

The Investigation of Studies Concerning to Corporate Social Responsibility Practices in Restaurants through Bibliometric Analysis: A Research on Scopus Journals

Alper IŞIN  ^a

^a İzmir Katip Çelebi University, Faculty of Tourism, İzmir, Turkey. alper.isin@ikc.edu.tr

ARTICLE INFO

ABSTRACT

Keywords:

Corporate Social
Responsibility
Bibliometric Analysis
Scopus Journals

Received 5 January 2022

Revised 18 March 2022

Accepted 25 March 2022

Article Classification:

Research Article

Purpose – In this study, it is aimed to examine the articles on corporate social responsibility, especially in food and beverage businesses, in the journals scanned in Scopus, to analyze the evaluations on this subject in the studies, and to fill the gap in the literature in the context of the relationship between corporate social responsibility and corporate innovation.

Design/methodology/approach – Secondary data was used in the paper. In this context, a search was carried out in the Scopus database on 15.04.2021 using the keywords 'corporate social responsibility' and 'restaurant' in order to obtain the studies to be examined in the bibliometric analysis.

Findings – As a result of the findings obtained in the bibliometric study conducted using the Scopus database on corporate social responsibility applied in restaurant businesses, it is seen that it was first published in the relevant database in 2002. It has been determined that 113 studies have been carried out in 61 different sources and in a period of approximately 20 years since the specified date.

Discussion – Studies on CSR in the field of tourism have started to increase in quantity after the 2000s. Within the scope of this study, studies on CSR practices in restaurant businesses were examined. It has been determined that the studies on restaurants are very few until 2013, but it has been determined that there has been a great increase in the number of studies since 2014.

1. Introduction

Nowadays, it is of great importance for companies to achieve stable commercial success and survive in a constantly changing and growing competitive environment. The relationship, regarding trust and loyalty, which is to be formed between businesses and customers is one of the most important elements of a sustainable growth. However, the presence of this situation alone is not enough, because in today's changing and developing world, customers' expectations and demands from companies are also subject to change.

Customer satisfaction is one of the most important tools for a successful business. Customer satisfaction is mainly defined as the general evaluation of purchasing and consumption experience of customers for goods or services (Fornell, Johnson, Anderson, Cha and Bryant 1996). For success, it is necessary not only to win new customers, but also to establish customer satisfaction and the service quality that can be considered as the main cause of repeat visits (Hwang and Lyu 2019). As a matter of fact, customer loyalty and satisfaction are vital to today's business world for two main reasons. First, customers are limited resources and it is much easier to sell a product to an old customer than to a new one. Second, customer loyalty and satisfaction have a positive impact on the profitability revenues of a company (Rosenberg and Czepiel 1984).

In other words, customer satisfaction is a very important component of customer retention and building loyal customers by re-selling the products as well as being a business strategy (Hill, Roche and Allen 2007). The features and functions of a product, its reliability, sales activities and customer support are the most important issues that are required to create customer satisfaction. Satisfied customers usually buy more products. In addition to buying more products, they also work as a network to reach other potential customers by sharing their experiences and they are willing to repurchase the company's products and encourage their families / friends / others to use them as well (Bowen and Shoemaker 2003; Manosuthi, Lee and Han 2020).

Suggested Citation

İşin, A. (2022). The Investigation of Studies Concerning to Corporate Social Responsibility Practices in Restaurants through Bibliometric Analysis: A Research on Scopus Journals, *Journal of Business Research-Turk*, 14 (1),1063-1076.

For people, the feeling of loyalty is not only formed by the pleasure and satisfaction they get from the products they buy. Muflih (2021) states in his study that customer loyalty is affected by the corporate image, reputation, trust and satisfaction, as well as the social responsibility behaviors of the institution. The aspects such as the reactions that are displayed by the companies for the social events both on a worldwide scale and especially within the regions they are located, their close follow-up of developing technological developments, their appealing to not only material but also moral satisfaction of their customers are quite important. One of the most important ways to achieve this is to participate in social responsibility activities and contribute to social development.

