

Additional Reading

Araujo, T., and Kollat, J (2018). Communicating effectively about CSR on Twitter: The power of engaging strategies and storytelling elements. *Internet Research*, 28(2), 419-431. <https://doi.org/10.1108/IntR-04-2017-0172>

Bergman, M.M.; Bergman, Z.; Teschemacher, Y.; Arora, B.; Jyoti, D.; Sengupta, R. (2019). Corporate Responsibility in India: Academic Perspectives on the Companies Act 2013. *Sustainability*. 11, 5939. <https://doi.org/10.3390/su11215939>

Bhattacharya, Korschun & Sen (2010). Stakeholder–Company Relationships through Mutually Beneficial Corporate Social Responsibility Initiative

Brin, Pavlo, and Mohamad N. Nehme. "Corporate Social Responsibility: Analysis of Theories and Models." *Eureka: Social and Humanities*, no. 5, 2019, pp. 22-30, doi:10.21303/2504-5571.2019.001007.

Central Public Sector Enterprises at a Glance. Retrieved from <https://scopeonline.in/psus/>

Creswell John W. and Creswell J. David (2017). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*. Sage Publications

Chandra Guru and Raghavendra (2013). Corporate communication in public and private corporate houses of Karnataka state: an empirical study

Companies (Corporate Social Responsibility Policy) Amendment Rules, 2021. Retrieved from http://www.mca.gov.in/Ministry/pdf/CSRAMendmentRules_23012021.pdf

Deems, Rachel E. (2016). "Corporate Social Responsibility on Twitter". *Journalism Undergraduate Honors Theses*. 4. <http://scholarworks.uark.edu/jouruht/4>

Fawkes, Johanna & Gregory, Anne (2000). Applying communication theories to the Internet. *Journal of Communication Management*. <https://doi.org/10.1108/13632540110806703>

<https://www.mca.gov.in/content/mca/global/en/acts-rules/ebooks.html#>. Acts and Rules. Ministry of Corporate Affairs.

[http:// https://csr.gov.in/](http://https://csr.gov.in/). National Corporate Social Responsibility Data Portal, Ministry of Corporate Affairs, Government of India

Identity and Brand: A Content Analysis of Nonprofit Organizations' YouTube Videos, *Journal of Nonprofit & Public Sector Marketing*. <http://dx.doi.org/10.1080/10495142.2011.594779>

Jethwaney. J (2010). *Corporate Communication: Principles and Practice*. Oxford University Press.

Jethwaney. J (2016). *Social Sector Communication in India: Concepts, Practices, and Case studies*. SAGE Publications India

- Jethwaney. J (2010). Corporate Communications: Corporate Communication: Principles & Practices (Oxford Higher Education): Principles and Practices. Oxford University Press India
- Kapoor, K.K., Tamilmani, K., Rana, N.P. et al. Advances in Social Media Research: Past, Present and Future. Inf Syst Front. <https://doi.org/10.1007/s10796-017-9810-y>
- Kesavan. R and Bernacchi. M and Mascarenhas. O (2013). Word of Mouse: CSR Communication and the Social Media. International Management Review, Vol. 9 No. 1 2013
- KPMG. Sustainable Development Goals (SDGs): Leveraging CST to achieve SDGs. First Sustainable Development Goals (SDGs) Summit 2017. Retrieved from https://assets.kpmg/content/dam/kpmg/in/pdf/2017/12/SDG_New_Final_Web.pdf
- Kumar. Keval J (2020). Mass Communication in India, Fifth Edition. Jaico Publishing House
- Kurian P. (2018). Sustainable Development Goals and Corporate Social Responsibility Convergence. Retrieved from <https://impakter.com/sustainable-development-goals-corporate-social-responsibility-convergence/>
- Linos, O. (2018). How Social Media is the Future to Corporate Communication. Global Journal of Management and Business Research. Retrieved from <https://journalofbusiness.org/index.php/GJMBR/article/view/2585>
- Manavik and Rousseau (2015). Corporate Communication & Social Media: A study of its usage pattern, Journals Invention,
- Mohd Zain, Nor. (2014). Agenda Setting Theory. Retrieved from https://www.researchgate.net/publication/321698436_Agenda_Setting_Theory
- Mukherjee. T, Chowdhury. U and Bhattacharjee. S (2019). Rise of the Digital Human: Perspectives on Digital Communication in India Today
- Pathak Ajit (2008). Public Relations Management. Prabhat Prakashan
- Quesenberry. K (2015). Conducting a Social Media Audit. Harvard Business Review. Conducting a Social Media Audit (hbr.org)
- Ramanadhan, S., Mendez, S.R., Rao, M. et al. Social media use by community-based organizations conducting health promotion: a content analysis. BMC Public Health 13, 1129 (2013). <https://doi.org/10.1186/1471-2458-13-1129>
- Richard D. Waters and Paul M. Jones (2011). Using Video to Build an Organization's
- Sanjeeb. K, Dey. S & Dash. A (2020). CSR Practices by Indian Companies: A Review of Literature. 2454-9150. <https://doi.org/0.18231/2454-9150.2018.0260>
- Seymour Richard (2019). The Twittering Machine. The Indigo Press.

Snelson CL. Qualitative and Mixed Methods Social Media Research: A Review of the Literature. *International Journal of Qualitative Methods*. December 2016. <https://doi.org/10.1177/1609406915624574>

Vijayalakshmi C. (2017). “Brand Building Through Corporate Social Responsibility: An Evaluation of Indian Experience” Thesis. Department of Commerce and Management Studies, University of Calicut.

Verma, Manish & Kalorth, Nithin (2017). *Essays on Contemporary Media Theories and Practices*, Amity University Rajasthan.

William Ellet (2018). *The Case Study Handbook, Revised Edition: A Student's Guide*. Harvard Business Review Press; Revised edition (10 September 2018)