

DAFTAR PUSTAKA

- Aaker, A.D. (2018). *Manajemen Ekuitas Merek* (1st ed.). Jakarta: Mitra Utama.
- Abad-Segura, E., Cortés-García, F. J., & Belmonte-Ureña, L. J. (2019). The sustainable approach to corporate social responsibility: A global analysis and future trends. *Sustainability (Switzerland)*, 11(19). <https://doi.org/10.3390/su11195382>
- Abbas, J., Mahmood, S., Ali, H., Raza, M. A., Ali, G., Aman, J., Bano, S., & Nurunnabi, M. (2019). The effects of corporate social responsibility practices and environmental factors through a moderating role of social media marketing on sustainable performance of business firms. *Sustainability (Switzerland)*, 11(12). <https://doi.org/10.3390/SU11123434>
- Agus Harjoto, M., & Salas, J. (2017). Strategic and institutional sustainability: corporate social responsibility, brand value, and Interbrand listing. *Journal of Product and Brand Management*, 26(6), 545–558. <https://doi.org/10.1108/JPBM-07-2016-1277>
- Aledo-Ruiz, M. D., Martínez-Caro, E., & Santos-Jaén, J. M. (2022). The influence of corporate social responsibility on students' emotional appeal in the HEIs: The mediating effect of reputation and corporate image. *Corporate Social Responsibility and Environmental Management*, 29(3), 578-592.
- Asnawi, N. & Sukoco, B. M.. (2019). The Role of Service Quality Within Indonesian Customers Satisfaction and Loyalty and Its Impact on Islamic Banks. *Journal of Islamic Marketing*, 11(1), 192–212. <https://doi.org/10.1108/JIMA-03-2017-0033>.
- Bianchi, E., Bruno, J. M., & Sarabia-Sanchez, F. J. (2019). The impact of perceived CSR on corporate reputation and purchase intention. *European Journal of Management and Business Economics*, 28(3), 206–221. <https://doi.org/10.1108/EJMBE-12-2017-0068>
- Birrell Ivory, S., & Bentley Brooks, S. (2018). Managing corporate sustainability with a paradoxical lens: Lessons from strategic agility. *Journal of Business Ethics*, 148(2). <https://doi.org/10.1007/s10551>
- Burton, S., Soboleva, A., Daellenbach, K., Basil, D. Z., Beckman, T., & Deshpande, S. (2017). Helping those who help us: Co-branded and co-created Twitter promotion in CSR partnerships. *Journal of Brand Management*, 24(4), 322–333. <https://doi.org/10.1057/s41262-017-0053-5>
- Cahya, B. T., Baihaqi, J., Restuti, D. P., & Akbar, R. F. (2022). University Social Responsibility: Transformasi Pola Kemitraan Universitas dan Stakeholders Berbasis Sustainable Development Goals (SDGs). In *The 4th International Conference on University Community Engagement (ICON-UCE 2022)* (Vol. 4, pp. 162-172).

- Carroll, A. B. (2016). Carroll's pyramid of CSR: taking another look. *International Journal of Corporate Social Responsibility*, 1(1). <https://doi.org/10.1186/s40991-016-0004-6>
- Chan, T. J., & Hasan, N. A. M. (2018). Corporate Social Responsibility Practices from the Employees' Perspective: A Case of Malaysian Higher Education Institution. *International Journal of Academic Research in Business and Social Sciences*, 8(4). <https://doi.org/10.6007/ijarbss/v8-i4/4003>
- Chaudary, S., Zahid, Z., Shahid, S., Khan, S. N., & Azar, S. (2016). Customer perception of CSR initiatives: Its antecedents and consequences. *Social Responsibility Journal*, 12(2), 263–279. <https://doi.org/10.1108/SRJ-04-2015-0056>
- Cowan, K., & Guzman, F. (2020). How CSR reputation, sustainability signals, and country-of-origin sustainability reputation contribute to corporate brand performance: An exploratory study. *Journal of Business Research*, 117, 683–693. <https://doi.org/10.1016/j.jbusres.2018.11.017>
- Dejnaka, A., Kulig-Moskwa, K., Łobos, K., Nogieć, J., Szewczyk, M. (2016). Students' perception of attributes of independent colleges of business profile in the market of higher education in Poland. *Management*, 20(2), 340–359. <https://doi.org/10.1515/manment-2015-0069>
- Dissanayake, D., Tilt, C., & Qian, W. (2019). Factors influencing sustainability reporting by Sri Lankan companies. *Pacific Accounting Review*, 31(1), 84–109. <https://doi.org/10.1108/PAR-10-2017-0085>
