

**NATURE OF CORPORATE SOCIAL  
RESPONSIBILITY FROM THE POINT OF  
MARKETING MANAGEMENT VIEW AND  
APPLICATION OF CONTENT ANALYSIS ON  
SOCIAL RESPONSIBILITY PROJECTS**

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**Abstract**

*Corporate Social Responsibility is considered a global new trend in today's business world. This trend is recent and organizations have been struggling to understand their social responsibility roles, as it's not an easy task because of the immediate expectations of the changing market. Furthermore, social responsibility projects have gained a concensus because both organizations and non-profit organizations think that these projects need to be implemented to create a strong brand communication of corporates. That's why; many companies start to give importance to these projects. This paper aims to analyse the content of the official web sites of several national and global firms, by first stating the names of their projects and looking at their aims, and then defining the results they have achieved.*

## **PAZARLAMA YÖNETİMİ AÇISINDAN KURUMSAL SOSYAL SORUMLULUK VE SOSYAL SORUMLULUK PROJELERİ ÜZERİNE BİR UYGULAMA**

### **Özetçe**

*Günümüzün iş dünyasında, kurumsal sosyal sorumluluk yeni bir yükselen global trend olarak dikkate alınmaktadır. Özellikle son yıllarda kurumlar, değişen pazar dinamikleri ve müşteri beklentileri çerçevesinde toplumsal anlamda sosyal sorumluluk rollerini anlamaya ve bunu en doğru şekilde konumlandırmaya çalışmaktadırlar. Öyle ki; kâr amaçlı organizasyonlar ve kâr amacı gütmeyen örgütlerin tamamında, kamuoyunda güçlü bir marka iletişimi oluşturabilme yönünde kurumsal sosyal sorumluluk projeleri adına güçlü bir uzlaşma olduğu görülmektedir. Bu gelişmelerin bir yansıması olarak da bir çok kuruluş, sosyal sorumluluk kampanyaları yapmayı öncelikli gündem maddelerinin başına almaktadırlar. Bu çalışmada, örnek olarak seçilen farklı sektörlerden yerli ve global ölçekteki firmaların kurumsal sosyal sorumluluk projelerine ilişkin proje isimleri, amaçları, içerikleri ve pazarlama yönetimi açısından kazandırdıkları üzerine kalitatif bir araştırma tekniği olarak içerik analizi uygulanmış ve yorumlanmıştır.*

**Keywords:** Corporate Social Responsibility, Marketing Managemet, Content Analysis.

**Anahtar Kelimeler:** Kurumsal Sosyal Sorumluluk, Pazarlama Yönetimi, İçerik Analizi.

### **1. INTRODUCTION**

Social responsibility is the obligation for an organization, which requires ethical, accountable, and reactive duty towards the needs of society. This definition suggests that socially responsible firms should undertake two things: (1) eliminating negatives and (2) doing positives. In general, business experts agree that socially responsible firms are more likely to thrive and survive in the long-term. Companies engaged in positive

activities generate quality publicity and customer loyalty. Firms, on the other hand, that work strongly toward reductions in unfair practices, pollution, harassment, and other negative activities are more likely to stay out of court, and they suffer fewer negative word-of-mouth comments by consumers who are not fully satisfied [1].

It must be emphasized that matters of ethics and social responsibility permeate every aspect of the marketing management process. Indeed, most marketing decisions involve some degree of moral judgment and reflect an organization's orientation toward the publics with which it interacts. Enlightened marketing executives no longer subscribe to the view that if an action is legal, then it is also ethical and socially responsible. These executives should be sensitive to the fact that the marketplace is populated by individuals and groups with diverse value systems. Moreover, they should recognize that their actions will be judged publicly by others with different values and interests [2].

## **2. SCOPE OF SOCIAL RESPONSIBILITY AS A MARKETING CONCEPT**

In today's world of business, the wants and needs of society are an important contextual consideration. Firms must not only produce excellent goods and services and produce a healthy profit, but also be concerned with their relationship with society at large as well as with the environment. The marketing concept has evolved into market orientation, and firms are more heavily focused on wants and needs of consumers, but this is no longer sufficient. There is a broader context in which the firm operates, and the well-being of society and consumers must be taken into consideration. Not only do consumers expect that corporations will operate legally and fairly, they also want them to act ethically, help charitable causes, clean up the environment, and improve conditions for citizens locally, regionally, nationally, and in some cases internationally. Companies should now be socially responsible [3].

