

Table 1
Descriptive Statistics and Correlations

Variable	Mean	sd	1	2	3	4	5	6	7
1. CAQ packet length (ln packet length)	3.61	0.31							
2. CEO tenure (ln tenure)	2.84	0.90	-.19						
3. Firm size (ln sales)	23.97	0.96	.14	.08					
4. Prior return on sales, industry adjusted (1996-2002)	1.66	5.93	-.09	.38*	-.10				
5. Prior CSiR, industry adjusted (1996-2002)	0.27	0.38	.12	.02	.59**	-.15			
6. Prior CSR, industry adjusted (2001-2002)	0.48	0.43	.30*	-.13	.29*	-.15	.31*		
7. CEO moral identity	6.68	0.75	-.11	.02	-.11	-.07	-.06	.11	
8. CSiR, industry adjusted (2003-2004)	0.50	0.44	.09	.08	.61**	-.15	.89**	.42**	-.01
N=49									
† $p \leq .10$; * $p \leq .05$; ** $p \leq .01$									
Two-tailed tests.									

Table 2

**Hierarchical Regression Results for Corporate Social Irresponsibility on Prior Corporate Social Responsibility
and CEO Moral Identity**

Variables	Dependent Variable: CSiR (2003-2004)		
	Model 1: Base model	Model 2: Main Effect Model	Model 3: Full Model with Interaction
Step 1: Control variables			
CAQ packet length (ln packet length)	-.02	-.08	-.09
CEO tenure (ln tenure)	.03	.04	.04
Firm size (ln sales)	.06	.05	.07
Prior return on sales (1996-2002)	-.00	-.00	-.00
Prior CSiR (1996-2002)	.92**	.88**	.83**
Step 2: Main effects			
Prior CSR (2001-2002)		.18*	-1.34 [†]
CEO moral identity		.01	-.08
Step 3: Interaction			
Prior CSR x CEO moral identity			.22*
Overall Model R ²	.80	.83	.85
Adjusted R ²	.78	.80	.82
Change in R ²		.03	.02
F statistic for change		3.18*	4.56*
Overall F statistic	34.85**	28.33**	27.50**
Values shown are the standardized regression coefficients. N=49.			
[†] $p \leq .10$; * $p \leq .05$; ** $p \leq .01$			
Two-tailed tests.			