- Edinger-Schons, L. M., Lengler-Graiff, L., Scheidler, S., & Wieseke, J. (2019). Frontline Employees as Corporate Social Responsibility (CSR) Ambassadors: A Quasi-Field Experiment. *Journal of Business Ethics*, 157(2), 359–373. <https://doi.org/10.1007/s10551-018-3790-9>
- El-Kassar, A. N., Makki, D., & Gonzalez-Perez, M. A. (2019). Student–university identification and loyalty through social responsibility: A cross-cultural analysis. *International Journal of Educational Management*, 33(1), 45–65. <https://doi.org/10.1108/IJEM-02-2019-0072>
- Farid, T., Iqbal, S., Ma, J., Castro-González, S., Khattak, A., & Khan, M. K. (2019). Employees' perceptions of CSR, work engagement, and organizational citizenship behavior: The mediating effects of organizational justice. *International Journal of Environmental Research and Public Health*, 16(10). <https://doi.org/10.3390/ijerph16101731>
- Fatma, M., Khan, I., & Rahman, Z. (2016). How does corporate association influence consumer brand loyalty? Mediating role of brand identification. *Journal of Product and Brand Management*, 25(7), 629–641. <https://doi.org/10.1108/JPBm-07-2015-0932>

- Fatma, M., Rahman, Z., & Khan, I. (2015). Building company reputation and brand equity through CSR: the mediating role of trust. *International Journal of Bank Marketing*, 33(6), 840–856. <https://doi.org/10.1108/IJBM-11-2014-0166>
- Fu, H., Li, Y., & Duan, Y. (2014). Does employee-perceived reputation contribute to citizenship behavior?: The mediating role of organizational commitment. *International Journal of Contemporary Hospitality Management*, 26(4), 593–609. <https://doi.org/10.1108/IJCHM-02-2013-0082>
- Gardberg, N. A., Zyglidopoulos, S. C., Symeou, P. C., & Schepers, D. H. (2019). The Impact of Corporate Philanthropy on Reputation for Corporate Social Performance. *Business and Society*, 58(6), 1177–1208. <https://doi.org/10.1177/0007650317694856>
- Garipağaoğlu, B. Ç. (2016). Branding in higher education: A case study from Turkey. *Higher Education Policy*, 29(2), 254–271. <https://doi.org/10.1057/hep.2015.24>
- Ghozali, I. (2021). Partial least squares: konsep, teknik, dan aplikasi menggunakan program SmartPLS 3.2.9 (edisi 3). Semarang: Badan Penerbit Universitas Diponegoro.
- Gulzar, M. A., Cherian, J., Sial, M. S., Badulescu, A., Thu, P. A., Badulescu, D., & Khuong, N. V. (2018). Does corporate social responsibility influence corporate tax avoidance of Chinese listed companies? *Sustainability (Switzerland)*, 10(12). <https://doi.org/10.3390/su10124549>
- Gürlek, M., Düzgün, E., & Meydan Uygur, S. (2017). How does corporate social responsibility create customer loyalty? The role of corporate image. *Social Responsibility Journal*, 13(3), 409–427.
- Habib, M. D., & Sarwar, M. A. (2021). After-sales services, brand equity and purchasing intention to buy second-hand product. *Rajagiri Management Journal*, 15(2), 129–144. <https://doi.org/10.1108/ramj-07-2020-0033>
- Hafez, M. (2018). Measuring the impact of corporate social responsibility practices on brand equity in the banking industry in Bangladesh: The mediating effect of corporate image and brand awareness. *International Journal of Bank Marketing*, 36(5), 806–822. <https://doi.org/10.1108/IJBM-04-2017-0072>
- Han, H., Yu, J., Lee, K. S., & Baek, H. (2020). Impact of corporate social responsibilities on customer responses and brand choices. *Journal of Travel and Tourism Marketing*, 37(3), 302–316. <https://doi.org/10.1080/10548408.2020.1746731>
- Harrison, J. S., Barney, J. B., Freeman, R. E., & Phillips, R. A. (2019). Stakeholder theory. In *The Cambridge Handbook of Stakeholder Theory* (pp. 3–18). Cambridge University Press. <https://doi.org/10.1017/9781108123495.001>
- Hastowo, C. (2020). Strategi Manajemen Reputasi PT. Ajinomoto Indonesia Terhadap Isu Bahaya Konsumsi MSG. <http://repository.unair.ac.id/id/eprint/98258>

- Harahap, R. H., & Marpaung, N. Z. (2023). *Analisis Teori Legitimasi Pada Konflik Rekognisi Penguasaan Tanah Adat antara PT Asam Jawa dengan Komunitas Terdampak*. <https://doi.org/10.32734/jkpkp.v2i1.13262>
- Hemsley-Brown, J., Melewar, T.C., Nguyen, B., Wilson, E.J., 2018. Exploring brand identity, meaning, image, and reputation (BIMIR) in higher education: a special section. *J. Bus. Res.* 69 (8), 3019–3022.
