Peer Review

Review of: "Analyst Perceptions of Corporate Social Responsibility: A Replication and Extension of Ioannou and Serafeim (2015)"

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I am happy with the study and its results. However, the paper focuses on economic realities rather than realities for the planet. We need CSR, and maybe that comes with a small financial cost. In the long run, there is a risk that if a company does not in the future incorporate CSR activities into their strategy, the company might not survive. The authors take a purely financial perspective that does not consider ethical or “responsible” (the R in CSR) conduct. A little critical analysis and thinking might make the paper more interesting.

CSR benefits companies by looking at what they must do to avoid being laden with stranded assets or resources. Focusing on the current financial performance and not paying attention to CSR might increase the risk. You could collect data on companies in some high-risk sectors to see if investors look to these companies for good CSR rankings or performance. What are their future prospects?

Declarations

Potential competing interests: No potential competing interests to declare.