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Editorial

Corporate Social Responsibility and Journal Rankings

The Asian Journal of Business Research is published based on the concentrated effort of the Marketing *in* Asia Group, whose desire is to promote academic discussion in the context of business in Asia, yet with a global perspective. The Marketing *in* Asia Group seeks to disseminate knowledge of Asian business based on rigorous yet pragmatic research and this has seen the publications of books as well as this journal and a conference specific to the issue of business in Asia.

In the spirit of sharing knowledge of Asia, this edition has two important issues for Asia and its academics. The first is Corporate Social Responsibility and the other is the ranking of journals. The evolution of Corporate Social Responsibility from the 1950s to today has taken us from changing names from Social Responsibility (SR), through to corporate sustainability including environmental concerns, corporate citizenship regardless of where in the international or global environment the business operates. Today, CSR is seen as more of an umbrella term that recognizes the multiplicity of concepts within the Triple Bottom Line with people, planet, and profit components as well as looking at economic, legal, ethical, and philanthropic components.

But regardless of the language and the evolution of language and therefore definitions, business is now expected to perform in compliance with CSR standards. But these standards can vary by culture, as witnessed in the ethnolinguistic and semiotic ideas of communication. Because commerce extends around the globe and often with greater resources than some countries (25 American corporations having larger 2010 revenues than 157 countries that same year), CSR is a global concept that must be better understood in the global context. It is in this context that this journal is dedicated.

The globalization of business necessarily means that communication about and for the business will necessarily be subject to the semiotic interpretations of the target populations where they are operating. While this includes logos, product information, presentation, and other elements, it also means the company itself is being examined using the culturally specific semiotics. Thus, culturally specific semiotics becomes important because corporate social responsibility is implemented in many multinational and global organizations. However, the understanding of the population is what is important, and there is not a lot of literature looking to the different interpretations and understandings of corporate social responsibility in different cultures.

A common theme in Asia is Confucianism and this is linked to Corporate Social Responsibility by authors from Brunei Darussalam. Another article investigates whether Chinese consumers care of Corporate Social Responsibility. Another eastern school of thought is further detailed in the paper on Feng Shui. Along the lines of

Corporate Social Responsibility, the first paper discusses occupational hazards in the workplace. Written by both an academician and politician, it looks at the occupational hazards faced by workers in Sarawak, Malaysia. This is one of the areas in corporate citizenship. Another paper looks at the effects of low-carbon knowledge on energy consumption.

The second issue that may be of concern to academicians is the rankings of journals. Marketing *in Asia* Group had previously carried out a *vox populi* approach on academic journal rankings and this is now revisited with new data. The findings allow academicians to see the ratings of journals from the Asian perspective.

We do hope that you will enjoy reading the journal and benefit from the knowledge shared. Our gratitude and thanks to all our contributors and reviewers without whom this journal will never be possible. The editorial team at the Asian Journal of Business Research encourages academic and industry-based researchers to contribute research papers and case studies for its peer-reviewed publication.

Kim-Shyan Fam
Zhilin Yang
Ernest Cyril de Run
Ina Freeman