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In the last few years the interest in the concept of corporate social responsibility has grown and received increasing attention, with leading companies developing sophisticated approaches. At the same time marketing techniques have been refined and new concepts developed whilst corporate community investment and cause related marketing have also developed. Cause-related marketing demonstrates and indeed enhances corporate values and reputation and much more besides, and this is increasingly being appreciated by the board, the chief executive, corporate affairs, marketing and fundraising departments. In the marketing and fundraising world there has been a quest for new and more effective ways of engaging the various target audiences or stakeholders. Consumers are increasingly sophisticated and cynical and have growing expectations of business. They expect compliance, honesty and ethical trading atmosphere [4].

Finally, both organisational and individual, but also environmental premises strongly determine a firm's degree of corporate social responsibility engagement. In this sense, research about important determinants including individual decision-maker factors like CEO values, manager personality and other personal attributes like his or her degree of religiousness, minority background and ethical consciousness, but also institutional influences like organisational form, firm newness, resource availability, firm size, ethical climate, corporate culture, as well as the conditions of the external environment like its dynamism and munificence, industry attributes and governmental programs are consecutively worked off to enhance the understanding of their respective impact upon corporate social responsibility programs' development and implementation [5].

Business for social responsibility, founded in 1992, is a membership organization made up of companies seeking to sustain their commercial success in ways that demonstrate respect for ethical values, people, communities, and the environment. Through the policies and practices of socially responsible business, companies create value for investors, customers, employees, local communities, and other stakeholders. Business for social responsibility regards corporate social responsibility as business

decision making linked to ethical values, compliance with legal requirements, and respect for people, communities, and the environment. In this respect, corporate social responsibility is a large umbrella under which a company must view its overall positioning and determine how its business activities affect employees, the environment, communities, consumers, investors, and other stakeholders—and most importantly in what order of priority [6].

Decisions on ethics and corporate social responsibility are at the heart of corporate strategy. They particularly influence the purpose of the organization in terms of the standards and conduct that an organisation sets itself in its dealings within the organisation and outside its environment. Corporate social responsibility has a wider remit to include the organisation's responsibility beyond the minimum to its employees and those outside the organisation. Topics will vary with each organisation but may include environmental 'green' issues, treatment of employees and suppliers, charitable work and other matters related to the local or national community [7].

Increasingly, the responsibility that an organization demonstrates towards the diverse communities within which it works is important in shaping the attitudes of those with whom it relates. In turn, this helps to develop and project the reputation. A key element in corporate social responsibility can be community support, charitable involvement and the sponsorship of good causes [8].

National companies give more importance and allocate more budget to cause-related marketing campaigns with a social responsibility approach in the process of joining European Union. International brands should observe the real social needs of local market while defining the subject of cause-related marketing campaign so that they would be able to build up a strong brand communication. Cause-related marketing campaigns influence to increase the awareness and loyalty of the brands and this gives the brands a competition power within the others. Both national and international brands in Turkish market try to win the Turkish consumers' sympathy with

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having social campaigns. This actually shows that cause-related marketing campaign is one of the strong tools in marketing for supporting company reputation and brand image in Turkey [9].

### **3. APPLICATION OF CONTENT ANALYSIS ON SOCIAL RESPONSIBILITY PROJECTS**

#### **3.1. Methodology**

The aim of this study is to examine the social responsibility projects of the firms both in a national and in a global perspective. To achieve this aim the content of the official web sites of several national and global firms was analysed.

Content analysis was chosen as the research technique of this study because it is a research technique for making replicable and valid inferences from texts (or other meaningful matter) to the contexts of their use [10]. These inferences are about the message itself and the sender(s) or the audience of the message. The rules of this inferential process vary with the theoretical and substantive interests of the investigator [11]. As a research technique it provides new insights, increases the understanding of the researcher about particular phenomena, or informs of practical actions [10]. All these reasons facilitate the use of content analysis and also point out the fact that no other research technique would be appropriate for achieving the aim of this study.

In this study the social responsibility projects of both Turkish and global firms were examined. To select the Turkish firms, social responsibility projects were categorized as projects related to;

- 1) Education,
- 2) Health,
- 3) Environment,
- 4) Culture / Arts,
- 5) Sports,

- 6) History,
- 7) Community

Then, firms that deal with social responsibility projects related with each of these seven categories are found and the well-known ones were chosen to be examined in more detail. Besides, the social responsibility projects of foreign firms that only produce dairy products are included in the study. The study is conducted between November 2009 and January 2010.