Today's industries have considered corporate social responsibility programs as a starting point for stimulating community satisfaction (Su, Pan and Chen 2017). Customers are satisfied and happy when the company builds a harmonious relationship with them, optimizes the public good, and is involved in addressing social and environmental issues (García-Madariaga and Rodríguez-Rivera 2017; Saeidi et al. 2015). When a company implements corporate social responsibility in a positive way, customers will get the impression that the company is a very good professional, dealing with social and environmental issues (Gürlek, Düzgün, and Meydan Uygur 2017).

In this study, the researches carried out regarding the corporate social responsibility practices, especially in food and beverage businesses, have been examined. The studies conducted on corporate social responsibility activities implemented in the food and beverage sector, which is one of the main activity areas of the tourism sector, are few but increasing. Nevertheless, although there are studies on what the corporate social responsibility activities of food and beverage businesses in tourism destinations are, how they are measured, how they affect business stakeholders, tourists and the local people, the main content and distribution of these studies by years still remain uncertain. Within the scope of the research, using the keywords "corporate social responsibility in restaurants", the journals included in the Scopus index were scanned, the data concerning the present studies were analyzed and the studies were evaluated within the context of the R bibliometric package program. In addition to this, the effects of technological developments on corporate social responsibility behaviors and the evaluations on this subject in the studies were analyzed and it has been aimed to fill the existing gap in the literature in terms of the relationship between corporate social responsibility and corporate innovation

2. Corporate Social Responsibility Practices in Food and Beverage Businesses

Today, when it comes to discussing the relationship between firms and society, Corporate Social Responsibility (CSR) is considered to be a fundamental concept (Han and Lee 2021). Therefore, it has become an important social issue for researchers and practitioners all over the world (Balmer and Greysner 2006; Gürlek, Düzgün, and Meydan Uygur 2017). Especially the Covid-19 pandemic has reacquainted the world and humanity that health is the most important thing in life and the resources we use are limited. In order to make the environment we live in a healthier and more comfortable place, we should not think consumption-oriented and instead of such kind of a thought the sustainable use and equal sharing of resources need to be ensured. Acting as if only the humans possessed the earth actually harms people themselves the most. In order to increase the life quality of people, a holistic perspective should be adopted and act accordingly. In this respect, the social responsibility activities initiated by large organizations or the activities in which they are included are very important. And this situation has become an aspect that increases awareness among people day by day.

A study by Schubert, Kandampully, Solnet, and Kralj (2010) showed that there is a great need for US restaurants to engage in green practices, due to the large number of restaurants and the frequent eating habits of consumers. The need for environmentally friendly practices, which is one of the important social responsibility activities, on a global scale has also shown itself in the number of academic studies in parallel with the practices. With the responsibilities of food and beverage businesses for sustainable environmental development such as waste management and energy use, there is an increase in social responsibility practices every year. Although these studies have increased in the literature in recent years, it can be said that the desired level has not been achieved in the applications. For example, Kasım and İsmail (2012) interviewed 26 restaurant managers in their study on environmental practices in restaurants and found that environmentally friendly practices were quite weak. In addition, the authors claimed that although restaurant managers are

knowledgeable about environmental issues and can predict the consequences of environmental destruction, they are reluctant to implement environmental management systems or environmentally friendly practices.

Corporate social responsibility practices have become a necessity in restaurants due to reasons such as global warming and environmental destruction beyond winning customers. The "Green Restaurant Association" established for this purpose has determined three main 'green' application areas that restaurants can be involved in. Green action, which constitutes the first dimension, includes elements such as energy or water use. The environmentally friendly construction of restaurants is also examined in the context of green action. In addition, green foods in the second dimension explain that organic foods and foods should be used. It is also recommended to use local foods. Green donation, which constitutes the last dimension, explains participating in environmentally friendly practices and projects or helping environmental organizations.

