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THE RELATIONSHIP BETWEEN SOCIAL RESPONSIBILITY AND BANKING REPUTATION: AN EMPIRICAL STUDY

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ABSTRACT. The current study aimed at analyzing the relationship between social responsibility as an independent variable and enhancing banking reputation as a dependent variable. as the basic unit of analysis. The study attempted to answer several questions, including the problem of the study, and perhaps the most prominent of which is the main question that states: "Is there a correlation between social responsibility and banking reputation?" As for the importance of the current study, it stemmed from the importance of its variables and from the many studies that emphasized the importance of investigating the relationship between these two variables, as well as the importance of banking departments considering the studied variables into consideration if they wanted to maintain their reputation in the long term. In order to achieve the objectives of the current study represented in revealing the nature of the relationship between its variables, the researcher adopted a main hypothesis, the correlation hypothesis. The hypotheses were tested under a bold model based on previous studies that showed the interrelationship between the variables of the study. The researcher followed the comparative approach to achieve the objectives of the study and find answers to her questions. To test the hypotheses of the study, the researcher used several statistical tools, including confirmatory factor analysis, arithmetic mean, standard deviation, and relative importance. Through the two statistical programs (Spss v.3, SmartPLS v.3), the study reached a number of conclusions, the most important of which is the existence of a correlation between social responsibility and banking reputation. By imposing the laws that govern the work of banks within the framework of social responsibility and activating the role of senior leadership by activating the internal systems that govern the work of its employees, which is thus reflected on their dealings with customers and on their long-term reputation.

JEL Classification: J60, J64,
J68

Keywords: social responsibility, banking reputation, Banking sector

Introduction

Reputation is an important asset for an organization, because its future depends on its reputation, which makes it distinct from its peers from other organizations that are similar to it in activity. The concept of reputation is not something emergency, but that man has turned to it since ancient times, individuals have been interested in the way others see them, but what is new in it is that reputation is not limited to individuals, but to organizations, and in particular began to pay attention to the need to maintain their reputation. Social responsibility is one of the methods of success for any organization, because of its importance associated with a number of ethical and human values, which have an impact on everyone related to this organization such as society, employee, owners, shareholders and everyone related to this organization. Based on the above, the present study examines a specific problem, which is to identify the relationship between social responsibility and banking reputation. One of the effects of interest in social responsibility is that organizations and banks in particular provide the necessities and provide services to the community, and work on the prosperity and development of the bank and support it by all members of society and support its goals so that this leads to the organization or bank taking precedence in competition and maintaining its good reputation, moreover, building a good reputation for banks through social responsibility would enhance the bank's long-term success.

1.The Methodology of the study**1.1. First: The problem of study**

The social responsibility and its application is one of the problems facing the banking sector at the present time in order to increase and raise the voices supporting it by the societies in which these banks are established, so this study came with a question explained as follows:

Is there a correlation between social responsibility and banking reputation? The following sub-questions are sub-questions :

- There is a significant correlation between charitable responsibility and reputation in the banks concerned
- There is a significant correlation between moral responsibility and reputation in the banks concerned
- There is a significant correlation between economic responsibility and reputation in the banks concerned.
- There is a significant correlation between legal responsibility and reputation in the banks concerned.

1.2.Second:Hypotheses of the study

Main hypothesis There is a significant correlation between social responsibility and banking reputation , **and the following sub-hypotheses branch from this hypothesis:**

The first sub-hypothesis : There is a significant correlation between charitable responsibility and banking reputation .

The second sub-hypothesis: There is a significant correlation between ethical responsibility and banking reputation

The third sub-hypothesis: There is a significant correlation between economic responsibility and banking reputation.

Fourth sub-hypothesis: There is a significant correlation between legal responsibility and banking reputation.

