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John Peloza is a professor with Simon Fraser University in Vancouver, Canada. His research interests include corporate social responsibility (CSR) and pro-social consumer behavior. His research has been published in top management and marketing journals including Journal of Management, Journal of Marketing, Journal of the Academy of Marketing Science, California Management Review, Journal of Business Ethics, Journal of Public Policy & Marketing, and others. His particular interest is in how CSR can impact firm financial performance. Prior to his academic career Peloza worked in the marketing communications industry for more than 10 years.