

Term	Course	Contract Title	Description
Spring 2020	MKTG 3135	How Does Corporate Social Responsibility Initiatives Influence Consumer Behavior?	Corporate social responsibility is a prevalent consideration of consumers when making purchasing decisions. Recent research studies show consumers prefer investing in businesses that are responsible and accountable, aligning with their personal values. I will complete a literature review, summarizing sources related to the topic of corporate social responsibility (CSR) and its influence on consumer behavior. I will provide an overview of scholarly sources encompassing current knowledge as well as theoretical and methodological contributions as it relates to CSR and consumer behavior.