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Somewhat related note: A new study published in the **Journal of Management Accounting Research**, a peer-reviewed publication from the **American Accounting Association**, found that investors like companies that are adept at legal tax avoidance and show good corporate responsibility. But they're not that keen on doing both of those things at the same time. "Investors place less value on firms that appear to be playing Robin Hood by taking from the government in the form of avoided taxes in order to distribute funds to society via corporate philanthropic giving," wrote the study's authors, Kerry K. Inger and Brian Vansant of Auburn University.