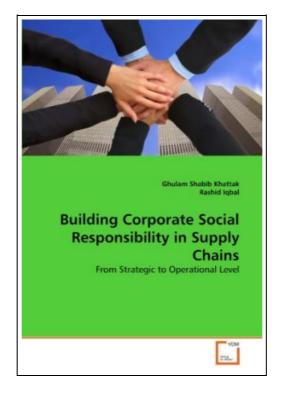
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Condition: New. Publisher/Verlag: VDM Verlag Dr. Müller | From Strategic to Operational Level | During the last decade there has been tremendous pressure on companies regarding CSR. Globalization and outsourcing have increased the complexity of corporate activities but it had also increased customer awareness about CSR. The increased societal pressure has compelled companies to act as a socially responsible corporate citizen throughout their supply chains. This phenomenon encouraged us to investigate and analyze the concept of CSR in the context of supply chain via a qualitative approach to achieve the exploratory purpose of the study. The book reveals that supply chains are more about physical flow of goods and CSR relates to values, norms and expectations of society. This work unveils an innovative framework tool which can help companies in building, understanding and evaluating CSR across the supply chain. We analyzed the functionality of our purposed tool through case studies of IKEA and TATA Motors. Finally, we concluded that to achieve sustainable supply chains, companies should incorporate CSR at all supply chain levels and promote transparency, visibility, communication, mutual cooperation and collaboration among supply chain's actors. | Format: Paperback | Language/Sprache: english | 198 gr | 220x150x7 mm | 136 pp.



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