

Peer Review

Review of: "The Impact of Evidence in CSR Disclosure: A Comparative Study of MNCs and Local Companies' Online Practices in Bangladesh"

Ayesha Riaz¹

1. University of Kentucky, United States

This is a good contribution to CSR communication research, especially in non-Western/developing country contexts. Focusing on evidence type is smart because “evidence” is often talked about conceptually but less often tested experimentally in CSR studies. The Elaboration Likelihood Model is an appropriate lens. If the author strengthens methodological rigor (larger sample, more realistic stimuli, diverse audiences), the findings could be practically useful for CSR managers, marketers, and communications specialists.

Declarations

Potential competing interests: No potential competing interests to declare.