While the concept of environment had a competitive, social, political and cultural connotation for business managers in previous years, the natural environment has become one of the elements that restaurants should give importance with the adoption of sustainable development philosophy in the current age (Sözüer, 2011: 49). Environmentalist practices are at the forefront of social responsibility activities. In recent years, when environmental problems have been talked about frequently, environmentally friendly practices of restaurant businesses, as in all businesses, have become more important. For example, certification systems have emerged with certification bodies in the USA and European Union countries to determine whether buildings are truly environmentally friendly and high-performing. The most well-known of these are the LEED and BREEAM systems. In this process, besides the energy performance and indoor quality of the building, issues such as land use, transportation, materials used in the construction of the building, carbon impact area, water use are also taken into consideration.

Dalshrud (2008) examined 37 different definitions related to CSR in the literature, made between the years of 1980 and 2003. According to the results of the research, the concept of CSR was defined around 5 dimensions as "*environmental, social, economic, stakeholder and voluntariness*". In the previous years, from a public policy perspective, CSR was considered among some of the necessary activities of organizations that used to seek profit (Vaaland, Heide, and Gronhaug 2008). According to the modern view, CSR has been defined as capturing a perspective that sees added value in serving a broader set of social needs and expectations of an enterprise and perceiving the net benefits of the enterprise to be derived from socially responsible actions (Jamali and Sidani 2008).

CSR has been explained as the company's commitment to deliver good benefits for employees, consumers, social communities and the environment (Aramburu and Pescador 2019; Park and Kim 2019) and it represents the responsibilities of companies to societies (Lu et al. 2014). Paton and Siegel (2005) defined CSR as "actions that seem to carry some social benefits further beyond the interests of businesses and what is required by law". CSR activities begin with various practices such as causal marketing, employee voluntariness, environmental awareness and fair trade (Mattila and Hanks 2013; She, Chao, and Zhu 2019). According to another definition, CSR has been defined as a philosophy that businesses voluntarily apply social, environmental, ethical and human rights issues in their business activities and relations with their stakeholders (EC 2011). Companies and society can develop further under such kind of a management philosophy (Han and Lee 2021).

Although the development of tourism provides some economic and social benefits to the businesses serving in destinations and the local people, on the other hand, it is criticized for its negative effects such as environmental pollution, excessive waste generation and noise pollution (de Grosbois 2012). At this point, corporate social responsibility (CSR) practices have become a strategic necessity especially for service businesses in the current century (Polonsky et al. 2013). Kotler and Lee (2004) evaluates corporate responsibility in terms of businesses and defines it as ensuring the welfare of the society with the help of corporate resources. Even though the concept of corporate social responsibility is not a new concept, it is one of the foremost issues that attract the attention of researchers in the 21st century (Henderson 2007).

"Innovate or die" is the rule that companies must follow in order to survive and develop in today's ever-changing global business environment. As a matter of fact, none of the causes of economic growth for businesses are as conspicuous as corporate innovation (Hudson and Minea 2013). CSR is an important business strategy, and when companies carry out CSR activities as part of their strategy, they need to make innovations to stay ahead of their competitors. More innovative companies show high CSR performance and

it is seen that innovative companies benefit from participating in CSR activities (Branco and Rodrigues 2006; Little 2006; Boehe and Cruz 2010; Mishra 2017).

The number of restaurateurs who adopt and apply technological developments is increasing day by day. The majority of restaurateurs (74%) plan to continue their investments in technology (Lorden and Pant 2016). In an ever-changing world, creating business value has put more pressure on companies to seek sustainable long-term growth, and has made investment in new innovation processes a must for businesses. In the food and beverage industry which has a competitive market, such activities produces long-term intangible benefits that are reflected in asset growth and future surplus returns (Holmstrom 1989). Technology is vital for the food and beverage industry as it is for all other industries. Businesses that cannot reflect technological and innovative developments to their businesses and those do not evaluate their investments in this direction will not be able to maintain their competitive power in the labor market for a long time.

