
Corrigendum: How corporate social responsibility affects brand equity: the mediating role of customer engagement and the moderating role of brand innovativeness

It has come to the attention of the publisher that the article Yang M, Wang M, Wider W (2026), “How corporate social responsibility affects brand equity: the mediating role of customer engagement and the moderating role of brand innovativeness”. *Marketing Intelligence and Planning*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/MIP-01-2025-0067>, was published with the incomplete affiliation for author Mengxi Yang.

Mengxi Yang’s affiliation was incompletely listed as “Hebei Finance University, Baoding, China” and has now been corrected to “Financial Innovation and Risk Management Research Center, Hebei Finance University, Baoding, China”.

The publisher asks that affiliation information be entered correctly at submission and confirmed at article proofing stage.