### **3.2. Social Responsibility in Turkey**

In Turkey corporate social responsibility projects are executed in seven different areas. As mentioned before these areas are; education, health, environment, culture/arts, sports, history and social matters. Turkcell, Colgate, Cheetos, Pinar and Danone are the firms that execute education related social responsibility projects. Tetra Pak, Aygaz, Pfizer, Roche and Eczacıbasi are the examples of firms dealing with health related social responsibility. YKM, Coca Cola, Philips, Nokia and HP are some of the important firms that are popular with their environmental social responsibility activities. Koç Holding, Efes, Eti, Pinar and Banvit are the examples of firms spending great effort on social responsibility projects related to culture/arts. Vestel, Danone, P&G, Omo and Turkcell are the examples of firms dealing with sports related social responsibility activities. Opet, Efes, Aygaz, Çalık Holding and KoçBank are some of the examples of the firms dealing with social responsibility projects concerning history. Finally, for the firms executing community related social responsibility projects Sabancı Holding, Hurriyet, Koç Holding, Unilever and Beta can be considered as good examples.

To understand the public's opinion about social responsibility activities of firms and people, a research was conducted by a monthly magazine named Capital. According to this survey; for Turkish people the most socially responsible firm is "Sabancı Holding" and the most socially responsible person is "Güler Sabancı". Also in the survey "Hayrettin Karaca" is chosen as the most socially responsible Turkish leader.

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According to another survey conducted in 2008 by United Nations, the problems and risks associated with Turkey's social responsibility projects are revealed. The most important points of this report can be summarized as follows;

- 1) In Turkish Business Environment there is still no consensus about the scope and the definition of corporate social responsibility, and this directly affects social responsibility practices of the firms.
- 2) Most of the social responsibility projects and activities are executed by non-governmental organizations and sponsors in Turkey.
- 3) There is need for social responsibility projects related to human and employee rights.
- 4) Turkish firms mostly perceive social responsibility projects as tools for increasing marketing and corporate reputation.
- 5) Multinational companies affect the social responsibility activities positively in Turkey.

### **3.3 Selected Best Social Responsibility Practices of Turkish Firms**

*Examples of social responsibility projects in the health area:* In the area of health related social responsibility, Eczacibasi, Aygaz and Tetra Pak's projects are examined. nokta

**“Eczacibasi”** with its project called “Hygiene” organized free seminars and panels for 5.5 millions of elementary students to inform them about hygiene and hygiene related issues (See Figure 1). The company also renovated the toilets of some primary schools with its “Vitra and Artema” branded products. Eczacibasi won two very important awards with this social responsibility project in the USA [12].





Figure 1. Eczacıbaşı: The Hygiene Project

Source: <http://www.eczacibasi.com.tr/articles/detail/detail2.asp?id=962&archive=1>

Another social responsibility project in the field of health was executed by **AYGAZ**. For the company's 45th foundation day celebrations a project called "Ayışığı: Aygaz'dan Sağlık Işığı" was carried out (See Figure 2). In 45 different cities, Aygaz renovated 45 health centers' vaccine rooms [13]. Besides, **Tetra Pak** held a social responsibility project called "Sağlık İçin Sağlıklı Süt İçin", which was supported by the Ministry of Health. Within the meaning of this project Tetra Pak organized free seminars to inform nurses about how to avoid nutritional deficiency (See Figure 3). 1706 nurses were informed about the benefits of milk consumption and the features of healthy milk [14].



Figure 2. AYGAZ's Social Responsibility Project

Source: <http://www.aygazayisigi.org>, 2009

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*Figure 3. Tetra Pak's Social Responsibility Project*  
*Source: [http://www.tetrapak.com/tr/about\\_tetra\\_pak](http://www.tetrapak.com/tr/about_tetra_pak)*

**Examples of social responsibility projects in the education area:** In the field of education related social responsibility, Cheetos, P&G, Turkcell, Colgate and Danone's projects are examined. nokta

With **Cheetos'** social responsibility project called as "Gelişim Merkezleri Projesi" eight development centers for children between the ages of 4-14 ages were founded in the eastern cities of Turkey. The aim of these centers was to promote and support children to develop themselves mainly in sports, culture, education and arts (See Figure 4). By the year 2009, 10.000 children had benefited from these centers [15].

Another social responsibility project in education area was executed by **P&G**. With the project called "Ergenlik Dönemi Değişim Programı", for 15 years P&G had given free seminars to nine million students and 500.000 mothers about adolescence. Also by the use of hotlines several questions of the students were answered (See Figure 5). P&G won several awards in return of these social responsibility practices [16].