- Indriani, M., Fahlevi, H., & Putri, S. (2019). Partisipasi Masyarakat dan Kualitas Pengelolaan Keuangan Desa Survey pada Desa Kecamatan Masjid Raya Aceh Besar. *Jurnal Riset Akuntansi Dan Keuangan*, 7(1). <https://doi.org/10.17509/jrak.v7i1.14827>
- Islam, T., Islam, R., Pitafi, A. H., Xiaobei, L., Rehmani, M., Irfan, M., & Mubarak, M. S. (2021). The impact of corporate social responsibility on customer loyalty: The mediating role of corporate reputation, customer satisfaction, and trust. *Sustainable Production and Consumption*, 25, 123–135. <https://doi.org/10.1016/j.spc.2020.07.019>
- Ismail, Dr. Z., & Shujaat, N. (2019). CSR in Universities: A Case Study on Internal Stakeholder Perception of University Social Responsibility. *Advances in Social Sciences Research Journal*, 6(1). <https://doi.org/10.14738/assrj.61.5256>
- Jamshidi, D., Keshavarz, Y., Kazemi, F. and Mohammadian, M. (2018), "Mobile banking behavior and flow experience: An integration of utilitarian features, hedonic features and trust", *International Journal of Social Economics*, Vol. 45 No. 1, pp. 57-81. <https://doi.org/10.1108/IJSE-10-2016-0283>
- Jarvis, W., Ouschan, R., Burton, H. J., Soutar, G., & O'Brien, I. M. (2018). Customer engagement in CSR: a utility theory model with moderating variables. *Journal of Service Theory and Practice*, 27(4), 833–853. <https://doi.org/10.1108/JSTP-04-2016-0081>
- Jeffrey, S., Rosenberg, S., & McCabe, B. (2019). Corporate social responsibility behaviors and corporate reputation. *Social Responsibility Journal*, 15(3), 395–408. <https://doi.org/10.1108/SRJ-11-2017-0255>
- Jie, C. T., & Huam, H. T. (2019). Predictors of reputation through university social responsibility practices in a Malaysian private university: The customer's perspective. *Jurnal Komunikasi: Malaysian Journal of Communication*, 35(3), 316–333. <https://doi.org/10.17576/JKMJC-2019-3503-19>
- Khan, T. M., Bai, G., Fareed, Z., Quresh, S., Khalid, Z., & Khan, W. A. (2021). CEO Tenure, CEO Compensation, Corporate Social and Environmental Performance in China: The Moderating Role of Coastal and Non-coastal Areas. *Frontiers in Psychology*, 11. <https://doi.org/10.3389/fpsyg.2020.574062>
- Kim, H. D., Kim, T., Kim, Y., & Park, K. (2019). Do long-term institutional investors promote corporate social responsibility activities? *Journal of Banking and Finance*, 101, 256–269. <https://doi.org/10.1016/j.jbankfin.2018.11.015>

- Kim, S. (2021). Exploring the dynamics between brand investment, customer investment, brand identification, and brand identity fusion. *Journal of Business Research*, 137, 267-277.
- Kim, S. & Lee, S. A. (2020). The Role of Marketing Communication Mix on Korean Customers' Coffee Shop Brand Evaluations. *Journal of Hospitality and Tourism Insights*, 3(3), 291309. <https://doi.org/10.1108/JHTI-07-2019-0097>.
- Kim, S., & Manoli, A. E. (2020). Building team brand equity through perceived CSR: the mediating role of dual identification. *Journal of Strategic Marketing*, 1–15. <https://doi.org/10.1080/0965254X.2020.1795912>
- Kotler, P., & Keller, L.K. (2016). *Marketing Management* (Fifteenth ed.). Pearson Education.
