



ΔΙΑΤΜΗΜΑΤΙΚΟ ΠΡΟΓΡΑΜΜΑ ΜΕΤΑΠΤΥΧΙΑΚΩΝ ΣΠΟΥΔΩΝ
ΣΤΗ ΔΙΟΙΚΗΣΗ ΕΠΙΧΕΙΡΗΣΕΩΝ

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(Freeman, 1984 cited in Stanaland et al., 2011).

¹http://www.csrhellas.org/portal/index.php?option=ozo_content&perform=view&id=183&Itemid=136
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² http://www.unglobalcompact.org/Languages/Greek/ten_principles.html (25/10/2011)

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³ http://www.europarl.europa.eu/charter/default_el.htm (25/10/2011)

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⁴ http://www.csrhellas.org/portal/images/stories/LIBRARY/lefkoma_eke_10years_gr.pdf (27/10/2011)

⁵ http://www.csrhellas.org/portal/images/stories/LIBRARY/lefkoma_eke_10years_gr.pdf (27/10/2011)

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⁶ http://en.wikipedia.org/wiki/Triple_bottom_line (25/10/2011)

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al., 2010).

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(emotional value),

(social value),

(functional value),

(Sheth et al., 1991).

Green Pelozo (2011),

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Responsibility Index (CRI)

BITC (Business in the Community),

⁷ http://en.wikipedia.org/wiki/ISO_26000 (27/10/2011)

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: Platinum, Gold, Silver

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⁸ <http://www.cri.org.gr/Contents.aspx?CatId=29> (28/10/2011)

FTSE4Good

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Jones Sustainability Group Index),

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⁹ http://www.ftse.com/Indices/FTSE4Good_Index_Series/index.jsp (28/10/2011)

¹⁰ http://www.ftse.com/Indices/FTSE_Global_Equity_Index_Series/Downloads/FTSE_Global_Equity_Index_Series_Index_Rules.pdf (28/10/2011)

¹¹ <http://www.sustainability-index.com> (28/10/2011)

¹² http://www.sustainability-index.com/07_html/sustainability/corpsustainability.html (28/10/2011)

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¹³ <http://www.globalreporting.org/AboutGRI/WhatIsGRI> (29/10/2011)

¹⁴ http://www.globalreporting.org/NR/rdonlyres/61D32687-131B-4816-A828-E58904378DDA/4756/G3_ELL_8_Jun_091.pdf (29/10/2011)

¹⁵ http://www.sev.org.gr/Uploads/News/sev_axies_theseis.pdf (29/10/2011)

¹⁶ http://www.sev.org.gr/Uploads/pdf/SEV_Xarta_dikaiomaton1.pdf (29/10/2011)

4. _____

(Balabanis et al, 1998).

(Schreck,

2011).

positioning

word of mouth

(Schreck, 2011).

(Golob et al., 2008).

(Duane Hansen et al.,

2011).

(brand loyalty)

(Stanaland et al., 2011).

(brand), brand image,
(repeat purchases),

(Lacey and Kennett-Hensel,

2010).

(Albinger and Freeman, 2000).

(Duane Hansen et al., 2011).

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(Schreck,
2011).

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(Pelozo, 2006). ,

(Stanaland et al., 2011).

¹⁷ <http://www.etat.gr/knowshycles/training/Sustainability.pdf> (

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(Valor, 2007).

(Hamil, 1999).

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¹⁸ http://www.csrhellas.org/portal/images/stories/files/081201_EKE_GR_ANALYTIS.pdf (11/11/11)

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¹⁹ http://news.kathimerini.gr/4dcgi/_w_articles_economyepix_1_22/02/2009_304433 (9/11/2011)

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(Scholtens, 2009),

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(Weber, 2005).

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(Salmones et al.,
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- «Marketing Excellence Award»
(2011 & 2009)
- «Best Investor Relations by a Greek Company in 2011 & 2009»,

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- «BRAVO 2011,
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- «Famous Brands 2011, 2009 & 2008»,
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- (SILVER) 2010 CR Index,
- THALES- 2010
- CSR Forum 2009, 2010, 2011
- «Bank of the Year 2009»,
«The Banker»

