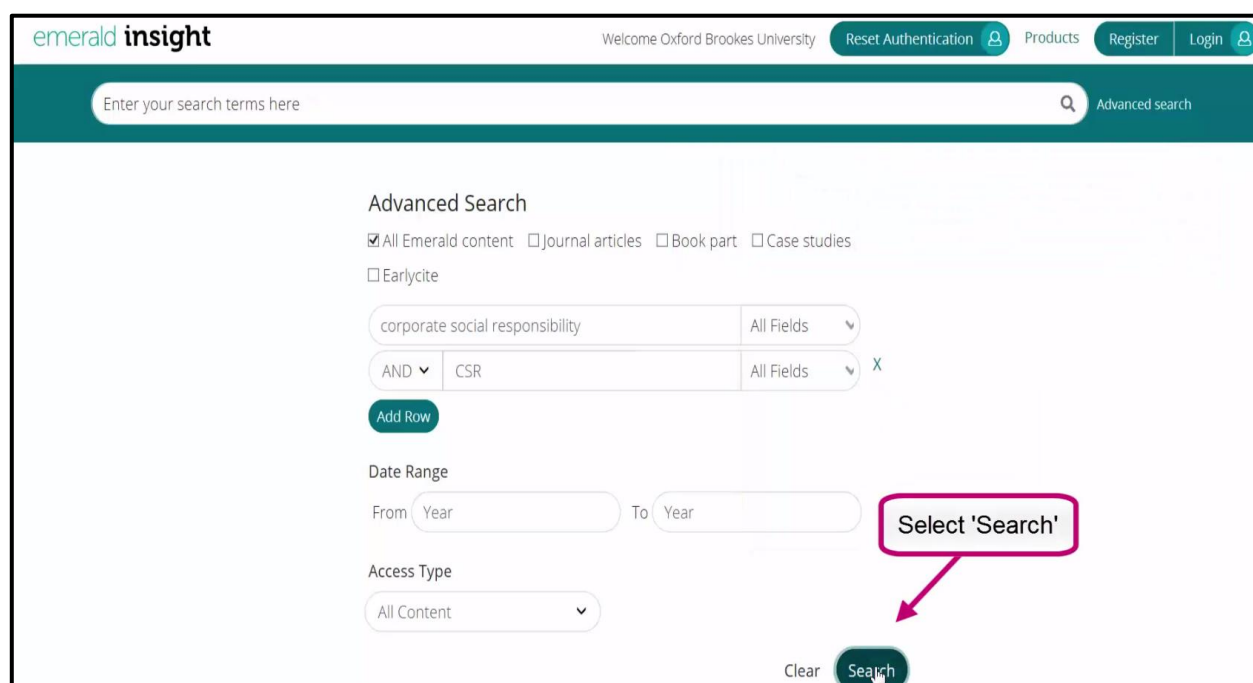
DOI

All Fields

Searches all the searchable fields using one query. This allows you to easily find your search terms in any field.

Example: 2013, China Economics

6. Select 'Search'.



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Enter your search terms here

Advanced search

Advanced Search

☒ All Emerald content ☐ Journal articles ☐ Book part ☐ Case studies

☐ Earlycite

corporate social responsibility

All Fields

AND

CSR

All Fields

Add Row

Date Range

From Year To Year

Access Type

All Content

Clear

Search

Select 'Search'

7. This is the results page.

The screenshot shows the Emerald Insight search results page. The search query is 'corporate social responsibility AND (CSR)'. The page displays two search results. The first result is a book part titled 'Corporate Social Responsibility as Catalyst for Development: Prospects and Challenges in Nigeria' by Nojeem Amodu, published on 14 September 2018. It is available in PDF (335 KB) and EPUB (78 KB) formats. The second result is an article titled 'Corporate Social Responsibility and the Fetter of Profitability' by Simeon Scott, published on 1 November 2007. It is available in PDF (102 KB) format. On the right side, there are filters for Access, Year, and Content type. A pink box highlights the text 'This is the results page'.

8. The refine filters are on the right hand side.

The screenshot shows the Emerald Insight search results page. The search query is 'corporate social responsibility AND (CSR)'. The page displays two search results. The first result is a book part titled 'Corporate Social Responsibility as Catalyst for Development: Prospects and Challenges in Nigeria' by Nojeem Amodu, published on 14 September 2018. It is available in PDF (335 KB) and EPUB (78 KB) formats. The second result is an article titled 'Corporate Social Responsibility and the Fetter of Profitability' by Simeon Scott, published on 1 November 2007. It is available in PDF (102 KB) format. On the right side, there are filters for Access, Year, and Content type. A pink box highlights the text 'The refine filters are on the right hand side' with an arrow pointing to the filter section on the right.

9. Select 'Article' to retrieve journal articles.

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corporate social responsibility AND (CSR) Advanced search

Search Results

1 – 10 of over 6000

PER PAGE 10 20 50 Sorted by relevance

Book part Publication date: 14 September 2018 Available

Corporate Social Responsibility as Catalyst for Development: Prospects and Challenges in Nigeria

Nojeem Amodu

An efficient corporate social responsibility (CSR) framework in many economies has been linked with human capital development, social and financial inclusion...

View summary and detail

PDF (335 KB) EPUB (78 KB) OpenURL Reports & Permissions

Article Publication date: 1 November 2007 Available

Corporate Social Responsibility and the Fetter of Profitability

Simeon Scott

The purpose of the paper is to examine five themes arising from definitions of corporate social responsibility (CSR): responsibility to the community and society...