1.3.Third:The importance of the study

The importance of the study stems from the importance of the variables dealt with, which is social responsibility with its important dimensions to society and banking reputation because of its importance in the eyes of its clients, especially after the dependence of most segments and sectors of society on this sector and the importance of this stems from the importance of identifying the nature of the relationship between social responsibility and banking reputation.

2.The Second topic :the theoretical aspect

2.1.First :The Concept of social responsibility

There has been no agreement until now on a common definition of social responsibility, so there are many definitions with the multiplicity of researchers through their treatment of this concept, and it has been defined by (Al-Jader, Al-Saidi, 2021:120-121) as a sense of commitment by the organization through the application of social responsibility standards on a large scale during the process of making and implementing strategic decisions, but from another point of view, it has been defined by ((Al-Zariqat, 2012: 287) that they are the agreed relationships and common duties in achieving the welfare of society, and take into account the requirements of society when making decisions and taking into account the effects of these decisions in aspects of society. It was defined by (Rajab, Hussein, 2014: 142) as the failure of economic units to carry out their duties towards society, which is to address the effects that accrue to society, such as addressing unemployment and addressing poverty among members of society. Harashid & Haron (2015:84) defined it as the obligations of businessmen to pursue this responsibility as it is the basis and lines of action in terms of social goals and values.

2.2. Second: Dimensionsof Social Responsibility

- 1- **Economic responsibility:** which means that organizations must commit to ensuring that their production meets social needs, and encourages fair competition and does not harm competitors (Al-Zriqat, 2012: 287). Andthat economic responsibility contributes to the welfare, stability and development of society by maximizing the value of organizations, as

maximizing the wealth of shareholders will contribute to maximizing the welfare of the society in which they are established and thus achieving development and development, (7:Masoud, 2017)

- 2- **Legal responsibility: It means that organizations must abide by the laws in force** in the countries in which they are established (Rajab, Hussein, 2014: 144). From another point of view, (Kazim, Mohammed, Jawad, 2022: 133) pointed out that legal responsibility means that organizations adhere to laws and regulations and not violate them, and these instructions are issued by the government and the Central Bank, as well as setting behavioral standards on the basis of which they work.
- 3- **Moral responsibility: It means that the organization works according to the principles** of ethics, works according to correct standards, and refrains from carrying out actions that harm others because moral values are the driving force behind the establishment of laws and regulations (Karim, 2021: 50). And that ethical responsibility is considered a promotion and transgression of legal responsibility, ethical values are the aspect that distinguishes the organization from others, as employees feel proud to work in ethically responsible organizations, and the higher the ethics of the organization, the more motivated employees are to work in it and attract talented employees, (Khuong et al, 2021:6).
- 4- **Charitable responsibility: It is a symbol of cooperation and solidarity between members** of society without financial return for these humanitarian services, and that humanitarian work is one of the important social pillars, and organizations must work according to the rules of charitable responsibility in order to achieve sustainable development throughout society (Mohammed, Yahya, 2020: 349). The acceptance of charitable work is considered as a humanitarian philosophy and a principle of appreciation for the organization, where charitable work is transformed into practices and tools for the organization, as charitable responsibility should be considered one of the strategies on which the organization works (Harashid & Haron, 2015:84).

3. Third: The concept of bank reputation

Reputation has a great impact on the survival of the organization and the continuation of its work in the long term, as reputation is built through its dealings with customers and employees and by providing high-quality services and creativity in the work it does, so there are many concepts that show the concept of reputation and have been addressed from different points of view, as it has been defined by (Ramadan, Gatheer, 2020: 64) as fame and obtaining a prestigious position in the society in which it originates, and that the success and failure of the organization is linked to the reputation it obtains. of the result of its actions. It has also been defined by (Saleh, 2021: 597) as representing all activities related to service quality, innovation and financial soundness, and it is a combination of trust and positive characteristics provided to customers in exchange for the value they pay to obtain these products and services.