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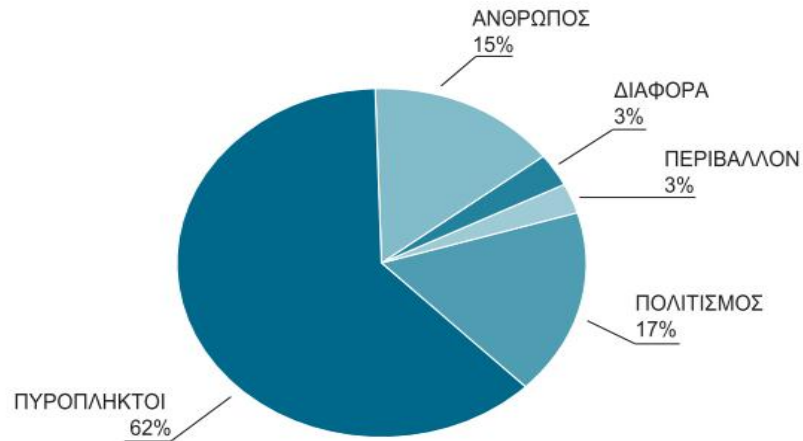
* 7,10 & 25,02 . p 2007 & 2008

** 2010

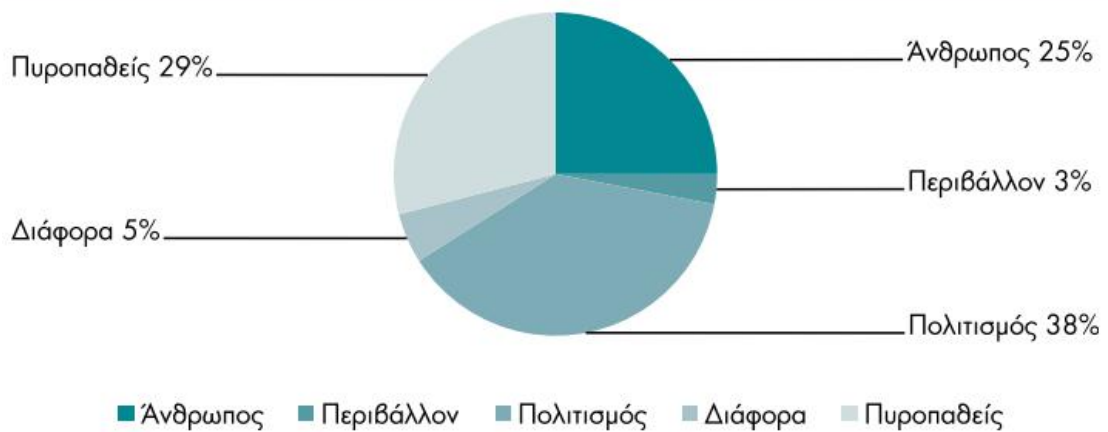
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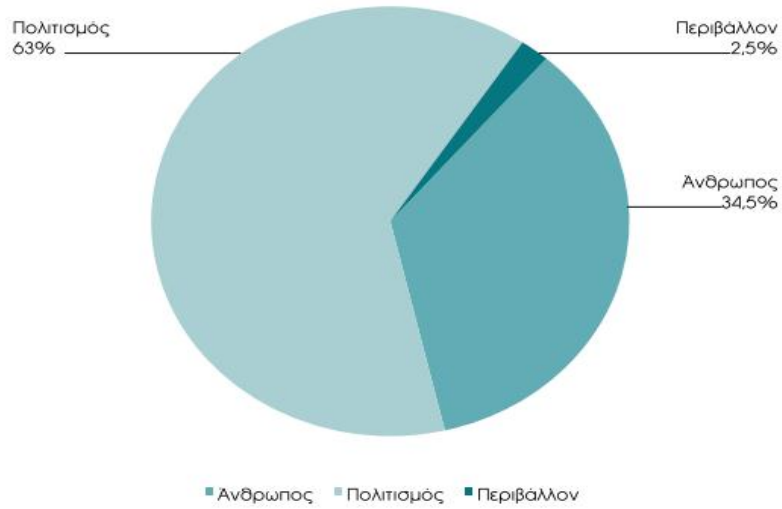
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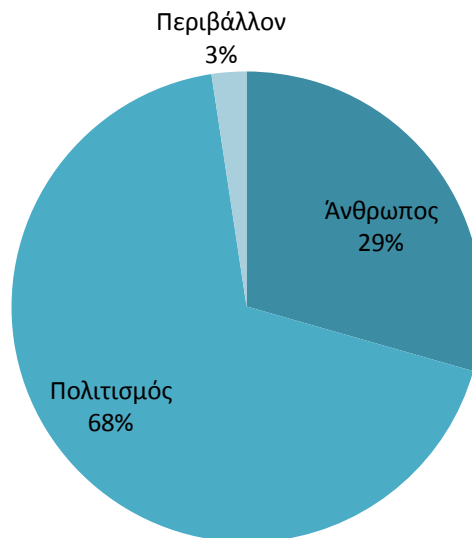
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