

Final Report

(1) Name, Position, Contact Details for each applicant

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(2) Project Title

Does corporate social responsibility pay off in times of crisis? Evidence from fundraising in Australia

(3) Updated Project Summary (500 words) including any variations between the project undertaken and the original application

Corporations raise funds to fend off liquidity shocks and for future growth and prosperity. While corporate social responsibility (CSR) has been found to significantly affect corporate activities such

as fundraising, considerably limited attention has been paid to the role of CSR during crisis periods. This study aims to investigate the relation between CSR and corporate fundraising using the Global Financial Crisis (GFC) and COVID-19 pandemic as exogenous shocks. Furthermore, we examine the moderating effects of industrial differentials and business life cycles. Empirical findings of this study will have practical implications for shareholders, corporations, and the society at large.

There were no variations between the project undertaken and the original application.

(4) Funds Granted

AUD\$6,500

(5) Detailed Report on Expenditure of Funds against Budget Items, with variations explained

Budget Items	Actual expenditures	Variations and explanations
Research Assistant: AUD\$9,997.13	Research Assistant: AUD\$6,488	Only partial funding (i.e., AUD\$6,500) was awarded for the project.
Justification: A substantial amount of data management work is involved requiring a considerable amount of money to hire a research assistant (RA). We plan to hire a RA to assist with the data collection, especially the manual collection of data on various characteristics or dimensions of the fundraising activities, data cleaning, data processing, and data management for this project. Approximately 203	Justification: RAs were hired to undertake the data collection, cleaning, and analysis. 130.25 hours work from RA were done in 2021.	Due to visa restrictions on working hours of RA, two RAs were hired.

<p>hours from the RA are estimated for this project. The rate at Edith Cowan University is HEW 4.1 @ \$49.05 (2020)/\$49.84 (2021) per hour. Therefore, we estimate that \$9,997.13 are needed for the above RA work, which is calculated as follows: 2020: $\\$49.05 \times 153 = \\$7,505.21$ 2021: $\\$49.84 \times 50 = \\$2,491.92$ Total RA cost: \$9,997.13</p>		
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(6) Outcomes, for example, working papers, presentations and publications (give full details, including abstracts)

Working paper

Title: Does corporate social responsibility pay off in times of crisis? Evidence from fundraising in Australia

Abstract: Using a sample of publicly listed US firms over the period 2007-2020, this paper investigates the relationship between corporate social responsibility (CSR) and corporate fundraising using the Global Financial Crisis (GFC) and COVID-19 pandemic as exogenous shocks. Furthermore, we examine the moderating effects of industrial differentials and business life cycles. We find that CSR is positively correlated with corporate fundraising. We also find that the above effect is more profound for industries that are adversely affected by the crises and firms that are at early stages of their life cycle.

(7) Future Intentions for this Project (give full details)

a. Conference submissions

We plan to submit the working paper to the following conferences:

- The 44th European Accounting Association (EAA) Annual Congress 2022 held in Bergen, Norway, on May 11-13, 2022, and/or
- The 2022 Accounting and Finance Association of Australia and New Zealand (AFAANZ)

b. Journal submissions

We will be targeting Journal of Corporate Finance.

c. Grant applications

Once this project is at a more mature stage, we plan to expand it into a cross-country study and seek support from an Australian Research Council Discovery Grant.

d. Projects

Following this Project, we plan to investigate the effect of CSR on other corporate behaviours and their mechanisms using a global dataset in future projects.

(8) Summary of Outcomes and Benefits

Thanks to the support of the AFAANZ Research Fund (ARF) Annual Grants Program, we have worked out a working paper entitled “Does corporate social responsibility pay off in times of crisis? Evidence from fundraising in Australia” targeting renowned conferences such as the EAA and AFAANZ Annual Conference and top-tier journals like Journal of Corporate Finance.

The above outcomes benefit the research profile of each applicant in this project. Moreover, this Research Fund has helped us to develop a research team and build a dataset, which will benefit the future research projects of the applicants. As findings from this project have practical implications for firms’ decision making on CSR and fundraising strategies and theoretical implications for research on CSR and corporate financing, this project also benefits the industry and discipline.