

Accepted Manuscript

Multinational enterprises or the quality of regional institutions – What drives the diffusion of global CSR certificates in a transition economy? Evidence from Vietnam

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PII: S0959-6526(18)30774-1

DOI: [10.1016/j.jclepro.2018.03.113](https://doi.org/10.1016/j.jclepro.2018.03.113)

Reference: JCLP 12371

To appear in: *Journal of Cleaner Production*

Received Date: 9 October 2017

Revised Date: 2 January 2018

Accepted Date: 10 March 2018

Please cite this article as: Wrana Jö, Revilla Diez J, Multinational enterprises or the quality of regional institutions – What drives the diffusion of global CSR certificates in a transition economy? Evidence from Vietnam, *Journal of Cleaner Production* (2018), doi: 10.1016/j.jclepro.2018.03.113.

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Funding:

This paper has been funded by the German Research foundation (DFG) within the framework of the German excellence initiative.

Compliance on ethical standards:

We wish to confirm that there are no known conflicts of interest associated with this publication and there has been no significant financial support for this work that could have influenced its outcome.

Acknowledgements:

The authors would like to thank Thomas Neise, Franziska Sohns und Thi Xuan Thu Nguyen for their comments on the first version of this paper. The authors are also grateful to the precious advice of one anonymous reviewer on an earlier version of this manuscript during the application process for a competitive paper session at the 44th AIB (UK&I) and 6th International Business Conference in Reading (UK) in April 2017. We are also thankful for the valuable feedback of the audience to the presentation of our manuscript at the same conference. Finally, we are also grateful for the helpful comments and suggestions of eight anonymous reviewers.

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