Figure 4. Cheetos' Social Responsibility Project  
Source: <http://www.cheetosgelisimmerkezi.com/>, 2009



Figure 5. P&G's Social Responsibility Project  
.Source: <http://www.pg.com.tr/procter/>, 2010

**Turkcell's** social responsibility project related to education is called “Kardelenler” (See Figure 6). This project aims to provide financial and moral support for young girls who are not able to go on their education or even haven't started their educations in rural areas [17]. Another company interested in educational social responsibility projects is **Colgate**. The firm gives customers the chance to support children's education by buying Colgate branded products in Migros (See Figure 7). The name of the project was “Bir Şey Değişir, Her şey Değişir” and its execution was supported by TOÇEV [18].

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*Figure 7. Colgate's Social Responsibility Project*  
*Source: <http://ortakalan.com.tr/haber.asp?S=292&HID=1379>, 2009*

**Danone** has carried out a project named as “Gülümseyen Gelecek Ana Sınıfları” with the support of “Ministry of Education” and “Çağdaş Yaşamı Destekleme Derneği” (See Figure 8). Within the context of this social responsibility practice, 250 nursery schools have been founded in different locations of Turkey [19].



*Figure 8. Danone's Social Responsibility Practice*  
*Source: [www.gulumseyengelecek.com/](http://www.gulumseyengelecek.com/), 2010.*

**Examples of social responsibility projects in the environment area:**  
Coca Cola and YKM's social responsibility projects will be examined in this field.

**Coca Cola Turkey** has organised a contest for young people who are between 16-26 years old (See figure 9). They design environment related projects for the contest and the ones that get high points from the jury are financially supported by Coca Cola, Turkey [20]. **YKM** carries out a social responsibility project with WWF (World Wide Fund for Nature) for the sake of environment. The firm produces products with panda logos and displays them for sale at specific stands in some of its stores (See Figure 10). The aim of this project is to increase public sensitivity for nature and to attract their attention to global warming. The income from the sale of these products is directly donated to WWF [21].



Figure 9. Coca Cola Turkey's Project  
Source: [www.hayataarti.org/](http://www.hayataarti.org/), 2010.



Figure 10. YKM's Social Responsibility Project  
Source: [www.kurumsalhaberler.com/2010](http://www.kurumsalhaberler.com/2010).

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**Examples of social responsibility projects in the culture/arts area:**

In the field of culture/arts related social responsibility, Koç Holding and Efes' practices are examined below.

One of the areas that **Koç Holding** carries out social responsibility projects is culture/arts (See Figure 11). Within the context of one of these projects Koç Holding undertakes the sponsorship of the International İstanbul Biennial [22]. **Efes** has also chosen the culture/arts area as its main social responsibility area and it has been supporting the Turkish Theatre for 14 years (See Figure 12). The company has undertaken the sponsorship of approximately 300 representations [23].



Figure 11. Koç Holding's Social Resp. Practice  
Source: [www.koc.com.tr/tr-tr/Basin\\_Merkezi](http://www.koc.com.tr/tr-tr/Basin_Merkezi), 2009



Figure 12. Efes' Social Responsibility Practices  
Source: <http://www.efespilsen.com.tr/tyatro.aspx>, 2010.

**Examples of social responsibility projects in the sports area:** In this part, social responsibility projects of Danone and Vestel will be examined in more detail.

With the support of Ministry of Education, **Danone** organizes free football tournaments for seven-year-old boys all around Turkey. Several schools from 81 different cities of Turkey attend this tournament every year (See Figure13). With the help of this project many talented young boys have the chance to flourish [24].

On the other hand **Vestel**, with its project named “Vestel Turk Atletizminin Yanında” undertakes some activities to support Athletism in Turkey (See Figure 14). Since 2004, with its social responsibility practices Vestel has been aiming to increase the attention and interest of Turkish youth on Athletism [25].



Figure 13. Danone’s Social Responsibility Practices  
Source: [www.tumgazeteler.com/](http://www.tumgazeteler.com/), 2009



Figure 14. Vestel’s Support For Athletism  
Source: <http://www.vestel.com/index.aspx>, 2009.

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**Example of social responsibility projects in the area of history:** **Çalık Holding** has provided financial support for the restoration of “Yalova Köşkü” because it is one of the houses in which Atatürk, the founder of Turkish Republic, lived in Turkey (See Figure 15) [26].