In this context, innovation becomes one of the most important and strategic corporate decisions that CEOs are facing (Chkir, Hassan, Rjiba and Saadi 2020). This situation shows that innovation is an important element among corporate social responsibility behaviors. The food and beverage services industry has created various healthy nutrition initiatives under the umbrella of CSR in order to meet customer demands to create healthy eating environments (Jones, Comfort and Hillier 2006). From this perspective, in terms of consumers' health, providing nutritional information is a way for restaurants to accept their social responsibility role. (Thomas and Mills 2006). Fast food and coffee restaurants such as McDonald's and Starbucks have begun to offer services that meet the demands of consumers for healthier products (Lee et al. 2014).

Companies should share CSR actions with their customers because if consumers are not aware of such actions, it will not create positive results for companies. The way restaurants convey their messages about sustainability activities affects customers' perceptions of CSR activities of the enterprise. For example, in order to be transparent to customers it is an important strategy for a restaurant to provide detailed and accurate information about portion size and content of food in menus in which information about food is included. (Line, Hanks and Zhang 2016). Shafieizadeh and Tao (2020) with the results of their research supported that restaurant customers' perceptions of transparency have a positive effect on their CSR perceptions.

One of the actions that can be considered as corporate social responsibility for restaurant businesses is their cooperation with local producers/farms. With this partnership, more fresh and quality products are obtained. Farm-to-table restaurants continue to be particularly appealing to millennials, who see both the environmental issues and consumer ethics behind today's agricultural operations. It is difficult for small farms to develop economically even when producing the highest quality and unique products. Because there is always a risk of being crushed by big manufacturing companies. However, the tendency of consumers to return to nature and nature in food consumption has increased the tendency of restaurants to small farms, and this is considered an important social responsibility activity for restaurants. In a study by Hanks and Mattila (2016), it was concluded that the marketing message about the use of organic food in a restaurant's menu affects customers' perceptions of whether the restaurant is socially responsible or not. In the given circumstances, it is possible for restaurant businesses to announce their CSR activities through all the elements that customers come into contact with.

Transparency is another very important CSR movement for restaurant businesses as it is for many institutions (Reynolds and Yuthas, 2008). In particular, factors such as the quality and naturalness of the products, cooking methods, and detailed information on the food in the menus increase the trust and loyalty of the consumers to the business. Timothy, Coombs, and Holladay (2013) emphasized in their study that transparency is an effective way for businesses to communicate CSR messages to their customers.

One of the most important results of corporate social responsibility activities is sustainability. In terms of consumers, price is one of the most important factors affecting their choice while purchasing any goods/services. Especially the price policies applied in restaurant businesses are very important in the preference of customers. Considering that the act of eating is the basic need of people and that the behavior of eating out is a need that must be met in the life of a social person, the prices applied by restaurant businesses are a socially responsible behavior towards society and people. Cătoiu, Maria and Filip (2010) emphasized in their study that fair and reliable price practices are very important for sustainable marketing of businesses. In

the study, it has been determined that the prices determined for social motives, not for business interests, are more fair by customers.

Companies use advertisements, annual reports, public relations, websites and social media tools to convey their CSR practices to their customers (Wong et al. 2015). Online communication tools have become one of the most important information channels in companies in order to increase the awareness of stakeholders about CSR efforts (Colleoni 2013). Particularly today, the intensification of technology and the intense use of social media lead businesses to convey information especially through social media platforms.

Both key stakeholders and potential customers in the tourism and hospitality industry frequently use social media platforms for corporate CSR communication (Ettinger, Grabner-Kraeuter and Terlutter 2018). Leading restaurant firms have initiated various CSR activities on social networks as another corporate strategy to increase their reputation and financial benefits (Jung et al. 2018). Because of the fact that the social media affects many restaurant operations, such as marketing and managing customer relations, business managers need to communicate actively with their customers (Needles and Thompson 2013). For this reason, chain restaurant businesses are more likely to adopt the use of social media to monitor and measure consumer responses and offer a long-term direction for effective communication strategy compared to the restaurants with fewer resources (Perrigot et al. 2012).

When the studies on CSR applications in food and beverage businesses in the literature are examined, it is seen that the studies focused on financial performance, sustainability, communication, marketing and management of CSR practices in restaurant businesses. As a result of the development of technology and innovative investments, it is very important that food and beverage businesses meet their CSR practices with their customers through which methods and through which platforms. At this stage, food and beverage businesses were evaluated in the context of CSR practices and innovation practices within the scope of the study.

