

Table of Contents

Part A. Introductory Overview of the Dissertation	vii
List of Figures	ix
List of Tables.....	ix
List of Abbreviations.....	xi
1. Introduction.....	1
1.1. Overview and Relevance of the Research Topic	1
1.2. Identification of Research Deficits	4
1.3. Deduction of Research Questions.....	10
1.4. Aspired Contribution	14
2. Theoretical and Conceptual Background.....	19
2.1. Corporate Social Responsibility Research.....	19
2.1.1. The Different Levels of Analysis	20
2.1.2. The Dark Side of Corporate Social Responsibility	26
2.2. Theoretical Developments in Individual-Level CSR	27
2.2.1. Social Identity Theory in CSR	29
2.2.2. Social Exchange Theory in CSR.....	30
2.3. Main Supporting Theories and Literature Streams.....	31
2.3.1. Signaling Theory	31
2.3.2. Moral Identity Theory	32
3. Research Design	33
3.1. Survey Development	33
3.2. Data Collection	33
3.3. Sample Composition.....	34
3.4. Methodology and Validation	35
3.5. Robustness Testing	37

4. Summary of Research Papers	39
4.1. Summary of Research Paper I	40
4.2. Summary of Research Paper II.....	44
4.3. Summary of Research Paper III	48
5. Implications for Research and Practice.....	53
5.1. Theoretical Implications and Areas for Further Research.....	54
5.2. Practical Implications	62
Appendix.....	65
Appendix A: Research Survey	66
Appendix B: Invitation for Survey Participation	82
References	85
Part B. Research Papers.....	97
Research Paper I – The Effect of CSR Information Sources on Employees’ CSR Awareness and Perceived CSR Performance	99
Research Paper II – The Role of Employees’ Inconsistent Perceived CSR Performance on Corporate Hypocrisy and Affective Organizational Commitment.....	151
Research Paper III – Perceived Corporate Social Responsibility and Organizational Citizenship Behavior: The Moderating Role of CSR Attributions	205