*Figure 15. Yalova Köşkü, Before and After Restoration*  
*Source: [www.calik.com/sayfa.aspx?id=8](http://www.calik.com/sayfa.aspx?id=8), 2010.*

**Example of social responsibility projects in the area of community:** Unilever, Sabancı Holding, Hurriyet, Koç Holding are the examples of firms dealing with social responsibility projects in this area.

With its project called “Çöpadam” **Unilever** have founded several workshops in Ayvalık, Diyarbakır and Istanbul for unemployed women (See Figure 16). In these workshops women make bags and accessories, and have obtained the chance to sell them and make a living [27]. **Sabancı Holding** has also allocated a budget to support the sustainable social responsibility projects about children, women and disabled people (See Figure 17). The firm donates minimum 100.000 TL and maximum 300.000 TL for each of the projects [28].





Figure 16. Unilever's Social Responsibility Project  
Source: [copmadam.sabanciuniv.edu](http://copmadam.sabanciuniv.edu), 2010



Figure 17. Sabancı Holding's Project  
Source: [www.sabancivakfi.org/tr/?programlar/hibe](http://www.sabancivakfi.org/tr/?programlar/hibe), 2010.

In cooperation with several non-governmental organizations and governorship of İstanbul, **Hurriyet** aims to reduce the violence in families and to make people conscious about the issue. Within the context of this project seminars were organized for families and also a music album was launched (See Figure 18). The sales revenue of this album is donated to the project [29].

As part of its 80th foundation day celebrities, in cooperation with BKM, **Koç Holding** organized a musical for children. This musical aimed to facilitate the mental and cultural development of the children (See Figure 19). During the project the musical was shown in 17 different cities of Turkey and reached about 100.000 children [30].

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Figure 18. Hurriyet's Social Responsibility Project  
Source: [www.hurriyet.com.tr/magazin/anasayfa/10509308asp](http://www.hurriyet.com.tr/magazin/anasayfa/10509308asp), 2010

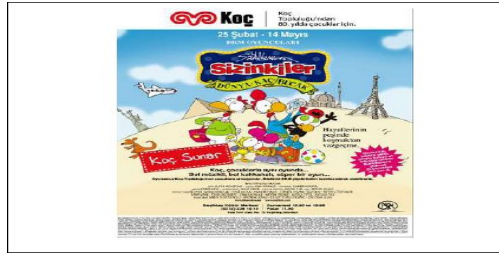


Figure 19. Koç Holding's Social Responsibility Project  
Source: [www.bkmonline.net/tr/organizasyon.bkm](http://www.bkmonline.net/tr/organizasyon.bkm), 2010.

### 3.4. Selected Best Social Responsibility Practices of Foreign Firms

**The Case of Saputo:** Among the largest milk processors in the world, a Canadian company Saputo publishes social responsibility report every year to inform its investors. The company's social responsibility practices can be grouped into four categories: 1) community 2) Sport 3) Quality, and 4) Environment. Saputo also supports social responsibility projects for children in the USA, Canada and Argentina. For instance, it supports school nutrition programs, offers art workshops to children with mental disorders, and grants aids to children suffering from life-threatening diseases (See Figure 20). The firm is the official sponsor of Vancouver 2010 Winter Olympics. It also provides scholarship for successful sportsmen (See Figure 21) [31, 32].



Figure 20. Saputo Supporting Children  
Source: [www.saputo.com/consumers/social/](http://www.saputo.com/consumers/social/),2010



Figure 21. Saputo Supporting Sportsmen  
Source: <http://olympics.saputo.com/about.aspx>,2010.

**The Case of Arla:** Arla, a Swedish Company, publishes its social responsibility reports. The report is displayed on its official web site and summarizes its social responsibility practices mainly in the areas of environment, health, and agriculture on a yearly basis. The company has the ISO14001 and also the OHSAS18001 certificates on environmental standards. Arla announces that it obeys the internationally recognised environmental standards. In their report published in 2007, they pointed out that in their production process the amount of waste was significantly reduced. The following figure shows the examples of Arla's social responsibility [33].

