



Social Sustainability Practices within the Supply Chain of Multinational Corporations

By Constantin Beyer von Morgenstern

GRIN Verlag Dez 2012, 2012. Taschenbuch. Book Condition: Neu. 210x148x6 mm. This item is printed on demand - Print on Demand Neuware - Master's Thesis from the year 2012 in the subject Business economics - Supply, Production, Logistics, grade: 1,0 (Honours Degree), - (ESADE Business School), course: Supply Chain Management, language: English, abstract: Today, most Multinational Corporations (MNCs) are eager to install sustainable standards not just within their own but also within their supply chain operations. While the two pillars of sustainability, economic and environmental, are well researched within this field of business, the third pillar, social sustainability (SSS) lags behind within the researchers' focus. However, because of recent social scandals within the supply chain operations of Multinationals, an investigation targeting social sustainability and its effective implementation within the supply chain would provide important insights into such yet neglected field of research. This thesis tries to tackle this issue and analyses whether MNCs extend their SSS practices to suppliers in regulatory distant countries the same way as they do within countries close to their home market. The thesis intends to fill the research gap which exists around SSS and provides valuable insights into how consistent MNCs are in extending SSS practices...



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