

CR³ Conference: The Power of Responsibility

Stream 5 CSR in the Supply Chain

Convenors:

Gyöngyi Kovács, Hanken School of Economics in Helsinki, Finland kovacs@hanken.fi
Joe Miemczyk, Audencia Nantes School of Management, France jmiemczyk@audencia.com

This session of the conference is concerned with the impact of corporate social responsibility in the domain of supply chains. More and more today, companies find themselves in an extended enterprise where strong links up and down stream are imperative for success. This has been driven by the restructuring of industries whereby companies focus more on their core competences and let others deal with those activities seen as non-core. However, this carries risk as more responsibilities are given to suppliers or distributors, and hence firms have less direct influence and control over what happens. This is a particular concern in the area of CSR, as companies are faced with the need to show that they act responsibly and yet are often unaware, and have little control over what happens in their supply chain. An interesting dynamic can also be included into this problem area, that of power. The ability to influence and shape what occurs in the supply chain is perhaps key to at least some CSR actions (control of material inputs, demands for information on employment conditions as examples), but is it realistic to ask companies to influence other partners in a supply chain over which they have no control? This stream then is intended to explore the issue of power in supply chains and how and when this can have positive or negative effects of the attainment of CSR objectives. Papers are requested that address these issues – along the lines of the following suggestions, but not necessarily limited to these:

- Asymmetric relationships and the impact on CSR
- Voluntary actions or mandated demands: how companies influence their supply chain
- Traceability and information in the supply chain: who holds the right information
- Purchasing, contracts and relational forms of governance to achieve CSR goals
- Alliances driven by CSR objectives
- Technology partnerships to improve environmental performance
- Green supply chain management
- Integrated chain management
- Supply chain design for community development
- Humanitarian and development supply chains