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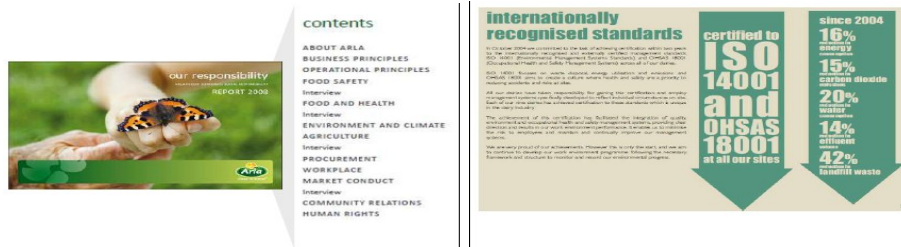


Figure 22. Arla's Social Responsibility Practices  
 Source: <http://www.arla.com/>,2010

**The Case of Stonyfield:** Stonyfield, an American firm, puts information about their social responsibility projects and social messages on its yogurt covers. By this way it informs its customers about social responsibility projects and directs them (See Figure 23). Within the context of its “Profit for Planet” project every year it donates 10% of its profit to non-profit organizations dealing with environmental projects [34].



Figure 23. Stonyfield's Social Responsibility Practices  
 Source: <http://www.stonyfield.com/>,2010.

**The Case of Dairy Crest:** The English firm's social responsibility report (2009-2010) points out that firm's social responsibility practices can be categorized into four groups connected to their aims: workplace (to reduce the work accidents below 1%), market place (to increase the production of low fat products) community (to donate the Project of Mcmilian Cancer) and environment (to reduce the carbon dioxide emission by 3%). One of the most important points about Dairy Crest is that there is

an independent department in the company only dealing with social responsibility projects and practices [35].

**The Case of Nestle:** As decreasing the use of harmful articles for nature and making investments on water recycling that used in production; Nestle carries out environmentally focused social responsibility projects. In Pakistan Nestle executes projects that support farmers and agriculture and also some other projects which lead the public to use natural gas instead of fuel oil. Within the context of its social responsibility practices in Pakistan, Nestle also deals with education. It supports the repairs and maintenance of several schools and organizes education programs for teachers (See Figure 24).

Nestle decides the type of the social responsibility project according to the social problems and troubles of the region where it operates. In Pakistan water scarcity is a major social problem. Because of that reason Nestle supported the project of drilling 300 new wells [36].



Figure 24. Nestle's Social Responsibility Practices In Pakistan  
Source: <http://www.nestle.pk/community/corporate-social-responsibility.aspx>, 2010

**The Case of Fonterra:** Fonterra which is an Australian Company has categorised its social responsibility projects under four groups; 1) Use of water, 2) Waste management, 3) Use of sources, and 4) Climate Change (See Figure 25). It concentrates its social responsibility practices on these four groups by giving information to farmers about the use of clean water, water recycling, formation of waste and decreasing the use of energy. [37].

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Figure 25. Fonterra’s Social Responsibility Projects  
 Source: <http://www.fonterra.com/wps/wcm/connect/fonterra.com/fonterra.com/our+business/sustainability/,2010>.

**The Case of Danone:** Danone undertakes several social responsibility projects in Bangladesh together with Muhammed Yunus who is the founder of Grameen Bank and also famous for social responsibility projects for the poor. Within the context of their projects, they found a little dairy for producing nutrient and cheaper yogurt. Danone also designs water purification projects for water beds in Cambodia aiming to supply healthy water [38, 39].

**The Case of the International Project-RED-:** World’s leading firms work in cooperation in a social responsibility project called as “**RED**”. The aim of this project is to prevent the spread of HIV in Africa and also to provide support for the treatment of the patients. This social responsibility project provides funds for AIDS patients’ treatment and also for preventing the spread of HIV.

Firms such as DELL, Apple, Starbucks, American Express, and Converse produce products in red and donate the whole revenue generated from the sale of these special red products to the project (See Figure 26). RED also organizes several concerts to provide financial support for the project (See Figure 27). It increases the attendance to the concerts by using online community platforms such as Twitter and Facebook [40].



Figure 26. RED's special Red Products  
Source: <http://www.joinred.com/#shopred,2010>



Figure 27. Concerts Organized by RED  
Source: <http://www.joinred.com/,2010>.

#### 4. CONCLUSION

According to the norms of today's global market, companies have no luxury to underestimate the significant role of sustainable development projects in creating an efficient organizational performance based on the values and ethic of the society. Moreover, they should share the accomplishment of these projects with the market on their official web sites so that they would show how transparent they can be and open to public's and their sector's evaluation on their performance. There is a great

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opportunity for companies to customize the projects of social responsibility to supply the needs of today's consumers without destroying the sources that the future generation would need. Even as seen in the study, the social responsibility projects will be carried out with specialized units as a new branch of marketing department as companies give more impact on social responsibility actions. Hopefully this paper can be a source for a possible quantitative research on the nature of corporate social responsibility concerning the marketing management.

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