

Develop The Strong Points And Avoid The Weak Points: Can CSR Improve Consumers' Adoption Of E-Commerce Platform Of Commercial Bank?

Research-in-Progress

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Abstract

Although CSR has been widely treated as an important competitive mean of low cost high return for the modern enterprises, relatively little work has been done in the online context, due to the unique background, it is likely that the lessons gained from CSR practices in the offline context will not apply directly in the online context. In addition E-commerce platforms of commercial bank as new members in china's e-commerce industry are finding harder to bear the increasingly cost of fierce competition to get more people to adopt them and urgently need to find a low cost competitive mean. In this study, drawing upon the stimulus-organism-response framework, we develop and test a model that examines the impact of Perceived CSR on consumers' adoption of E-commerce platform of commercial bank in China, Specially our study proposes that positive emotion and perceived risks have a mediating effect on the relationship between Perceived CSR and consumers' adoption of E-commerce platform of commercial bank. A structured survey used to develop and test the theoretical model is conducted. Finally, theoretical and practical implications, as well as directions for future research are discussed.

Key words: Perceived CSR, Positive emotion, Perceived risk, E-commerce platform of commercial bank