3. Methodology

Secondary data has been used within the scope of the research. In this context, in order to obtain the studies to be examined in the bibliometric analysis, a search was carried out in the Scopus database on 15.04.2021 using the keywords 'corporate social responsibility' and 'restaurant'. The main reason for using the Scopus database instead of WOS is that Scopus has a wider scope (Martin, Orduna, Thelwall and Lopez 2018). As a result of the search done by using the relevant keyword, 113 studies were reached. Because of the fact that the originality of the used keywords enables the necessary studies to be identified directly, no different limitation was made, and the data were evaluated out of 113 studies obtained. With the aim of evaluating the obtained data, the R bibliometric (Aria and Cuccurullo 2017) software, which was prepared for bibliometric analysis, has been used.

4. Findings

Table 1. General Characteristics of the Findings

Timespan	2002-2021
Source	61
Documents	113
Average years from publication	4,94
Average citations per documents	26,01
Authors	258
Keywords Plus	289
Authors of single-authored documents	13
Documents per Author	0,438
References	6.770
Collaboration Index	2,45

The findings obtained in a bibliometric study using Scopus database on corporate social responsibility applied in restaurant businesses are presented in Table 1. When the table is examined, it is seen that the corporate social responsibility studies in restaurant enterprises were first carried out in the relevant database in 2002. It

has been determined that 61 different sources have been studied in total since the relevant date and that 113 studies have been carried out in a period of approximately 20 years. On the other hand, when the table is analyzed, it is striking that the annual average number of publications of corporate social responsibility studies especially on restaurant enterprises is 4.94. Involving 258 different authors, a total of 289 keywords and 6.770 sources were used in the studies. Besides, the annual average citation rate of the relevant studies was determined as 26.01. This situation indicates that the citation rate of each article is quite high. When author collaborations are examined, it can be said that there are many studies involving more than one author. Because only 13 of the 113 studies in total are single authors. In addition, the number of authors per publication was determined as 0.438. Hence, the cooperation index has been determined as a 2.45.

Table 2. Annual Scientific Production

Year	Articles Number	Year	Articles Number
2002	1	2013	4
2004	1	2014	12
2007	1	2015	5
2008	2	2016	18
2009	4	2017	12
2010	2	2018	11
2011	4	2019	8
2012	2	2020	21
		2021	5

In consequence of the year-based analysis of studies on corporate social responsibility in restaurants, it has been determined that there are very few studies at the beginning of the 21st century. So much so that it is seen in Table 2 that only one article was published on the subject in 2002. Since 2010, publications have gained momentum and studies were carried out on 21 subjects in 2020. The related studies are represented on the graphic given in Figure 1.

