

Exploring the brand equity of corporation social responsibility and corporation reputation : A fuzzy-set/Qualitative Comparative Analysis

Abstract :

Corporate social responsibility has become an international tendency. While doing efforts for the stakeholders, the enterprises establishing a good image and reputation, even an excess profits for business. This study explores the impact of corporate social responsibility and corporate reputation on brand equity in detailed dimensions by Structural Equation Model and fuzzy set/Qualitative Comparative Analysis. The findings in Structural Equation Model show that corporate social responsibility is really helpful to brand equity and corporate reputation; however, exploring more deeply with fuzzy set/Qualitative Comparative Analysis demonstrating the business operation is influenced by lots of complex factors, so depending on the enterprise situations, such as firm scale, institutional and brand strategy performance and other objective conditions, there are still some factors of corporate social responsibility and corporate reputation show the negative impact on brand equity, which is the key point of policy makers need to focus on.

Keywords : Corporate Social Responsibility, Corporate Reputation, Brand Equity, fuzzy set/Qualitative Comparative Analysis