

This study makes an attempt to empirically clarify the relationship between corporate competitiveness and corporate social performance (CSP) and examine the impacts of institutional pressures of home country on this relationship. The results have shown that there is not a constant corporate competitiveness and CSP relationship across different institutional environments. This relationship is moderated by institutional pressures of home country in such a way that as institutional pressures of home country increase from low to high, the corporate competitiveness and CSP relationship changes from inverted U-shaped into positive linear. This study lends itself to filling the void in the empirical research of the corporate competitiveness and CSP link. Also, it contributes to the empirical research of CSR from the institutional perspective. *(For more information, please contact: Byung Hee Lee, Hanyang University, Korea, South: blee@hanyang.ac.kr)*

*How Corporate Social Responsibility (CSR) Initiatives Combat Counterfeit Consumption: A Social Identity Perspective*

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Counterfeit consumption is an urgent, crucial issue for brand owners doing business in developing countries. This paper provides an account of how consumers evaluate brand owners, counterfeiters, and CSR program from a social identity perspective. It explains why and how CSR program can combat counterfeit consumption. In an experiment, we demonstrate that foreign brands are more susceptible than local brands to counterfeit attack. However, running a CSR program that benefits the local people can make foreign brands as strong as the local brands to fight against the counterfeit. We reason that foreign brands running CSR programs with local beneficiaries facilitate local consumers to "re-categorize" the brands from "non-local members" to "local members", thereby increasing the perceived benefits associated with purchasing the genuine branded products over their counterfeit counterparts. The findings of this paper help practitioners in designing effective CSR program against counterfeit consumption. *(For more information, please contact: Candy K. Y. Ho, Hong Kong Baptist University, Hong Kong, SAR-PRC: candyho@hkbu.edu.hk)*

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**Session: 1.5.8 - Competitive**

**Track: Track: 9 - Cross-cultural Management and HRM**

***Cross Cultural Theory and Measurement***

**Presented On:** June 26, 2011 - 17:15-18:30

Chair: Sidney Gray, University of Sydney

*Time Orientation in Hofstede and Globe: Long Term Orientation versus Future Orientation*

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The Hofstede and GLOBE national culture studies embody a time oriented dimension: Long Term Orientation (LTO) and Future Orientation (FO) respectively. Whilst the two dimensions and their scores are often treated as equivalent in cross cultural studies, there are important differences between them. This ambiguity as to equivalence and differences is leading to confusion as to the correct application of the dimension scores. We critically deconstruct and analyse the two dimensions and identify their similarities and differences. Based on our analysis, we suggest that Hofstede's LTO should be relabelled as Past-tradition versus Future-saving orientation, in place of Short-term versus Long-term orientation. Similarly, GLOBE FO should be relabelled as Present versus Future-planning orientation instead of simply Future Orientation. This will provide researchers with guidance on the appropriate use of each dimension in future research into related variables. *(For more information, please contact: Sunil Venaik, University of Queensland, Australia: s.venaik@business.uq.edu.au)*