4. Fourth: Dimensions of banking reputation

- 1- **Creating value:** that organizations, through their dealings with customers, are valuable to their services and reputation in general, by conducting a survey on the preferences and desires of customers dealing with them and identifying them well and providing services according to this survey, and this will enable the organization to create value and customers will feel that the organization is interested in them and provides their current and future needs Berthon et al, 2007 : 42)). **The** survival of the organization depends on the services it provides, which depend mainly on sound management practices, as the quality of services is one of the most prominent factors that contribute significantly to the success and failure of the organization (Ramadan, Jatheer, 2020: 64).
- 2- **Strategic resources:** The competitive advantage of organizations is mainly related to the strategic resources that they have and that they can provide on a regular basis, and that these resources are created by knowing all the assets and capabilities that organizations possess, in other words, these resources must be valuable, scarce, difficult to imitate or replace, and are a sustainable competitive source (Fensterseifer&Rastoin, 2020:3).
- 3- **Communications:.** **Integrated internal communications** can be defined as all formal and informal communications to conduct internal communications at all levels of the organization, such as business communications, organizational communications, and organizational communications, through which the organization works by providing information at all functional levels of the organization, whether senior management or information for its employees (Welck & Jackson, 2007:182).

5.The Third topic

5.1.First :Statistical analysis of the study variables

For the purpose of conducting descriptive statistical analysis, a set of statistical indicators is not relied upon to reveal the nature of the respondents' orientations and the extent of their awareness of the variables researched in the organization, as well as to identify the order of dimensions through the level of response, so it is necessary to rely on a set of descriptive measures represented in The arithmetic mean, which shows the response of the sample to the variables studied, and the standard deviation index, which shows the extent to which the values deviate from their arithmetic mean, as well as diagnosing the percentage of each of the paragraphs through which the dimensions and variables were measured, by adopting the value of the hypothetical mean and within (3), meaning that the value of the achieved arithmetic mean that exceeds the hypothetical mean is an

acceptable value, otherwise it is rejected, knowing that the Likert five-point scale (1-5).

First: The social responsibility variable, this variable consists of four sub-dimensions, as follows:

1-After the humanitarianresponsibility of charity in the banksconcerned

Table (1) shows the values of the descriptive statistical indicators represented by (arithmetic mean, standard deviation, coefficient of variation and percentage) of the first dimension (**charitable human responsibilityin the concerned banks**), as it is clear that this dimension has achieved a high response and an arithmetic mean (4.20), which means that the response is high for the sample surveyed with regard to the paragraphs of the mentioned dimension, while the value of the standard deviation was (0.91) while the percentage was (0.84), while the values of the statistical indicators on the dimension paragraphs were mostly high and somewhat close, as paragraph (1) achieved the highest response among the other paragraphs and with an arithmetic mean (4.33), and this indicates that the bank operates in a manner consistent with the charitable expectations of the community, while paragraph (4) achieved the lowest response and an arithmetic mean (4.06).), this indicates that managers and employees in volunteer work are ranked last in their interests.

2-After theethical responsibility in the banksconcerned

Table (1) shows the values of the descriptive statistical indicators represented by (arithmetic mean, standard deviation, coefficient of variation and percentage) of the first dimension (**ethical responsibilityin the concerned banks**), as it is clear that the dimension has achieved a high response and an arithmetic mean (4.31), which means that the response is high for the sample surveyed with regard to the paragraphs of the mentioned dimension, while the value of the standard deviation was (.87 0) while the percentage was (0.86 As for the values of the statistical indicators on the paragraphs of the dimension, most of them were high and somewhat close, as paragraph (8) achieved the highest response among the other paragraphs and with an arithmetic mean (4.38), and this indicates that the respondents agree that the integrity of banks and their ethical behavior goes beyond just compliance with laws and regulations, while paragraphs (7,10) achieved the

lowest response and an arithmetic mean (4.29), this indicates that Banks are aware of the ethical standards adopted by society, and they rank last in their concerns.

