

Sofía López-Rodríguez (SKEMA Business School)

will speak on

“CSR Halo: The Gift That Keeps On Giving”

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Abstract

We propose that a CSR halo can influence consumer judgments with regard to sustainability. Accordingly consumers would make inferences about company CSR performance on the basis of limited information and despite consumer skepticism about CSR. Two studies provide support for a robust CSR halo effect, wherein companies known to engage in specific CSR practices get credited with doing other sustainability activities and doing a better job of them. This effect is particularly remarkable when the CSR practices are exceptional and perceived as going beyond “business as usual”. A third study explores the limits of the CSR halo with news about company irresponsible behavior. These findings have important managerial and policy implications, including what CSR programs companies embark on and how they are communicated.

Biography

Sofía López-Rodríguez is an Assistant Professor of Marketing at SKEMA Business School. With a PhD in Marketing from Universidad Complutense de Madrid and a *Licenciatura* in Environmental Science from Universitat de Girona, her research focuses on corporate responsibility and sustainability, green marketing, marketing ethics, prosocial behavior and sustainable consumption. Dr. López-Rodríguez is also a Visiting Scholar at the INSEAD Social Innovation Centre and has acted as Guest Lecturer on sustainable marketing at Sciences Po Lille and MINES ParisTech. She has consulted with the Financial Times for online content on corporate responsibility, as well as participated in research projects funded by the Spanish Ministry of Science and Technology, Campus France and the Academy of Business in Society.