

This study investigates the influences of the strategy tripod, an established concept in the international business (IB) literature, on a corporate social responsibility (CSR)-based differentiation strategy for export firms. This strategy is conceived as consisting of product-level and firm-level CSR. Using a sample of 195 Brazilian export firms, the authors find that innovation capabilities, international market exposure, and institutional pressures significantly influence product-level CSR; however, the latter two factors influence firm-level CSR only through their mediating effects on product-level CSR. This study contributes to the existing CSR and IB literature in three ways. First, it integrates and systematizes the factors influencing CSR-based strategies into the three categories represented by the legs of the strategy tripod to help elucidate the previous research on the factors that drive CSR. Second, it suggests that exporters' CSR strategies can be affected by social and environmental institutions based outside their home countries. Third, this study contributes to filling an important empirical gap in the research on CSR by focusing on export ventures from emerging countries.

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