- Kuokkanen, H., & Sun, W. (2020). *Companies, Meet Ethical Consumers: Strategic CSR Management to Impact Consumer Choice*.
- Kurnia, A., Shaura, A., Raharjo, S. T., & Resnawaty, R. (2019). *Sustainable Development dan CSR*.
- Latif, K. F. (2018). The development and validation of stakeholder-based scale for measuring university social responsibility (USR). *Social Indicators Research*, 140(2), 511-547.
- Latif, K. F., Bunce, L., & Ahmad, M. S. (2021). How can universities improve student loyalty? The roles of university social responsibility, service quality, and “customer” satisfaction and trust. *International Journal of Educational Management*, 35(4), 815-829.
- Lee, C. Y. (2019). Does Corporate Social Responsibility Influence Customer Loyalty in the Taiwan Insurance Sector? The role of Corporate Image and Customer Satisfaction. *Journal of Promotion Management*, 25(1), 43–64. <https://doi.org/10.1080/10496491.2018.1427651>
- Lee, J., Kim, S. J., & Kwon, I. (2017). Corporate social responsibility as a strategic means to attract foreign investment: Evidence from Korea. *Sustainability (Switzerland)*, 9(11). <https://doi.org/10.3390/su9112121>
- Lee, S., Han, H., Radic, A., & Tariq, B. (2020). Corporate social responsibility (CSR) as a customer satisfaction and retention strategy in the chain restaurant sector. *Journal of Hospitality and Tourism Management*, 45, 348–358. <https://doi.org/10.1016/j.jhtm.2020.09.002>
- Lin, M. S., & Chung, Y. K. (2019). Understanding the impacts of corporate social responsibility and brand attributes on brand equity in the restaurant industry. *Tourism Economics*, 25(4), 639–658. <https://doi.org/10.1177/1354816618813619>

- Liu, M., & Lu, W. (2021). Corporate social responsibility, firm performance, and firm risk: the role of firm reputation. *Asia-Pacific Journal of Accounting and Economics*, 28(5), 525–545. <https://doi.org/10.1080/16081625.2019.1601022>
- Liu, M. T., Liu, Y., Mo, Z., Zhao, Z., & Zhu, Z. (2020). How CSR influences customer behavioural loyalty in the Chinese hotel industry. *Asia Pacific Journal of Marketing and Logistics*, 32(1), 1–22. <https://doi.org/10.1108/APJML-04-2018-0160>
- Lo, A. (2020). Effects of customer experience in engaging in hotels' CSR activities on brand relationship quality and behavioural intention. *Journal of Travel and Tourism Marketing*, 37(2), 185–199. <https://doi.org/10.1080/10548408.2020.1740140>
- Lozano, R., Ceulemans, K., Alonso-Almeida, M., Huisinigh, D., Lozano, F. J., Waas, T., Lambrechts, W., Lukman, R., & Hugé, J. (2017). A review of commitment and implementation of sustainable development in higher education: Results from a worldwide survey. *Journal of Cleaner Production*, 108, 1–18. <https://doi.org/10.1016/j.jclepro.2017.09.048>
- Martínez, P., & Nishiyama, N. (2019). Enhancing customer-based brand equity through CSR in the hospitality sector. *International Journal of Hospitality and Tourism Administration*, 20(3), 329–353. <https://doi.org/10.1080/15256480.2017.1397581>
- Mi, C., Chang, F. K., Lin, C. T., & Chang, Y. H. (2018). The theory of reasoned action to CSR behavioral intentions: The role of CSR expected benefit, CSR expected effort and stakeholders. *Sustainability (Switzerland)*, 10(12). <https://doi.org/10.3390/su10124462>
- Minh Hiep, P., Hoang Tien, N., Paul Dana, L., Rafal Kuc, B., Van Tien, N., Chi Minh City, H., & Vu Xuan Ha, V. (2021). Enhancing Social Responsibility and Sustainability in Real Estate Industry. In *Turkish Journal of Computer and Mathematics Education* (Vol. 12, Issue 14).
- Moggi, S. (2023). Sustainability reporting, universities and global reporting initiative applicability: a still open issue. *Sustainability Accounting, Management and Policy Journal*. <https://doi.org/10.1108/SAMPJ-05-2022-0257>
- Mourad, M., Meshreki, H., & Sarofim, S. (2020). Brand equity in higher education: comparative analysis. *Studies in Higher Education*, 45(1), 209–231. <https://doi.org/10.1080/03075079.2019.1582012>
- Moussa, W. H. (2024). Appraising The Influence of University Social Responsibility on University Performance: The Mediating Role of Brand Equity in Lebanon. *Multi-Knowledge Electronic Comprehensive Journal For Education & Science Publications (MECSJ)*, (75).
