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## **MNCs' CSR ACTIVITIES IN CHINA AND PRIMARY STAKEHOLDERS**

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### **Abstract**

*Considering research gaps, this paper attempts to identify key determinants significantly influencing multinational corporation subsidiaries' ethical behaviors and socially responsible activities in China. In particular, this paper focuses on primary stakeholders, which may directly affect corporate social responsibilities in local markets in that it tries to discover in-depth empirical results. According to regression analyses, both internal employees and local government are two most powerful factors among components comprising the primary stakeholders (i.e., consumers, internal employees, government and investors). Based on the results, this study provides useful theoretical and managerial implications and extends our current knowledge.*

**Key Words : Foreign Direct Investment, Multinational Corporations, Corporate Social Responsibility, Primary Stakeholder, China**