3-After theeconomic officials in the concerned banks

Table (1) shows the values of the descriptive statistical indicators represented by (arithmetic mean, standard deviation, coefficient of variation and percentage) of the first dimension (**economic officials in the concerned banks**), as it is clear that the dimension has achieved a high response and an arithmetic mean (4.28), which means that the response is high for the sample surveyed with regard to the paragraphs of the mentioned dimension, while the value of the standard deviation has reached (.90 0) while the percentage reached (0.86 As for the values of the statistical indicators on the dimension paragraphs, most of them were high and somewhat close, as paragraph (11) achieved the highest response among the other paragraphs and an arithmetic mean (4.49), and this indicates that the sample members agree that banks work in a way that is oriented towards maximizing profits, while paragraph (12) achieved the lowest response and with an arithmetic mean (4.44), it means that Banks develop appropriate strategies and procedures to ensure the greatest profits, as it ranked last in the sample's concerns.

4-After thelegal official in the banksconcerned

Table (1) shows the values of the descriptive statistical indicators represented by (arithmetic mean, standard deviation, coefficient of variation and percentage) of the first dimension (**legal official in the concerned banks**), as it is clear that the dimension has achieved a high response and an arithmetic mean (4.51), which means that the response is high for the sample surveyed with regard to the paragraphs of the mentioned dimension, while the value of the standard deviation reached (0.73) while the percentage reached (0.90 As for the values of the statistical indicators on the dimension paragraphs, most of them were high and somewhat close, as paragraph (16) achieved the highest response among the other paragraphs and with an arithmetic mean (4.57), and this indicates that banks operate in a manner consistent with the laws and government legislation in force, while paragraph (18) achieved the lowest response and with an arithmetic mean (4.46), this indicates that

THE RELATIONSHIP BETWEEN SOCIAL RESPONSIBILITY AND BANKING REPUTATION: AN EMPIRICAL STUDY

Banks provide services that are consistent with legal standards and procedures, as this paragraph ranked last in the interests of the sample.

Table (1) Statistical description of the variable of socialresponsibility and social guardianship of the concerned banks

	Concerned Banks		
	Arithmetic mean	Standard deviation	Relative importance
Humanitarian Responsibility Charity			
i1	4.33	0.80	0.87
i2	4.17	0.91	0.83
i3	4.18	0.95	0.84
i4	4.06	1.06	0.81
i5	4.23	0.86	0.85
At the level of dimension	4.20	.91	.84
Ethical Responsibility			
i6	4.31	0.82	0.86
i7	4.29	0.91	0.86
i8	4.38	0.77	0.88
i9	4.31	0.90	0.86
i10	4.29	0.94	0.86
At the level of dimension	4.31	0.87	0.86
Economic Responsibility			
i11	4.49	0.74	0.90
i12	4.44	0.80	0.89
i13	4.24	0.94	0.85
i14	4.13	0.98	0.83
i15	4.10	1.04	0.82
At the level of dimension	4.28	.90	.86
Legal Liability			
i16	4.57	0.81	0.91
i17	4.51	0.68	0.90
i18	4.46	0.68	0.89
i19	4.50	0.74	0.90

THE RELATIONSHIP BETWEEN SOCIAL RESPONSIBILITY AND BANKING REPUTATION: AN EMPIRICAL STUDY

At the level of dimension	4.51	0.73	0.90
At the level of social responsibility			
	4.33	0.85	0.87

Second: Banking reputation variable, this variable consists of three sub-dimensions:

1-After value creation in the banks concerned

Table (2) shows the values of the descriptive statistical indicators represented by (arithmetic mean, standard deviation, coefficient of variation and percentage) of the first dimension (**value formation in the concerned banks**), as it is clear that the dimension has achieved a high response and an arithmetic mean (4.09), which means that the response is high for the sample surveyed with regard to the paragraphs of the mentioned dimension, while the value of the standard deviation reached (0.92) while the percentage reached (0.82), as for the values of the statistical indicators on the dimension paragraphs, most of them were high and somewhat close, as paragraph (44) achieved the highest response among the other paragraphs and with an arithmetic mean (4.30), which indicates that there is compatibility in the allocation of resources with the creation of symbolic value in banks, while paragraph (21) achieved the lowest response and with an arithmetic mean (3.88), this indicates Banks contribute to reducing the regulatory red tape associated with the completion of their various activities, as this paragraph ranked last in their concerns.

