

## Access to Experts

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Shuili Du is Assistant Professor of Marketing at School of Management, Simmons College. She received her Doctorate in Marketing from School of Management, Boston University in 2007. Her research interests lie at understanding various ways corporate social responsibility and sustainability initiatives create business value. Du's research has appeared in Journal of Consumer Research, International Journal of Research in Marketing, International Journal of Management Review, Marketing Science Institute (MSI) Report, and others. Du has presented her research widely in leading academic forums both nationally and internationally. One of her recent papers, investigating how corporate social responsibility initiatives can enhance a company's competitive position, has received "Best Track Paper" award at the American Marketing Association Educator's Conference.

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## **Publications by Shuili Du**

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- [What Board Members Should Know About Communicating CSR](#)  
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