Use of Social Media for CSR and Sustainability:
A Systematic Review of Literature

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Abstract
The objective of this paper is to systematically review the literature to identify published measures on the use of online social networks as a medium for Corporate Social Responsibility (CSR). In addition to social networks the literatures were also looked at social network analysis (SNA) in the area of CSR and Sustainability. To this end, the study was performed a systematic review of literature of online social networks like Facebook, Twitter and Instagram. Searches were made from digital library of Amrita University and through online library database sources and references of eligible papers. We classified measures according to conceptual framework that underwent content validation with an expert panel. The purpose of the analysis, which aggregates the results of 250 recent empirical studies, published in the last 17 years, between 2000 and 2017, in the international literature on Social Media platforms and CSR and Sustainability. The literature review analysis also focuses on ratifying and exploring the existing underlying theories.

Keywords
Corporate Social Responsibility (CSR); Social Media Networks; Social Network Analysis (SNA); Meta-Analysis; Systematic Review of Literatures

Biographies
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