2-After the strategic resource in the concerned banks

Table (2) shows the values of the descriptive statistical indicators represented by (arithmetic mean, standard deviation, coefficient of variation and percentage) of the first dimension (the strategic resource in the **concerned banks**), as it is clear that the dimension has achieved a high response and an arithmetic mean (4.29), which means that the response is high for the sample surveyed with regard to the paragraphs of the mentioned dimension, while the value of the standard deviation reached (0.89) while the percentage reached (0.86), as for the values of the

statistical indicators on the dimension paragraphs, most of them were high and somewhat close, as paragraph (45) achieved the highest response among the other paragraphs and with an arithmetic mean (4.49), and this indicates that banks consider their resources as a source of their competitive advantage, while paragraph (47) achieved the lowest response and with an arithmetic mean (4.05), this indicates that Banks are distinguished by their effective marketing activities, as this paragraph ranked last in the interests of the sample.

3-After thebank lounges in the concerned banks

Table (2) shows the values of the descriptive statistical indicators represented by (arithmetic mean, standard deviation, coefficient of variation and percentage) of the first dimension (**bank loungesin the concerned banks**), as it is clear that the dimension has achieved a high response and an arithmetic mean (4.31), which means that the response is high for the sample surveyed with regard to the paragraphs of the mentioned dimension, while the value of the standard deviation reached (0.92) while the percentage reached (0.86), as for the values of the statistical indicators on the dimension paragraphs, most of them were high and somewhat close, as paragraph (52) achieved the highest response among the other paragraphs and an arithmetic mean (4.43), which indicates that the reputation of banks affects the choices of their customers, while paragraph (50) achieved the lowest response and an arithmetic mean (4.24), this indicates The reputation of banks contributes to the formation of a distinctive mental image of them among shareholders and other stakeholders, as this paragraph ranked last in their interests.

Table (2) Statistical description of the banking reputation variable of the banksconcerned

	Concerned Banks		
	Arithmetic mean	Standard deviation	Relative importance
Value configuration			
i20	4.12	0.90	0.82
i21	3.88	1.11	0.78
i22	3.89	1.02	0.78
i23	4.08	0.89	0.82

THE RELATIONSHIP BETWEEN SOCIAL RESPONSIBILITY AND BANKING REPUTATION: AN EMPIRICAL STUDY

i24	4.10	0.84	0.82
i25	4.14	0.90	0.83
i26	4.00	0.91	0.80
i27	4.02	0.82	0.80
i28	4.01	0.88	0.80
i29	3.95	1.00	0.79
i30	4.06	0.98	0.81
i31	4.10	0.95	0.82
i32	4.09	0.90	0.82
i33	3.95	0.88	0.79
i34	4.18	0.93	0.84
i35	4.17	0.89	0.83
i36	4.23	0.87	0.85
i37	4.02	0.93	0.80
i38	4.12	0.94	0.82
i39	4.12	0.83	0.82
i40	4.28	0.97	0.86
i41	4.06	1.12	0.81
i42	4.28	0.91	0.86
i43	4.20	0.85	0.84
i44	4.30	0.83	0.86
At the level of dimension	4.09	.92	.82
Strategic Resource			
i45	4.49	0.66	0.90
i46	4.34	0.82	0.87
i47	4.05	1.01	0.81
i48	4.33	0.97	0.87
i49	4.23	0.99	0.85
At the level of dimension	4.29	0.89	0.86
QIB Contacts			
i50	4.24	0.87	0.85
i51	4.27	0.98	0.85
i52	4.43	0.92	0.89
At the level of dimension	4.31	0.92	0.86
At the level of banking reputation			
	4.23	0.91	0.85