PDF (102 KB) OpenURL Reports & Permissions

Access

☐ Only content I have access to
☐ Only open access

Year

Last week (39)
Last month (119)
Last 3 months (424)
Last 6 months (725)
Last 12 months (1259)
All dates (6751)

From Year To Year Go

Content type

Article (5275)
Book part (1101)
Earlycite article (293)
Case study (82)

10. To retrieve more recent articles, refine by date.

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corporate social responsibility AND (CSR) Advanced search

Search Results

1 – 10 of over 6000

PER PAGE 10 20 50 Sorted by relevance

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Last week (39)
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11. Selected refine options are displayed on the right hand side.

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corporate social responsibility AND (CSR) Advanced search

Search Results 1 - 10 of 46 PER PAGE 10 20 50 Sorted by relevance

Article Publication date: 2 September 2019 Available PDF (208 KB) OpenURL Reprints & Permissions

Hypocrisy, skepticism, and reputation: the mediating role of corporate social responsibility

Denni Arli, Patrick van Esch, Gavin Northey, Michael S.W. Lee and Radu Dimitriu

The purpose of this paper is to examine the effect of corporate hypocrisy and skepticism on perceived corporate reputation. In addition, the effect of perceived corporate reputation on corporate social responsibility is examined.

View summary and detail

Selected refine options are displayed on the right hand side

Access

☐ Only content I have access to

☐ Only open access

Year

Last month (46) ✕

Content type

Article (46) ✕

Article Publication date: 2 September 2019 Available PDF (501 KB) OpenURL Reprints & Permissions

Analysis of drivers of CSR practices' implementation among family firms in India

Shubham Singh and Shashank Mittal

Differences in institutional environment and governance structures pave the way for

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Search Results 1 - 10 of 46 PER PAGE 10 20 50 Sorted by relevance

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View summary and detail

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Access

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Year

Last month (46) ✕

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13. You can read the article by scrolling down the page or by clicking on the hyperlinked sections.

The screenshot shows the Emerald Insight website interface. At the top, there's a search bar and navigation links. The article title is 'Hypocrisy, skepticism, and reputation: the mediating role of corporate social responsibility' by Denni Arli, Patrick van Esch, Gavin Northey, Michael S.W. Lee, and Radu Dimitriu. Below the title, there's a 'PDF (208 KB)' button. A callout box with a pink border and arrow points to the table of contents on the left, which includes links for Abstract, Introduction, Literature review, Hypothesis development, Methodology, Data collection, Results, Discussion and implications, and Limitations, future.

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Hypocrisy, skepticism, and reputation: the mediating role of corporate social responsibility

Denni Arli, Patrick van Esch, Gavin Northey, Michael S.W. Lee, Radu Dimitriu

Marketing Intelligence & Planning
ISSN: 0263-4503
Publication date: 2 September 2019 [Export & Permissions](#)

[OpenURL](#)

[PDF \(208 KB\)](#)

Abstract

Purpose
The purpose of this paper is to examine the effect of corporate hypocrisy and consumer skepticism on perceived corporate reputation. In addition, the effect of perceived corporate social responsibility (CSR) in mediating the relationship between corporate hypocrisy and consumer skepticism toward perceived corporate reputation.

Design/methodology/approach
An experimental design was employed to test the effects of corporate hypocrisy and consumer skepticism on consumers' perception of a firm's corporate reputation, as well as the role of perceived CSR as a causal mechanism. Analysis involved structural equation modeling (AMOS) to test hypotheses. A convenience sample (n=837) was recruited from the USA and Australia to allow for any national biases or brand familiarity effects and to ensure the results were robust and generalizable.

Findings

Table of Contents:
[Abstract](#)
[Introduction](#)
[Literature review](#)
[Hypothesis development](#)
[Methodology](#)
[Data collection](#)
[Results](#)
[Discussion and implications](#)
[Limitations, future](#)

14. You have the option to view the article as a PDF or url.

This screenshot is similar to the previous one but highlights the 'OpenURL' and 'PDF (208 KB)' buttons with a callout box. The callout box has a pink border and an arrow pointing to the buttons, with the text 'You have the option to view the article as a PDF or url'.

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[Abstract](#)
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[Data collection](#)
[Results](#)
[Discussion and implications](#)
[Limitations, future](#)

15. Click on the names for other articles by these authors and other articles in this journal.

The screenshot shows the Emerald Insight website interface. At the top, there's a navigation bar with the Emerald Insight logo, a search bar, and links for 'Reset Authentication', 'Products', 'Register', and 'Login'. Below the navigation bar, the article title 'Hypocrisy, skepticism, and reputation: the mediating role of corporate social responsibility' is displayed. Under the title, the authors' names 'Denni Arli, Patrick van Esch, Gavin Northey, Michael S.W. Lee, Radu Dimitriu' are listed, along with the journal name 'Marketing Intelligence & Planning', ISSN '0263-4503', and publication date '2 September 2019'. A yellow box highlights the authors' names, and a pink arrow points from a text box to this box. The text box contains the instruction: 'Click on the names for other articles by these authors and other articles in this journal'. Below the authors' names, there's a 'PDF (208 KB)' link. The article content is divided into sections: 'Abstract', 'Purpose', 'Design/methodology/approach', and 'Findings'. The 'Abstract' section includes a table of contents with links to 'Abstract', 'Introduction', 'Literature review', 'Hypothesis development', 'Methodology', 'Data collection', 'Results', 'Discussion and implications', and 'Limitations, future research'. The 'Purpose' section states the purpose of the paper is to examine the effect of corporate hypocrisy and consumer skepticism on perceived corporate reputation. The 'Design/methodology/approach' section describes the experimental design and sample. The 'Findings' section is partially visible.

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