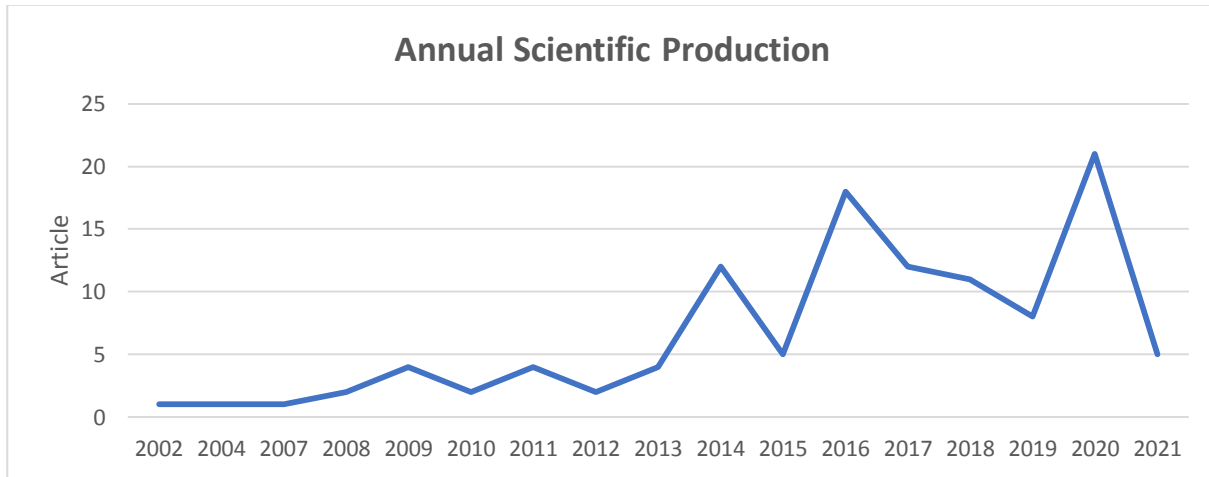


Figure 1. Graphic-Based Annual Scientific Production

Table 3. Most Relevant Sources

Most Relevant Sources	
Journal	Articles
International Journal of Hospitality Management	19
International Journal of Contemporary Hospitality Management	6
Tourism Management	6
Cornell Hospitality and Tourism Research	5
Journal of Hospitality and Tourism Research	5
Journal of Food Services Business Research	4
Sustainability	4
Journal of Hospitality and Tourism Management	3
Journal of Services Marketing	3
Journal of Sustainable Tourism	3

As a result of the screening, the top 10 journals with the most published studies are included in Table 3. When the table is examined, it is discerned that the studies on corporate social responsibility in restaurants are mostly included in magazines with tourism content. "International Journal of Hospitality Management", in which 19 articles were published, is in the first place, while "International Journal of Contemporary Hospitality Management" and "Tourism Management" are in the second and third place with six articles.

Table 4. Most Local Cited Sources

Most Local Cited Sources	
Journal	Citations
International Journal of Hospitality Management	281
Journal of Business Ethics	265
Journal of Marketing	201
Academy of Management Journal	104
International Journal of Contemporary Hospitality Management	101
Strategic Management Journal	100
Academy of Management Review	96
Journal of Business Research	90
Journal of Consumer Research	81
Tourism Management	77

Top 10 journals with the most citations to the studies obtained from the Scopus database are listed in Table 4. In the list of most cited journals on the subject, "International Journal of Hospitality Management", which has 281 citations in total and also has the most publications, is included in the list of journals. In addition to this, the list of journals with the highest number of publications and journals with the highest number of citations differ greatly from each other. In other words, a discrepancy was found between the journals in which the most studies were published and the journals with the highest number of citations. Such that while both "International Journal of Contemporary Hospitality Management" and "Tourism Management" are taking place lists, it can be said that the remaining seven journals are different from each other. Besides, in the list of journals with the highest number of citations "Journal of Business Ethics" and "Journal of Marketing" having 200 or more citations, rank second and third, respectively, in the category of journals with the highest number of citations.



Figure 2. Word Cloud

The expressions in the keywords of the 113 examined studies are given in Figure 2. The most repeated words are shown in Table 5.

Table 5. Word Frequency Table

Word Frequency Table	
Word	Frequency
Corporate social responsibility	19
Food industry	6
Australia	6
Female	5
United States	5
Food	4
Human	4
Humans	3
Male	3
Service sector	3

Table 5 provides clues about the nature of the issues studied in the relevant field. One of the important findings is that Australia and America were determined as the countries where the subject was chosen as a sample the most. Because, Australia has been identified as a key word in 6 and United States in 5 different studies. Another important finding is that concepts related to the subject are mostly associated with gender. Because, female and male keywords are among the top 10 most used words.