6. Second: Conclusion of the Satisfaction of the Engagment

After it has been confirmed that the data are consistent and stable and are distributed normally, correlations between variables will be identified according to the hypothesis below for the banks concerned:

6.1. Main hypothesis

There is a significant correlation between social responsibility and reputation in the banks concerned. The following sub-hypotheses derive from this hypothesis:

- **The first sub-hypothesis** : There is a significant correlation between charitable responsibility and reputation in the banks concerned
- **Second sub-hypothesis** : There is a significant correlation between moral responsibility and reputation in the banks concerned
- **The third sub-hypothesis** : There is a significant correlation between economic responsibility and reputation in the banks concerned.
- **Fourth sub-hypothesis:** There is a significant correlation between legal responsibility and reputation in the banks concerned.

Table (3) The results of the correlation coefficient between the variables and dimensions of the study at the level of government banks

t	Independent dimensions	Affiliate Variable Banking Reputation	Concerned Banks	
			Correlation coefficient	Morale level
1	Ethical Responsibility	Banking reputation	0.316	0.001
2	Economic Responsibility	Banking reputation	0.109	0.296

3	Humanitarian Responsibility Charity	Banking reputation	0.342	0.000
4	Legal Liability	Banking reputation	0.239	0.001
5	Social Responsibility	Banking reputation	0.807	0.000

Through Table (3) it is clear that moral responsibility has a moral relationship with the reputation of the bank at the level of the banks concerned because the level of morality was less than (0.05) and according to these results accept the hypothesis at the level of the banks surveyed.

It is also clear from Table (3) that economic responsibility has no moral relationship with the reputation of the banks concerned because the level of morale was greater than (0.05). According to these results, the hypothesis is resolved at the level of the banks concerned.

Between Table (3) it is clear that human responsibility has a moral relationship with the reputation of the exchange at the level of the moral banks because the level of moral was less than (0.05). According to these results, the hypothesis is accepted at the level of the banks studied.

It is also clear from Table (3) that legal liability has a moral relationship with the reputation of the exchange at the level of the moral banks because the level of morality was greater than (0.05), and according to these results the hypothesis is accepted at the level of the banks concerned. As in Table (3) showed that social responsibility has a moral relationship with the reputation of the banking at the level of the moral banks because the level of moral was less than (0.05). According to these results, a thousandlands are accepted at the level of the banks surveyed.

Conclusion

This section deals with the conclusions reached in the study of the theoretical and applied topics that came as a result of the statistical tests of the hypotheses of the study as follows:

- 1- The results of the study showed that the variable of social responsibility in terms of its dimensions represented by (charitable, ethical, economic and legal) is related to the banking reputation, as the hypotheses of the link between charitable, ethical, economic and legal responsibility were accepted in relation to the banks concerned.
- 2- The results of the study showed that the banks concerned alike do not contribute to the formation of a distinctive mental image of them among shareholders and stakeholders.
- 3- The results showed that social responsibility has a correlation with the variable of banking reputation, as the banking reputation is formed through its commitment to social responsibility.

Recommendations

A number of essential recommendations were reached to the banking departments under study that contribute to the development of their capabilities in the long term.

- 1- The study recommends that governments impose more measures and impose more laws that limit banks from practices that violate the morals of society and the customs and traditions of this society and impose the necessary penalties in this regard.
- 2- It is necessary for banks to apply the principles of social responsibility on a large scale, especially after developments and the rise in voices supporting them, and this will increase competition between banks, which leads to improving their reputation and creating added value for them.
- 3- It is the responsibility of the Central Bank to direct the necessary efforts in the field of social responsibility, and that the matter is not limited to protecting the reputation of banks, but extends to protecting society and urging correct transactions free of fraud or fraud and dealing inappropriately to society.

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