- Mushayadatus, R. (2022). *Analisis Pengelolaan Dana Desa Berdasarkan Permendagri No.20 Tahun 2018 dan Teori Legitimasi (Studi Pada Desa kenep Kecamatan Balen Kabupaten Bojonegoro)*.

- Nair, A. K. S., & Bhattacharyya, S. S. (2019). Mandatory corporate social responsibility in India and its effect on corporate financial performance: Perspectives from institutional theory and resource-based view. *Business Strategy and Development*, 2(2), 106–116. <https://doi.org/10.1002/bsd2.46>
- Ningsih, A. N., Irawati, W., Barli, H., & Hidayat, A. (2020). Analisis Karakteristik Perusahaan, Intensitas Aset Tetap dan Konservatisme Akuntansi Terhadap Tax Avoidance. *EkoPreneur*, 1(2), 245. <https://doi.org/10.32493/ekop.v1i2.5291>
- Nurlela, L. (2019). *Model Corporate Social Responsibility (CSR)*. Jawa Timur: Myria Publisher.
- Nyadzayo, M. W., & Khajehzadeh, S. (2016). The antecedents of customer loyalty: A moderated mediation model of customer relationship management quality and brand image. *Journal of Retailing and Consumer Services*, 30, 262–270. <https://doi.org/10.1016/j.jretconser.2016.02.002>
- Parhizgar, M. M., & Biranvand, V. P. (2016). *The Impact Of E-Retailers Ethics On Customer Loyalty: An Examination Across Gender*. <https://doi.org/10.4314/jfas.v8i2s.632>
- Plungpongpan, J., Tiangsoongnern, L. and Speece, M. (2016), "University social responsibility and brand image of private universities in Bangkok", *International Journal of Educational Management*, Vol. 30 No. 4. <https://doi.org/10.1108/IJEM-10-2014-0136>
- Pratama, I. S., & Deviyanti, D. R. (2022). Pengaruh pengungkapan corporate social responsibility terhadap institutional ownership pada perusahaan high-profile yang listing di bursa efek Indonesia. *Jurnal Ekonomi, Keuangan Dan Manajemen*, 18(3), 540. <https://doi.org/10.29264/jinv.v18i3.11701>
- Qalati, S. A., & Kwabena, G. Y. (2019). *Influence of Brand Equity on Brand Performance: Role of Brand Reputation and Social Media Special issue [Environment and Organization Sustainability: An Employee Perspective] View project Changing Landscape of Virtual. Teaching Learning Pedagogy during & Post Covid-19 Pandemic View project*. <https://doi.org/10.4444/ijrr.1002/1382>
- Ramesh, K., Saha, R., Goswami, S., Sekar, & Dahiya, R. (2019). Consumer's response to CSR activities: Mediating role of brand image and brand attitude. *Corporate Social Responsibility and Environmental Management*, 26(2), 377–387. <https://doi.org/10.1002/csr.1689>
- Rasoolimanesh, S. M., Tan, P. L., Nejati, M., & Shafaei, A. (2021). Corporate social responsibility and brand loyalty in private higher education: mediation assessment of brand reputation and trust. *Journal of Marketing for Higher Education*, 34(1), 156–177. <https://doi.org/10.1080/08841241.2021.1973645>
- Romero, J., & Yagüe, M. J. (2016). Marketing assets: Relating brand equity and customer equity. *Intangible Capital*, 12(2), 591–618.

- Sánchez-Hernández, M. I., & Mainardes, E. W. (2016). University social responsibility: a student base analysis in Brazil. *International Review on Public and Nonprofit Marketing*, 13, 151-169.
- Shriedeh, F. B. (2019). Strategic Factors for Building Brand Equity: Jordan Medical Tourism. *Jurnal The Messenger*, 11(1A), 121. <https://doi.org/10.26623/themessenger.v11i1a.821>
- Solikhin, A., Lubis, T. A., & Siregar, A. P. (2019). *The role of corporate reputation in corporate social responsibility relations to firm performance in jambi province*.