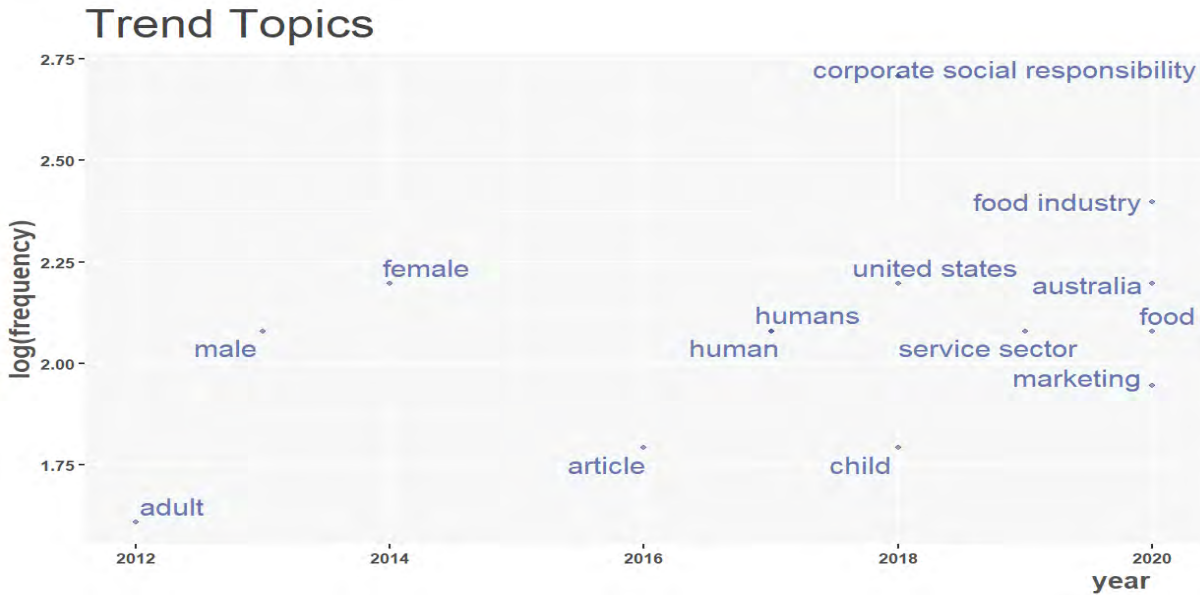


Figure 3. Trend Topics Analysis

The results of the trend topic analysis, made to determine the density of the subjects studied on a yearly basis, are presented in Figure 3. When the figure is examined, it is understood that between the years of 2012-2015, more studies were focused on gender. It can be said that especially in studies conducted after 2018, country-based evaluations and studies on the relationship of corporate social responsibility with marketing have gained importance.

