

# Erratum: Understanding consumer skepticism toward cause-related marketing: the role of cause-fit congruence and contextual priming

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It has come to the attention of the publisher that article Dwesar, R., Pradhan, S., Sharma, A. (2025), "Understanding consumer skepticism toward cause-related marketing: the role of cause-fit congruence and contextual priming", *Social Responsibility Journal*, Vol. 21 No. 9 pp. 1992–2014, <https://doi.org/10.1108/SRJ-03-2025-0252>, incorrectly listed author Sharma's affiliation.

This has now been amended from IILM University, Delhi-NCR, India to School of Management, IILM University, Greater Noida, India.

This error was introduced during the article publication process, for which the publisher apologises.