- Son-Turan, S., & Lambrechts, W. (2019). Sustainability disclosure in higher education: A comparative analysis of reports and websites of public and private universities in Turkey. *International Journal of Sustainability in Higher Education*, 20(7), 1143–1170. <https://doi.org/10.1108/IJSHE-02-2019-0070>
- Sugijama, A. G., & Pambudy, E. F. S. B. (2017). *Pengaruh Kemasan, Kewajaran Harga dan Brand Awareness Terhadap Brand Loyalty (Studi Kasus Pada Wisatawan Nusantara di Kartika Sari Bandung)*. *Jurnal Manajemen Maranatha*, 17(1), 1. <https://doi.org/10.28932/jmm.v17i1.414>
- Sugiyono. (2018). *Metode Penelitian Kombinasi (Mixed Methods)*. Bandung: CV Alfabeta.
- Suhartini, D., Widajantie, T. D., Widoretno, A. A., & Nugroho, F. (2021). Implementation of Green Accounting Based on University Social Responsibility. *Nusantara Science and Technology Proceedings*, 180-183.
- Suhartini, D., Widoretno, A. A., Azmiyanti, R., & Effendi, M. I. (2022). Comparative Study of Green Accounting Implementation based on University Social Responsibility (USR) and Good University Governance (GUG) Policy. *IJEED (International Journal of Entrepreneurship and Business Development)*, 5(2), 323-331.
- Surya, I. P., Wijaya, A., & Nurcaya, N. (2017). *Kepuasan Konsumen Memediasi Kualitas Produk dan Kewajaran Harga Terhadap Loyalitas Merek McDonalds di Kota Denpasar*. 6(3), 1534–1563.
- Tan, P. L., Rasoolimanesh, S. M., & Manickam, G. (2022). How corporate social responsibility affects brand equity and loyalty? A comparison between private and public universities. *Heliyon*, 8(4).
- Ulum, I., Try Septerina, A., Prasetyo, A., Mohamed, N., & Abdullah, A. (2017). Does intellectual capital disclosure enhance organization governance? evidence from Indonesian biggest companies. In *Adv. Sci. Lett* (Vol. 23, Issue 8).
- Vintilă, G., Gherghina, Ș. C., & Păunescu, R. A. (2018). Study of Effective Corporate Tax Rate and Its Influential Factors: Empirical Evidence from Emerging European Markets. *Emerging Markets Finance and Trade*, 54(3), 571–590. <https://doi.org/10.1080/1540496X.2017.1418317>

- Wang, R., & Huang, Y. (2018). Communicating corporate social responsibility (CSR) on social media: How do message source and types of CSR messages influence stakeholders' perceptions? *Corporate Communications*, 23(3), 326–341. <https://doi.org/10.1108/CCIJ-07-2017-0067>
- Wang, S., Liao, Y. K., Wu, W. Y., & Lê, H. B. K. (2021). Hypothesis the role of corporate social responsibility perceptions in brand equity, brand credibility, brand reputation, and purchase intentions. *Sustainability (Switzerland)*, 13(21). <https://doi.org/10.3390/su132111975>
- Wayan, N., Wahyuni, S., & Udayana, U. (2019). *Mobile Advertising, Product Social Value dan Purchase Intention pada Instagram Gede Sri Darma* (2). 16(4). <http://journal.undiknas.ac.id/index.php/magister-manajemen/>
- Widiyanti, P., Khair, U., & Zufiyardi, Z. (2023). Penerapan Green Accounting Berbasis University Social Responsibility (USR) Pada Universitas Muhammadiyah Bengkulu. *Jurnal Akuntansi, Keuangan dan Teknologi Informasi Akuntansi*, 4(1), 72–83. <https://doi.org/10.36085/jakta.v2i1>
- William, N., David L, D., & Naomi A, G. (2019). *Global Aspects of Reputation and Strategic Management Research in Global Strategic Management*. Emerald Group Publishing.
- Yang, J., & Basile, K. (2019). The impact of corporate social responsibility on brand equity. *Marketing Intelligence and Planning*, 37(1), 2–17. <https://doi.org/10.1108/MIP-02-2018-0051>
- Yusoff, T., Wahab, S. A., Latiff, A. S. A., Osman, S. I. W., Zawawi, N. F. M., & Fazal, S. A. (2018). Sustainable Growth in SMEs: A Review from the Malaysian Perspective. *Journal of Management and Sustainability*, 8(3), 43. <https://doi.org/10.5539/jms.v8n3p43>