

Corporate Social Responsibility (CSR) during the COVID-19 Pandemic

Donations from Corporate Figures and a Multi-level
Reputational Approach focusing on Bill Gates and Jack Ma

22 February 2021, 11:00 AM–12:15 PM (HK Time, UTC+8)

21 February 2021, 9:00 PM–10:15 PM (Texas time, UTC-6)

21 February 2021, 7:00 PM–8:15 PM (California time, UTC-8)

PROGRAMME

11:00–11:05 AM

Welcoming Remark

Prof. Fanny M. CHEUNG

*Senior Advisor,
Faculty of Social Science &
Hong Kong Institute of Asia-Pacific Studies, CUHK*



11:05–11:35 AM

Paper Presentation

Prof. Sora KIM

*Associate Professor,
School of Journalism and Communication, CUHK*



Drawing on cross-national surveys conducted in the U.S. and China, this study investigates the positive ripple effects of the CSR donations of corporate figures during the COVID-19 pandemic on the multi-level reputations of corporate figures, companies, and countries. The study finds that public knowledge of the CSR donations of celebrity corporate figures can enhance the reputation of the country of those corporate figures. In both countries, such enhancement occurs from the improvement that takes place in the personal reputations of the donors and in that of the companies with which they are affiliated. In this ripple-effect mechanism, the public's perception of the motives behind the exercising of CSR can change according to the level of their knowledge of CSR. As people know more about the philanthropic activities of corporate figures, the positive impact of their altruistic motives increases and the negative impact of their self-serving motives decreases. The study also finds that the willingness of consumers to accept self-serving CSR motives differs according to the institutional development of a country. American participants are more willing than their Chinese counterparts to accept self-serving motives.

11:35–11:45 AM

Discussion

Prof. Xiaojing SHENG

*Associate Professor,
Department of Marketing,
University of Texas Rio Grande Valley, U.S.*



11:45–11:55 AM

Discussion

Prof. Kang Hoon SUNG

*Associate Professor,
Department of Communication,
California State Polytechnic University, U.S.*



11:55 AM–12:15 PM

Q&A Session