Country Collaboration Map

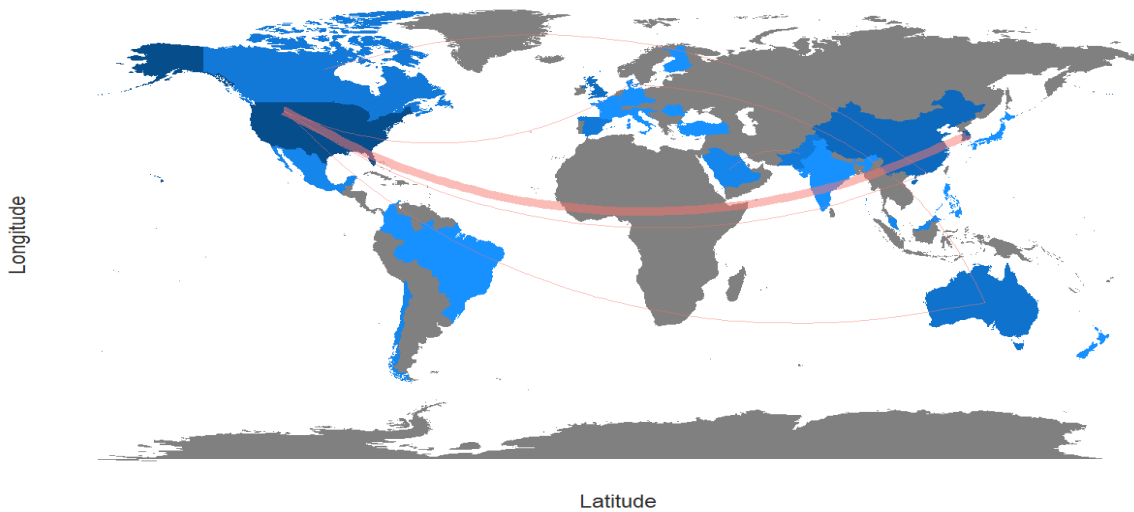


Figure 4. Country Collaboration Map

Figure 4 shows the cooperation map between countries on the relevant subject. The countries shown in dark blue indicate that more study has been conducted. The increasingly lighter color is an indicator that the number of studies is decreasing. When the figure is examined, it is seen that most of the studies have been done in America, Australia and China in parallel with other findings. In addition, the red lines indicate cooperation between countries. The thickness of the line represents the strength of cooperation. In this context, it was determined that the most cooperation was between America and China, and despite the cooperation between America and Australia, this cooperation was found to be weak.

5. Conclusion and Discussion

The concept of corporate social responsibility, which was first introduced by Bowen (1953) as an academic definition in the 1950s, has managed to become a keyword that continues to increase in importance in the 70

years that have passed until today. As a result of the studies on CSR, it is seen that the concept is generally shaped around the dimensions of social, environmental, economic, stakeholders and volunteering (Dahlsrud 2008).

Studies on CSR in the field of tourism have started to increase in quantity after the 2000s. Within the scope of this study, studies on CSR practices in restaurant businesses were examined. It has been determined that the researches conducted on restaurants were very few until 2013, but there has been a large increase in the number of studies carried out since 2014. Customer loyalty, trust and loyalty are very important, especially for businesses in the service sector such as restaurants. With the help of smartphones and tablets that develop with the development of technology, the rate and duration of social media usage is quite high. In this case, all consumers who are potential customers follow the businesses that offer the products and services they purchase from every angle.

For customers, the quality of the products / services they purchase today, the level of benefit and satisfaction they provide, as well as the approach of the companies that offer these products / services to the developments in the world, their activities for social projects are also important issues. In this case, businesses have begun to strive for a more sustainable life and life that provides social benefits in order to create loyal customers. As a result of these efforts, the attitude, perspective and preferences of customers towards businesses have become changeable. Differentiation for restaurant businesses operating in the highly competitive food and beverage industry is related to the socially responsible behavior of the businesses. The businesses that are aware of this have started the necessary activities and try to announce these activities through advertisements, websites and mostly social media platforms. In this way, they take steps to attract the attention of potential customers and turn into businesses with social sensitivity.

Today, restaurant businesses should not ignore the importance of being transparent to consumers within the scope of corporate social responsibility. For example, within the scope of the "World Menu Report" published in January 2011, "What's in Your Food?" research was organized. According to the results of the study report applied to a total of 3500 people, 500 from each country, it was determined that 9 out of 10 consumers wanted to get more information about the food they ate outside. People pay more attention to health issues, especially after the pandemic, and are more curious about what foods the food consists of. The three things people most want to know about the food they eat out are; The source of the food was determined as the way of preparation and nutritional value. In addition, it was emphasized that approximately 2/3 of the participants thought that low-fat, low-salt foods should be included in the menu and that their calorie amounts should be stated on the menus (Unilever Food Research, 2011). At this point, it is important for restaurant businesses to use organic and local products in food as a requirement of social responsibility, as well as to share what these products are with their customers.

In addition to these, no study has been found in the literature regarding the CSR practices of restaurants in terms of price. Whether the price variable is used as a CSR in restaurant businesses and its perception by customers is a very important factor. For this reason, it is very important to investigate the price policies of restaurant businesses and how effectively they use this element as a way of conveying CSR messages in the future.

In the light of these developments, it would be appropriate to say that the CSR applications of restaurant enterprises have been analyzed academically and have increased numerically as of the 2010s. In the study, studies conducted in journals scanned in the Scopus database were examined and the data obtained were analyzed. As a result, it has been determined that the studies carried out are mostly examined in terms of the marketing of businesses and their relations with customers. It is thought that studies on the effects of CSR activities of restaurants on their financial performance, environmental aspects and voluntary practices will increase in the coming years.

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