**THE IMPACT OF CORPORATE PHILANTHROPY ON CORPORATE REPUTATION:
A CROSS-NATIONAL COMPARISON**

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ABSTRACT

There is a dearth of knowledge on the impact of corporate philanthropic initiatives on corporate reputation. This study investigates how philanthropic support impacts customers' perception of a philanthropic company in Austria and Egypt. Set in the telecommunication industry, the analysis is theoretically anchored in balance theory, consumer ethnocentrism and institutional theory. The findings show that corporate philanthropy has only a minor positive impact on corporate reputation in both countries and that ethnocentrism moderates the link between attitude toward corporate philanthropic support and customer-based corporate reputation.

References available upon request.