CSR Trends in China's Apparel Supply Chain

by

Nadira Lamrad

PhD Student

Date: 19 April 2010 (Monday)
Time: 5:00 to 6:00 p.m.
Venue: CHASS Conference Room, G7619 (near Lift no. 3)
7/F, Green Zone, Academic Building
City University of Hong Kong

Language: English

ABSTRACT:

Over the past three decades, China has emerged as the 'world’s factory.' Accompanying this trend has been rising pressure on brands to ensure a minimum standard of labour conditions throughout complex supply chains. In response, brands have adopted corporate social responsibility (CSR) strategies which have adapted over time to fit the business environment. With regards to labour conditions, some brands have transitioned their CSR strategies from policing and monitoring the symptoms to constructively addressing root causes. This presentation identifies i) some of the challenges faced by brands and ii) some of the drivers of positive change in the Chinese context. The presentation also describes best practices and current CSR trends in China’s supply chains. It is argued that Strategic CSR Investment is emerging as a new framework for CSR. This is a focused strategy based on long-term relationships between stakeholders, is related to business values and builds on business expertise.

ABOUT THE SPEAKER:

Nadira Lamrad recently completed her Master's of Social Science in Development Studies and is now a PhD candidate at the Department of Asian and International Studies at City University of Hong Kong. Previously, she received a Bachelor of Arts in Political Science, Economics and Sociology from McGill University. Her research is focused on Corporate Social Responsibility in the fashion and textiles industry. Nadira is also a collaborator and contributing writer at Social Alterations, a website dedicated to responsible fashion and design.

>All are Welcome<

Enquiries: please email to ais.enquiry@cityu.edu.hk